



*L'apéro*

Let's French!

# L'apéro

by the FAHGA

L'Aperero is a monthly event where people from all horizons come together to enjoy Gastronomy & Hospitality French style.

**Mission:** represent / promote the Hospitality & Gastronomy industry "à la française" in a relax environment.

**Creation:** 2016

**Status:** Non-profit 501C

**Pierre Bee**  
Founder



30 events in 2019  
4500 attendees total

Since 2016: 160 events

- **2019**
  - San Francisco
  - Napa Valley

- **2020**
  - New York City

- **2021**
  - Montreal
  - Los Angeles





*“France is famous for its Gastronomy and its « Art de Vivre ». Our American friends here are given the opportunity to experience our culture thanks to the numerous French nationals working in the hospitality and gastronomy business in the Bay Area.*

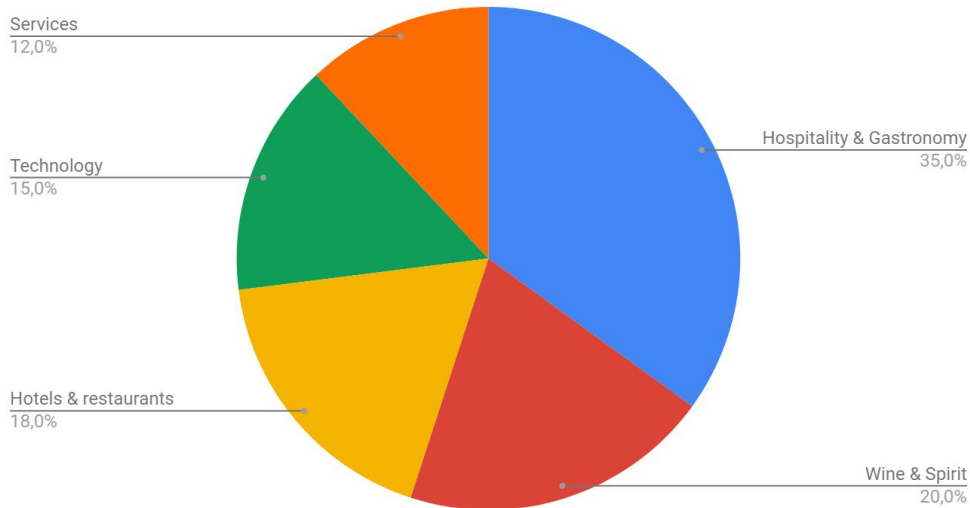
*Thanks to L’Apéro, these professionals have a place to get together and shine.”*

**Emmanuel LEBRUN-DAMIENS**  
Consul Général de France à San Francisco



## People you'll reach

Professionals from the Hospitality and Gastronomy industry (owners, general manager, F&B director of hotels and restaurants), wine & spirit, consultants, service providers, and startups who serves and/or work in this ecosystem.



420  
members



1,500  
followers



+10 000  
views/month



6,000  
reach / event



3,500+  
emails

## Goals 2020

- Database: 4,000
- Social media presence
- Total attendees: 5,400



6000  
members



2,000  
followers



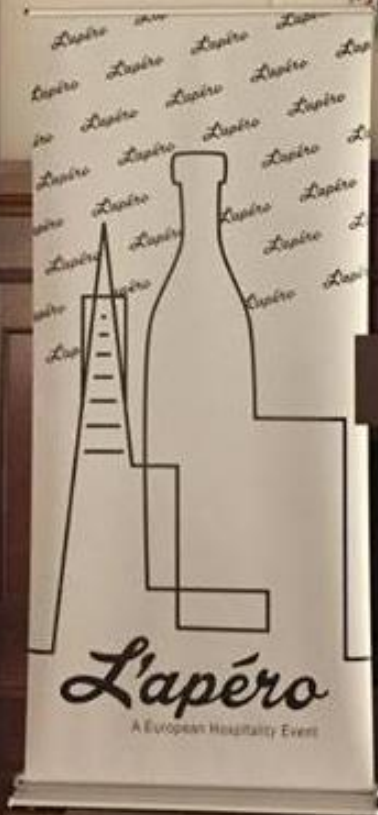
42,000  
views/month



1,000  
followers



4,000  
emails



## CONNECT

“Apero Style”

