



PRESS KIT
**The Eiffel Tower's
new catering offer**

**March 12
2019**



SOCIÉTÉ
D'EXPLOITATION
DE LA
TOUR EIFFEL

sodexo
SERVICES DE QUALITÉ DE VIE

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EDIT- ORIAL

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Together, we have the ambition to reinvent the Tower to make it a gastronomic destination in its own right.

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Every year, more than 6 million people fulfill a dream by visiting the Eiffel Tower. Possessing the true embodiment of French know-how, the monument inspires, fascinates and amazes. Coinciding with the Eiffel Tower celebrating its 130th anniversary in 2019, our project is ambitious. It aims to transform the visitor experience in all its components. Maintenance and renovation of equipment, development of online ticketing, implementation of a new range of services, etc., the Iron Lady is reinventing herself.

Rethinking the way we welcome our visitors also means offering them the best in gastronomy. This is why SETE wanted to radically renew the Eiffel Tower's food and drink services. I am delighted that Umanis is supporting us in this project, alongside Thierry Marx and Frédéric Anton, two iconic and talented Chefs. Together, we have the ambition to reinvent the Tower to make it a gastronomic destination in its own right; a showcase for culinary excellence.

Patrick Branco Ruivo,
Chief Executive
Officer of the Société
d'Exploitation de la Tour
Eiffel (SETE)



As a key player in Paris tourism, Sodexo Sports et Loisirs has forged a special relationship with the City of Light, one that has been strengthened over the past 11 years by its collaboration with SETE in the Eiffel Tower restaurant.

As the most iconic monument of Paris and France, the Eiffel Tower is a true urban beacon whose influence extends far beyond our borders and which exalts our way of life throughout the world. As it celebrates its 130th anniversary, it has the desire to renew itself in order to always surprise its visitors, who come from the other side of the world or from a nearby neighborhood. The dining options that the Tower offers them should contribute to this attractiveness.

That is why Sodexo Sports et Loisirs, together with its partners, is proud to be the driving force behind the dining offer and to promote a reinvented vision of gastronomy on the different floors of the capital's most beautiful monument. Michelin-starred chefs Frédéric Anton and Thierry Marx, a complementary and original duo, are masterfully enhancing the menus of the monument's two restaurants.

I would therefore like to thank SETE for renewing its confidence in us for this ambitious project, so that the next 10 years will be those of a new Eiffel Tower.

Nathalie Bellon-Szabo,
Executive Vice President,
Sodexo Sports et Loisirs





— THE VISITOR EXPERIENCE — AT THE HEART OF THE CONCERNS OF THE SOCIÉTÉ D'EXPLOITATION DE LA TOUR EIFFEL (SETE)

The Eiffel Tower is one of the most visited monuments in the world: more than 6 million visitors visit it every year. In addition to the maintenance of the Tower and its installations, the renewal and modernization of spaces and equipment, the Société d'Exploitation de la Tour Eiffel (SETE) has undertaken a vast program of transformations over the period of 2017-2023, as part of the new public service delegation (PSD) agreement signed with the City of Paris, the owner of the monument. This agreement entered into force on November 1st, 2017 for a period of 13 years.

Among the missions entrusted to SETE, **the improvement of the reception and visitor route is at the heart of its concerns**. As the most iconic monument in France, it is essential for the Tower to offer real visitor comfort; this involves optimizing flows and reducing waiting times. To achieve this, in May 2018, SETE significantly increased the proportion of tickets sold online – all time stamped.

The Eiffel Tower occupies a prominent place in the city's tourism development strategy for 2022. As such the monument must be the flawless **showcase of the quality of Parisian hospitality**. In this context, SETE has the ambition to reinvent the Eiffel Tower by offering a new and modernized experience to all its visitors.

The total renewal of food and drink services is one of the levers to achieve this objective.



— THE EIFFEL TOWER OR — THE EXCELLENCE OF FRENCH CUISINE

The new food and drink project aims to promote Parisian and French gastronomy to improve the visitor experience.

