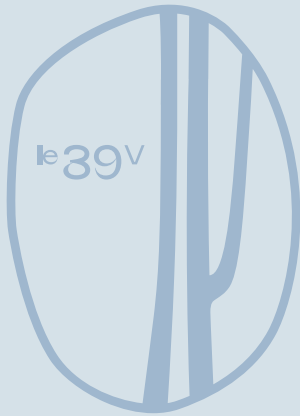


Press Kit



THE MANIFESTO

“Share experiences, make people happy, surprise and dazzle them. Celebrate nature and the people that work with it in the dishes. Be whisked away by the regions and draw inspiration from expert artisans who have so much respect for the product. Keep the love between mankind and nature alive. Concoct and communicate. A recipe is just a pretext, the product is what really matters and what makes the flavour that people remember. I cook with humanity.”

FRÉDÉRIC VARDON



Introducing le 39^V, reopening in October 2021. le 39^V is a natural haven of peace overlooking the Paris rooftops from the 6th floor of a Haussmann building on Avenue George V deep in the capital's "golden triangle". It all began one fine day in September 2010 and this is the next chapter in the story.

After a few months of renovation, the designer Raphaël Navot has given the venue a brand new look true to its culinary identity, heritage and values. The space oozes warmth and goodwill with sharp cookery that respects nature and mankind. Frédéric Vardon's dishes are deeply rooted in classic French cuisine with an exciting twist and elevated by the best produce he selects whilst on his many trips visiting different regions alongside the best artisans. You can count on a heart-warming social experience when you get together for a meal at le 39^V.

The kitchen is the heart of the home

This is more than a restaurant; this cosy culinary house nestled on the Paris rooftops is a unique, indulgent, comfortable and warm haven. .

Frédéric Vardon wants everyone to feel at home here so he makes sure his guests get a warm and honest welcome. This is a fresh take on hospitality... "I want an easy-going and friendly "landlord" vibe that's all about creating bonds."

Frédéric Vardon's dishes come from the heart. Authentic, honest, sustainable and true to French culinary traditions, the dishes are simply but tasty. The committed chef does his all for his guests and staff.

It's all about the flavour! Chef has a passion for what nature does best, showcases it in all its glory and puts seasonal produce in the spotlight.

Cap Gris-Nez crab, chickpeas, confit lemon and kombu; House-smoked Crisenon trout, kimchi, horseradish ... The menu puts a fresh twist on classics with dishes such as Blin's famous "macaroni", Beaufort and truffle; Sustainably-caught wild fish with artichoke, parsley and vin jaune sauce or grilled urchins, samphire and shellfish, lovage garnish; not forgetting the classic pedigree beef, Dauphine potatoes and peppercorn sauce.

As for desserts, the restaurant uses as little extra sugar as possible to take us on a tour of le 39's signature soufflés (chocolate, fruit, lemon etc.); end-of-season raspberries drenched in Indian summer sun with liquorice and an allumette crisp; Rice pudding-style oats, fresh grape and raisin jam in fortified wine, oat/liquorice ice cream, oat milk sauce; Plum with black rice, N. Berger chocolate and angelica; and not forgetting the dessert tray's delights.

Bernard Antony and Marie-Anne Cantin bring us selected aged cheeses with a special mention to Mr. R. Pellegrini for his goat's cheese... and a few gems brought from Normandy by the chef himself!

Most of the dishes are available as small plates or appetisers. Every Tuesday sees the lunch menu for the week unveiled with seasonal produce alongside unique dishes such as cold plates and hearty salads.



There are surprises galore too with "off the menu" regional gems: aged rib eye; seasonal game; a fabulous king crab pot to share, spit-roasted sea bass for 3-4 and more.

"I'm wholeheartedly committed to responsible cooking and I always strive to cook what nature gives us when it's at its ripest. It's high time we all saw the bigger picture and respected biodiversity. I've had everything from production methods to supplies and waste management in place for years and committed ^{le 39^v} to a sustainable vision. It's my duty as a citizen."



Sourcing the best produce ties into the restaurant's ethical philosophy using local producers and tracing the product's origins. There's a focus on understanding the relationship between environment and production with a focus on animal welfare from birth to slaughter.

The chefs at ^{le 39^v} are committed to eco-friendly cookery to do good for the planet and diner as well as taste good.