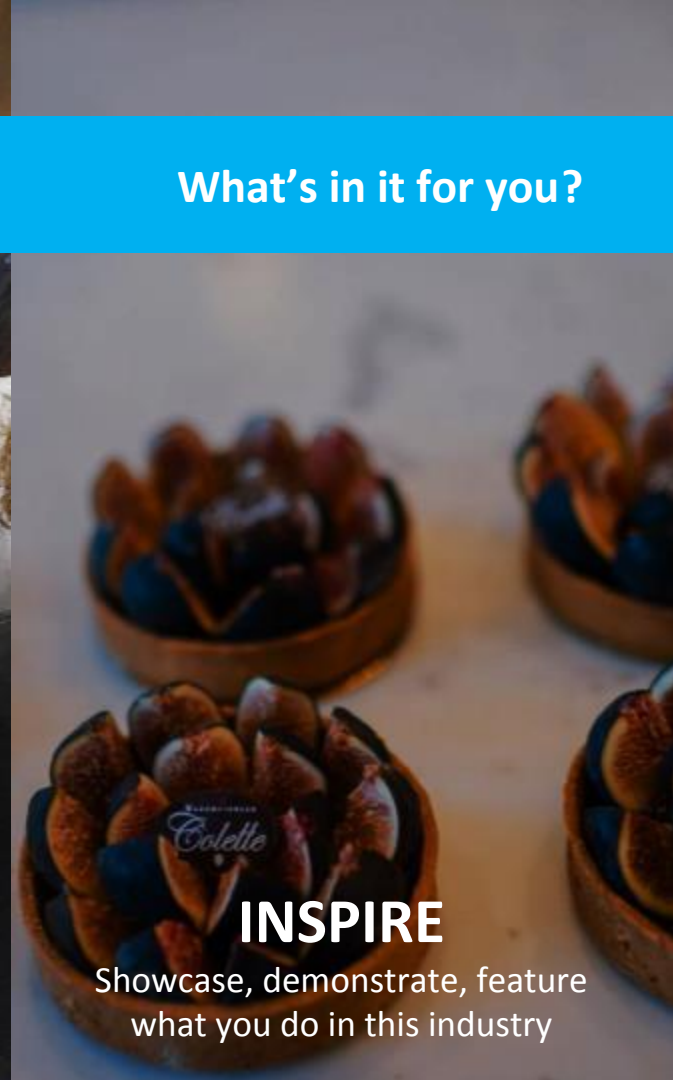
Real people, relax environment



## ENGAGE

with business leaders, decision makers, and influencers

What's in it for you?



## INSPIRE

Showcase, demonstrate, feature what you do in this industry



# Well targeted events just for you

## 1. L'Apero Casual

Hosted every month, casual meetups from L'Apero gather hospitality and gastronomy professionals as well as startups and service providers for happy hour time.

Average monthly attendance : 80 attendees | Ex: The Elise Hotel SF Great Gatsby Theme



## 2. L'Apero Workshop

Co-host private events for the hospitality and gastronomy professionals community to showcase a venue, a product, or a service. Targeted to a special audience, these private events can be meetups, workshops, or any kind of format tailored to the host needs and get a special marketing support.

Ex: Chantal Guillon St Valentin Workshop "Make Your Own Macarons"



## 3. L'Apero Celebrates

L'Apero hosts special events inspired by the French tradition of gastronomy, hospitality, and Conviviality:

- **Fête de la Musique:** 21st of June celebrates music and artists (500 attendees).
- **Bal des pompiers:** celebrates 14th of July with food and drinks and French music (+600 attendees)
- **Fête de la Gastronomie:** a pure L'Apero creation to celebrate French Gastronomy with the 10 best French Chefs from the Bay Area (200 attendees).
- **Beaujolais nouveau:** the third Thursday of November, join us to celebrate the arrival of Beaujolais Nouveau (+200 attendees).
- **Chandeleur:** 2nd of February flip the crepe with L'Appero (+100 attendees).





Get involved!

### SPONSOR AN EVENT

Reach a qualified audience

### VOLUNTEER

Join L'Apero crew, we always need help and support! Gracias!

