

Groupe Barrière joins forces with Chef Christophe Adam



Groupe Barrière acquires a majority stake in L'Éclair de Génie, the group created by Chef Christophe Adam, which also operates the L'Éclair de Génie and Dépôt Légal brands.

Paris, 21st September – The collaboration between Groupe Barrière and Christophe Adam dates back to September 2019, when Groupe Barrière opened one of the Chef's "Dépôt Légal" culinary concepts inside its Parisian gaming club - Club Barrière Paris 104 Champs Élysées. On the heels of this success, Group Barrière was keen to take the collaboration further by becoming a majority investor alongside Christophe Adam in the L'Éclair de Génie business.

The majority stake acquisition is in line with Groupe Barrière's transformation and diversification strategy, headed up by Alexandre Desseigne-Barrière, Managing Director of Hotels & Restaurants and Transformation, with Julien Huel, Deputy F&B and Transformation Director.

This new partnership will allow Barrière to continue to expand its F&B sector – which currently stands at more than 140 bars and restaurants – with the addition of several sales outlets in Paris, L'Éclair de Génie production labs and business licences in France, Japan, China, Georgia and Qatar.

With regards this strategic partnership, Christophe Adam says: «I am extremely proud to join forces with Barrière, who are known around the world as the benchmark of French luxury and savoir-faire. Both seeking excellence, and with a constant desire to reinvent ourselves, there is no doubt that our partnership will allow us to bring some amazing projects to fruition. »

Alexandre Desseigne-Barrière points out, «By investing in the L'Éclair de Génie group, Barrière confirms its desire to expand, to reinvent itself and to adapt to its customers' needs and expectations. This partnership was



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also born from an encounter between two like-minded groups with the same shared values. As well as his indisputable talent, for which he was awarded the title of Best Pastry Chef by his peers in 2015, Christophe Adam is a man of principles for whom respect, the love of a job well done and knowledge sharing are key».

About Barrière

The Barrière brand sells two separate groups of hotels, casinos and restaurants: Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC).

Founded in 1912 by François André and subsequently developed and managed by Lucien Barrière, Diane Barrière-Desseigne and Dominique Desseigne, the Barrière group has developed an unrivalled offering in the top of the range leisure market, founded with the view to providing operational excellence, a quality of service that is second to none and French art de vivre. Today it owns 33 Casinos, 1 Gaming Club, 18 Hotels (mainly 5 stars, as well as a 5 star luxury Palace in Courchevel) and more than 140 bars and restaurants, one of which is the renowned Fouquet's in Paris (with subsidiaries in 9 other destinations) and organises around 3,500 shows and events every year. Its turnover was 1.24 billion euros at the end of its financial year on 31st October 2019, and the Group now comprises 7,000 staff members.

The Group is also well known in the food and beverage industry, serving some 2.5 million meals, in the leisure industry with 15 spas, 1 thalassotherapy centre in La Baule, 1 balneotherapy centre in Ribeaupillé, 3 golf courses and 2 tennis clubs, and is increasingly making a name for itself through its world renown Resorts located in many popular tourist destinations.

About Christophe Adam

After his training as an apprentice pastry chef, Christophe Adam built up his experience in many 5-star luxury hotels (le Crillon in Paris and Gavroche in Londres with 3 Michelin stars) and prestigious establishments (working with the Roux brothers, Fauchon...). He climbed Fauchon's ranks little by little, to become their Head Pastry Chef for 10 years.

In 2002, Fauchon New York asked him to create an orange éclair. This was a lightbulb moment for him. A few years later, he decided to leave Fauchon to set up his own business with his brother. This was the beginning of a brand new concept, L'Éclair de Génie.

In 2015, Christophe Adam was voted best pastry chef in France by his peers.



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