The restaurant

A unique venue

le39^v has been designed and dressed by the designer Raphaël Navot. The restaurant floats like a cloud in the sky with a wonderful sense of harmony breezing through it. As soon as you arrive, the sliding door opens to unveil a cosy setting with two magical bou-
doirs. Then you wander down an almost secret cor-
ridor to the private wood-clad lift to take the smooth ride up to the Paris rooftops on the 6th floor. The large window walls flood the dining room with natural light and are a feast for the eyes. The Zimbabwe flamed granite floor melts into end-grained timber parquet, carved like butcher blocks by Oscar Ono, as the incre-
dible bar rises up from the floor with its padded tex-
tured vault. Guests can enjoy the scene of the incre-
dible terrace from the Tajmall stone bar tables. Your eyes are drawn to the ever-impressive glass wine cel-

lar home to over 2000 bottles just a few steps away. 3 steps take you into the main semi-circular dining room that unfurls into a "culinary arena" with semi-spheric walls that carve out 4 social areas.



The muted space is an architectural gem that oozes sleek design: solid oak tables made by Maison Lefrançois, chairs and armchairs designed by Walter Knoll, bespoke curvaceous and cosy banquettes embellished by Maison Gohard standing against textured blue-grey walls on wooden flooring. Wings drop from the ceiling to create a sense of plush intimacy. Each and every detail is in perfect and natural harmony. The entire space puts premium materials and organic shapes centre stage with wood the star of the show supported by silk, velvet and sheer fabrics. The bespoke textiles are the ultimate in sophistication. Whether they come from Rubelli or are woven by the artist Pietro Seminelli, they are part of the natural dialogue. The textile folds are like stained-glass windows that filter and mute strong light. The handmade pieces not only exude elegance but also muffle sound. The arena and its views overlooking the kitchen kiss the sky to create a private setting that elevates the splendour of craftsmanship and French expertise.

“The restaurant’s shape is what initially sparked my imagination. This round shape, like a floating UFO... Naturally, the concept shifted and in the end we went with a futuristic feel. I wanted to create a timeless, very organic and earthy world like nowhere else. I wanted the space to be surprising and intriguing, somewhere you feel alive, relaxed and pampered,” says Raphaël Navot.

All the French attention to detail and bespoke features are drenched in daylight whilst the warm and light hues exude an overwhelming sense of warmth. The curves beautifully balance the space so everyone feels frozen in time without a care in the world.

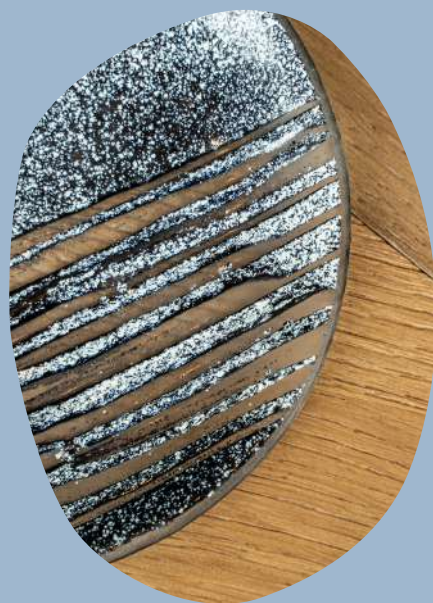


The tableware

The sophisticated tableware is true to the venue and dishes: elegant and indulgent. Each piece has been selected and designed especially for *le 39^e*. The most renowned artisans were hand-picked to elevate the solid wood tables. The delicate yet stylish tableware in china, glass or wood may be a motley crew but it owns its signature glamour.

Haute couture plates celebrating nature
by Demoiselles d'Anjou join china plates
designed by Hortense Montarnal that are
more organic, understated and soft to
allow the chef's imagination to run wild.

The crystal stemware by Sydonios showcases the wine suggestions for food pairings. The cutlery is silver-plated by EBH in Nice, the steak knives come from Philippe Chambriard and the china is designed by Maison Fragile. The understated service is sweet yet discreet.



The bar

The bar certainly makes its presence felt as soon as you step into *le 39^v*. It's softly coated in a wood-covered textured vault making it the perfect place to unwind and indulge in the latest creations.

