

PRESSE RELEASE



ARRAS TO HOLD THE FIRST FRENCH FRIES WORLD CHAMPIONSHIPS® ON SATURDAY 7th OCTOBER 2023

CHARLES DE L'ÉCLUSE, POTATO PROPHET

Did you know?

The fries we know today would probably never have existed if it wasn't for the tenacity of one of the Renaissance's most remarkable botanists, **Charles de L'Écluse (aka Clusius)**, born in Arras in 1526.

L'Écluse devoted his energies to studying this little-known tuber from Peru in his own experimental garden, thus promoting it among great European Lords, well before the famous Antoine-Augustin Parmentier. In all modesty, the Pays d'Artois seems to be 'at the root' of the advent of fries as we know them today!

THIS EMBLEMATIC NORTHERN FRENCH CULINARY PRODUCT NO LONGER NEEDS ANY INTRODUCTION AND YET IT RETAINS ITS CULT STATUS – FRESH HOMEMADE FRENCH FRIES ARE AN INTEGRAL PART OF THE GASTRONOMIC TRADITIONS OF THE HAUTS-DE-FRANCE REGION, **OF WHICH ARRAS MAY WELL BE THE EPICENTRE.**

While nowadays they are consumed worldwide and loved by all, **French fries originally hark from the Arras area**, which is set to pay tribute to them when it hosts the very first *French Fries World Championships*®. Arras is the birthplace of Charles de l'Écluse (1526-1609), a botanist to whom we owe one of the first studies on potatoes. The first edition of the Championships will include **contests between catering professionals and amateur experts, entertainment, fries tastings, lots of fun and good food.**

LA FRITE DANS TOUS SES ÉTATS

The French Fries World Championships® will be a festive event open to the public and held in Arras' Grand-Place. Pre-selected candidates, among the best in the Hauts-de-France and neighbouring areas or from



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further afield, will face off in a number of different categories: family fries, authentic fries, creative fries...to show off different ways of enhancing **fresh cut fries**.

What would a delectable cornet of French fries be without a delicious sauce to serve with it? A category reserved for catering professionals will give chefs a chance to express their creativity and concoct the best sauce.

A jury composed of professionals and fries fans will give its verdict. For the first edition, journalist, author and food critic, **François-Régis Gaudry** will honour us by sponsoring the *French Fries World Championships*®.

STAND AND TROPHY

The winners of each category will receive a trophy especially designed for this original and tasty gastronomic event, heralded to be one of the highlights of *the European Region of Gastronomy 2023* calendar. The Hauts-de-France is *the first French region* to receive this prestigious accolade, following in the footsteps of Menorca (Balearics) in 2022, Trondheim (Norway) and Lombardy (Italy).

Members of the public will be able to get involved with the various stages of this innovative competition and, of course, savour delicacies at the excellent **French fry stands installed for the occasion**. As usual in Arras, **the best local beers will also await you**. Entertainment and concerts will further enhance this jam-packed day, at the heart of the Artois capital.

Fries galore!



@arraschampionnatdumondefrite

All northern French people have memories of waiting for fries in front of a fries stall on a cold winter's night or a warm summer evening. Some traditions live on despite the growing popularity of home deliveries.

(source: les-friteries.com)



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