### DONATE

Support the initiatives of the FAHGA

They have donated or sponsored our initiatives:





*L'Apero allowed us to create a better brand awareness among our specific targeted audience. We got some great new visibility on line as well. It has been so far the most successful and fun events we hosted in our stores. Vive l'Apero!*

**Chantal Guillon**

Owner and Founder of Chantal Guillon Macarons



*L'Apero is a fantastic platform where people from the industry can get to meet in a casual atmosphere and get to develop acquaintances and friendships that are the foundations for great businesses. Dayuse.com was very grateful to be one of the early tech players to be able to share insights into our growth and innovation.*

**Aurelia Setton, VP Marketing**



*L'Apero is a great way for Business France to mingle with the French hospitality and gastronomy professionals, in an always fun and friendly atmosphere. These events gather various professional background related to the hospitality. Participating importers, distributors and retailers provide us with the most valuable and helpful feedback to help us fulfill our mission : facilitating business opportunities between US importers and French producers of wine, beer and spirits, as well as gourmet products.*

**Saito Manilay, Head of Business development  
Wine, Beer & Spirits division**



# Media coverage



<https://www.youtube.com/watch?v=RM4oi17rQivg&feature=youtu.be>

**Telematin** – French national most popular morning show with 1.4+ Million viewers daily.

Ouest France 31 décembre 2016 - 1<sup>er</sup> janvier 2017 Normandie

## Un Normand fait trinquer San Francisco à l'apéro

Il y a dix-sept ans, Pierre Bée a quitté sa Normandie natale pour les États-Unis. Depuis bientôt deux ans, le Caennais fait trinquer les francophones ensemble, une fois par mois.

### San Francisco

De notre correspondante  
Un jour d'octobre 1999, l'investisseur de L'Apéro a posé ses valises à San Francisco (Calif.) « au milieu, avec un billet retour. Quand j'ai vu la beauté de cette ville, je me suis dit qu'il y avait des chances pour que cette dure plus longtemps », se rappelle Pierre Bée, encore étonné de ce sept ans plus tard.



À l'époque, il débarque aux États-Unis pour vendre des poignées de porte du fabricant Boveri, une entreprise de Chateaufort (Orne). « Je venais pour faire la promotion d'un savon-laine normand, aime rappeler le journaliste épique. Tous les jours, je parlais de Caen et de l'Orne à travers les États-Unis. Et à Noël, j'organisais des calados à mes clients ! »  
Caen au cœur  
Pierre Bée est né à Caen et a grandi « au Champ-Vert, puis avenue du Général de Gaulle ». Son père, Victor Hugo, en passant par son oncle, Nicolas, a fait « un pèlerinage » à Caen, avec ses deux enfants, en Normandie puis en Californie. « Je n'y ai jamais pu me faire de bons souvenirs ». « Mais dans un état de choc à l'habitat encore, inquiet », il est allé à Caen avec ses deux enfants, accompagné de sa femme, Nicole, et est fan du Stade Malherbe.

**Ouest France** – with 2.5 million daily readers (and a circulation of almost 800 000 units), it is the most read francophone newspaper.

Standard Textile. « Je m'étais pas de traiter des francophones du secteur de l'hôtellerie qui ne se connaissent pas ». Emploie-t-il lui-même, il a alors imaginé L'Apéro, un rendez-vous mensuel où les francophones se retrouvent pour trinquer ensemble.  
L'Apéro a même investi la maison du conseil de France, à San Francisco. Le 14 décembre, Pierre Bée a toujours une bonne raison de lever

<http://lostinsf.com/en/what-to-do-for-ma-ke-music-day-2016-in-san-francisco>

<https://frenchly.us/a-meet-up-for-french-francophiles-and-more-lapero-launches-in-new-york/>

<https://frenchmorning.com/ma-angez-crepes-chandeleur-a-san-francisco/>



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## Partners / Sponsors



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ACADEMY OF  
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Founder



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**Olivier de Roany**  
One65 San Francisco  
General Manager

*L'apéro*

L'Apéro is the official series of events from the non-profit "French American Hospitality & Gastronomy Association" (FAHGA).

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