The menu is a recipe for success when it comes to keeping everyone happy with anything from the indulgent to the exotic. The wide selection of house cocktails includes fresh twists on classics as well as exclusive tipples by our mixologists. A cocktail to suit every palate. An infused cranberry juice, an apple and cucumber cocktail or the Martini and tonic-based Floréal served with pansies and dehydrated oranges. If you prefer something with a bit of oomph, try the candied lemon and tequila Alchimiste. The bar's original creations celebrate nature with house fruit and vegetable juices that are made to order or Patrick Font's sugar-free

products. The sodas and tonics are all 100% natural and sourced direct from the famous London Essence Company. A wide variety of beers and spirits rounds off the bar menu.



The hanging garden

The restaurant's 47 seats naturally open onto a stunning hanging garden on the Paris rooftops through the huge sliding window walls.

The garden is designed like
a ship's bow with a floating 100 year old
olive tree at the top, capturing the beauty
of nature and the elements.

Its sprawling banquette, teak wood and muted beige tones create a breath-takingly sophisticated setting. Away from the capital's hustle and bustle, this unique, peaceful and comfortable garden is a place where visitors can drink in panoramic views of the kitchen and bar as they sip a sparkling Grand Cru de Champagne, colourful cocktail, espresso or siphon coffee. Chef Frédéric Vardon has even kept his vegetable plot with a variety of herbs and citrus fruits.



The chef's table

The coveted, sought-after and private table looks out over the kitchen. The unique setting gets you up close and personal with the dizzying ballet of chefs at work through tinted or untinted glass. The table is available for private functions and can seat up to 8 for an exclusive and bespoke experience. Whether you love trying new things or simply love food, this table is all about spending quality time with others and it captures the Le 39V spirit to perfection. The solid oak table is hand-made by the craftsmen at Maison Lefrançois and a triumph of long-standing and pain-staking French expertise.

“I want my table to be laden
with lovingly-made food
and great produce which brings
people together”



The family

The chef

Frédéric Vardon is the son of butchers/caterers and was born in Flers. He'd hop into his father's small van at dawn on Wednesday mornings to drive to the Paris and Rungis markets when he was little. He spent all his holidays in the fields between Vire and Tinchebray at his grandparents' farm where he drew water from the well. His childhood nurtured his palate and love for hard work.

“Respect the product and its producers isn't a slogan; it's a lesson. From an early age, I wanted to do something good to inspire people,” he says.

He knew he wouldn't be a butcher or farmer; he was destined to be a chef but would never forget his roots. He trained with Jean-Pierre Morot-Gaudry then Alain Dutournier in Paris before working with Alain Chapel in Mionnay.



“He was a master, the best of the best, he was wholeheartedly avant-garde,” he says. “What I remember most is his deep respect for nature. The standard of the poultry he’d put carefully in a stew and the farmer’s well-being mattered more to him than if he had petrol in the car.”

The experience sealed his fate before joining Alain Ducasse for a long companionship and unfailing bond. “Alain Ducasse is still the salt of the earth with a memory for flavour and boundless curiosity.” The pioneer of “naturalness” took Frédéric Vardon on globe-trotting adventures – everywhere from Paris and London to Tokyo, Hong Kong and Carthage – for over 14 years and opened the Spoon eateries. The experience saw him build on his solid foundations in French and far-flung cuisine to fine-tune his art. The years he spent with the three Alains made him who he is now.

“My priority is a perfect balance between nature and mankind.”

He hand-picks all the producers and farmers for both their quality and local roots. “I don’t have suppliers, I have accomplices with good produce to make good food,” he likes to say.



The accomplices

“They are my priority and the bond I’ve formed with them gives me a greater respect and understanding of the produce, which makes me a better cook. Without them, there’s no point.”

If the chef isn’t in the kitchen, it’s because he’s criss-crossing France visiting farmers, market gardeners and winemakers. Frédéric Vardon is a product spotter. He’s constantly on the hunt for rare gems and new finds, nature is his playground and he loves meeting people. He has built strong relationships with passionate artisans who nurture or sculpt the best of France. His loyalty is unfailing, he’s true to his values and philosophy. So the chef, the last link in the chain, showcases their passionate work.

The team

“I’ll never forget Alain Chapel on the pass in Mionnay telling me: “You see? This is an excellent Bresse chicken, these are excellent potatoes, but if you have nobody to tell people about it, if you don’t have a great dish, it’s never anything more than chicken and spuds.” It’s all about men and women coming together to work with humility, energy and goodwill with the end goal that their guests go home from their culinary experience with memories they won’t forget.