UMANIS, NEW FOOD AND DRINK CONCESSIONAIRE OF THE EIFFEL TOWER

After an eight-month consultation process, SETE awarded, after approval by the City of Paris, the Eiffel Tower food and drink concession to **Umanis**, led by Sodexo, in partnership with 3 shareholders: star chef Frédéric Anton (3*) for Le Jules Verne, star chef Thierry Marx (2*) for the Brasserie and Ubudu, a specialist in visitor flow management.

The contract took effect on October 1st2018, for a period of ten years.

Frédéric Anton

Parisian chefs, symbols of French gastronomy, who know how to push the creative boundaries of their discipline without cutting themselves off from tradition.

Sodexo

The world leader in Quality of Life services, and global operator in the world of leisure, sports and culture.

umanis

Thierry Marx

Ubudu

A specialist in flows and geolocation, which can take advantage of data to meet the challenges of traffic, both at the Tower and in the city.

A COMPLETELY REDESIGNED OFFER

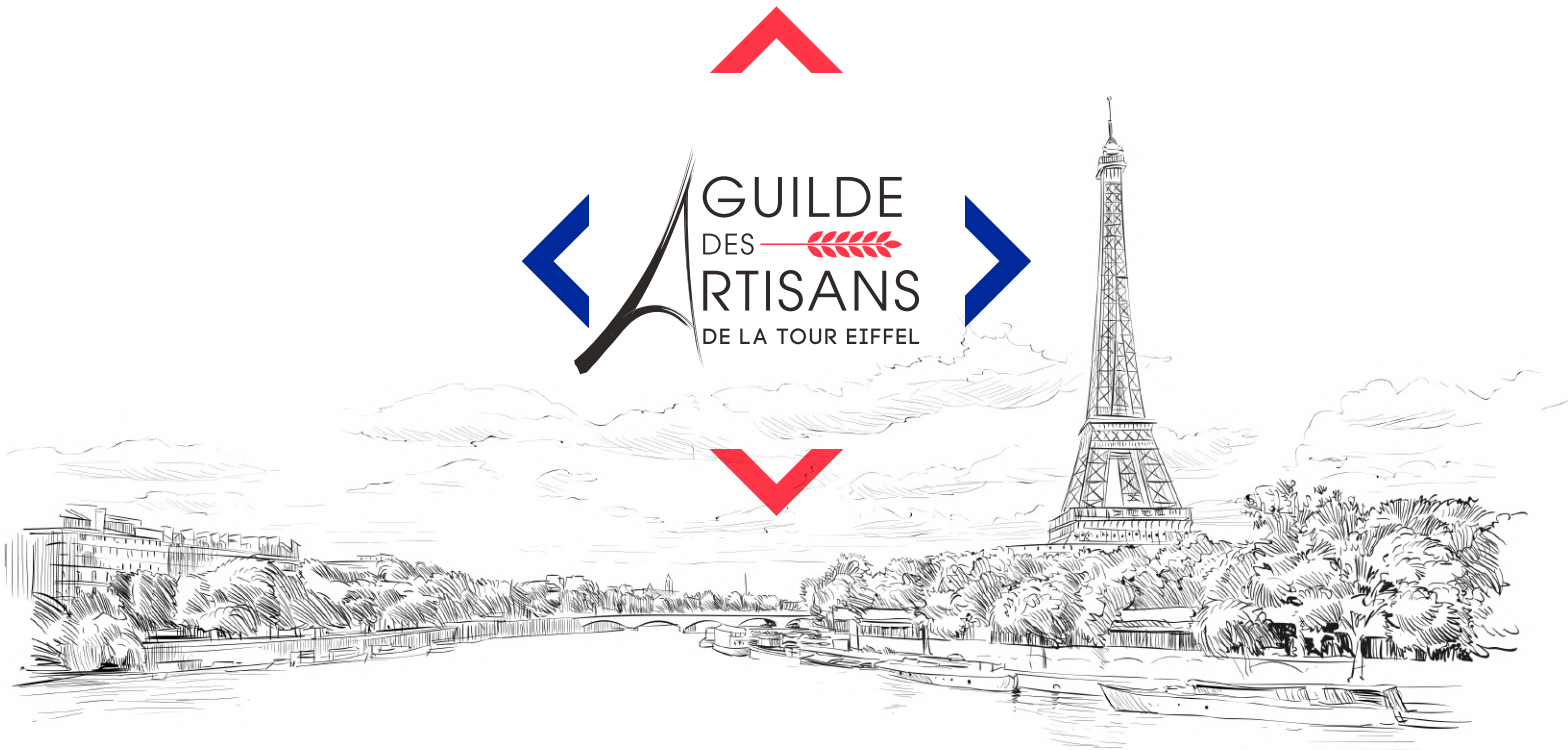
The strength of the winning bid was its ability to **rethink the Eiffel Tower's food and drink experience from A to Z**. For each food space, the offer now features highly qualitative choices whether it is its **architectural proposal**, its **culinary and commercial offer** or its **socio-environmental project**.