Some have been here for years, others have recently joined the family. They are all united and excited to prove themselves worthy of the French lifestyle.

“A restaurant is more than a business; it’s a family.”



The wine cellar

“The vine should be treated with love, the wine it produces should be treated with respect. It is patience and hard work in a bottle. Le 39V’s wine menu is a broad church of carefully-selected and wonderfully diverse options.”

Frédéric Vardon has a passion for the winemaking sector and has worked with his head sommelier to concoct a menu celebrating the winemakers’ regions and expertise. The menu beautifully blends wine from up-and-coming wineries with iconic names famous for their vintages from the best French terroirs. The wine cellar puts the spotlight on over 200 mainly bio-dynamic or sustainably-farmed wines. A history of passion in each and every bottle. Care and attention has gone into the inspired selection of wines by the glass, from the most modest to the grand crus. The restaurant uses the Coravin™® system so wine lovers can sample a selection of fine wine to sate their thirst for discovery or enjoy the best bottles from the cellar. Everyone in the restaurant can feast their eyes on the semi-cylindrical glazed wine cellar through its triple-thickness extra-white glass. A feast for the eyes and the senses. The bottles (selected over ten years ago) are illuminated by white fibre optics and hang at an angle from their neck. They are suspended and exhibited in the heart of a transparent stage. The three perfect temperatures are applied: one for reds, one for whites and one for champagne, served by the carafe for improved flow.



Female winemakers...

Le 39^v campaigns for sexual equality and women play a vital role as the restaurant has been working with two associations for years: "La Transmission – Femmes en Champagne" and "Femmes et Vins de Bourgogne". They use their trades and experiences to put the spot-light on women in the wine industry.

SOME WINERIES ON THE ^{le}39^v ADVENTURE:

Yann Durieux, **Domaine Recrue des Sens** –
Estelle Prunier, **Domaine Michel Prunier & Fille** –
Patrick Charlin, **Domaine Patrick Charlin** –
Domaine Pirouette – Cécilia Diaz et Guillermo
Campos, **Domaine de la Mariota** – Didier Fornerol,
Domaine Didier Fornerol –
Famille Sergi, **Domaine du Clos Saint Vincent** –
Domaine Gilles Berlioz – **Château Les Croisilles** –
Domaine Laura David – **Champagne Pascal Doquet** –
Domaine Laurent Habrard – **Domaine des Baumard** –
Domaine des 4 vents.



A spot of culture

The famous 39 de l'avenue George V address is where you'll find the ^{le}39^v restaurant on the 6th and top floor. Its understated entrance at 17, rue Quentin Bauchart opens onto a private internal courtyard. It was the original HQ for the Red Cross in France, the first international humanitarian network founded in 1864 by Henry Dunant. Extensive expertise went into making the building a unique and hi-tech flagship on the Parisian landscape as soon as it was bought. To avoid any of the disturbance that building work naturally causes, the building was given an original covering depicting the walls under restoration with a twist inspired by Dali's melting clocks and designs by the Catalan artist Gaudi. This installation by the graphic artist Pierre Delavie and staged by the Athem agency is considered a true street art masterpiece which dazzled everyone without clashing with the surrounding architectural harmony. Some of the installation was sold at auction to raise funds for Bernadette Chirac's "pièces jaunes" project on January 21st 2009.



Address

39, avenue George V, 75008 Paris

Entrance

17, rue Quentin Bauchart, 75008 Paris
Under the porch on the left

Access

Parking Indigo George V

Metro : Line 1 : George V /

Line 9 : Alma-Marceau

Reservation by email

restaurant@le39v.com

Reservation by phone

+33 (0)1 56 62 39 05

www.le39v.com



Open from Monday to Friday
for lunch and dinner
From 12.15pm to 2pm
And from 7.30pm to 10pm

Lunch menu

Starter/main course
or main course/dessert — 49,5€

Starter/main course/dessert — 59,5€

Tasting menu

Menu "découverte" in 4 services — 95€

Depending on the market
and on the generosity of nature

Menu "Signature"

6 services — 145€

Wine pairing:

5 glasses — 70€

7 glasses — 95€