THE 5 MAJOR ASSETS

- ◆ A project led by a duo of Michelin-starred chefs
- ◆ A diversified, accessible and totally redesigned offer
- ◆ Places reinvented by talented architects, from the esplanade to the third floor
- ◆ An approach rooted in the territories and embodied in lasting partnerships such as the Eiffel Tower's Artisans Guild
- ◆ A strong expertise in food and drink at exceptional sites with Sodexo Sports et Loisirs

AN EXEMPLARY ENVIRONMENTAL AND SOCIETAL APPROACH

SETE has long incorporated sustainable and responsible development into its strategy and practices. From this perspective, the commitment made by Sodexo Sports et Loisirs and its partners is based on the conviction that the Eiffel Tower must embody a new economy in its food and drink offer. The particularly ambitious environmental project is based on both **the Sodexo Group's eco-responsible practices** (sustainable purchasing charter signed with suppliers, reduction of primary packaging) and **the personal commitment of the two chefs**, who promote local cuisine without waste.



THE EIFFEL TOWER IS LAUNCHING ITS ARTISANS GUILD

Sodexo Sports et Loisirs has created and implemented the **"Guilde des artisans" ("Artisans Guild")** in collaboration with the SETE. This is a network of Parisian and Ile-de-France food artisans selected for their remarkable know-how and their eco-responsible commitment. Local and seasonal products, selected by a jury chaired by chef Thierry Marx, will be made available to the monument's six million annual visitors.

This commitment to connect local artisans with the most iconic monument in Paris aims to showcase the best of local know-how and to contribute economically and socially to a **global ecosystem united by the Tower.**

AMBITIOUS COMMERCIAL GOALS

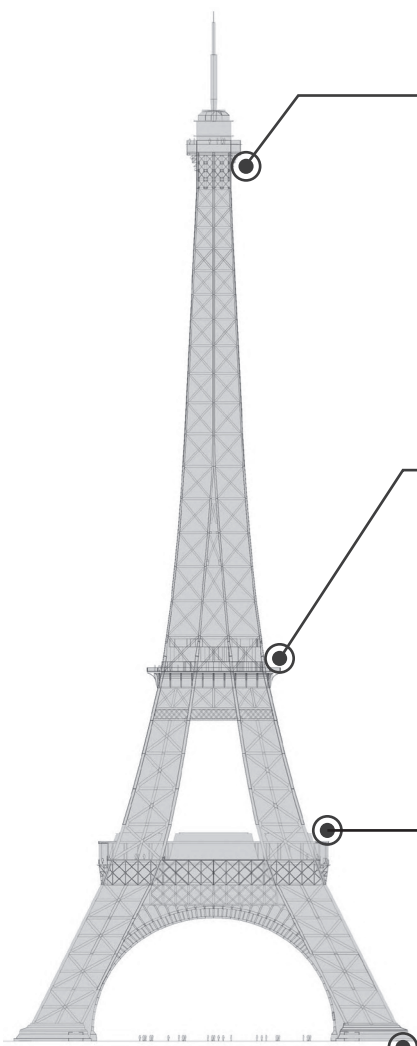
With the experience and expertise of Sodexo Sports et Loisirs, a leading player in Parisian tourism, the commercial objectives of the Eiffel Tower's food and drink offer for the next 10 years are ambitious.

- ◆ **25 million** euro investment
- ◆ **+ 35%** of total revenue
- ◆ **+ 50%** of the number of clients served each year
- ◆ **+ 40%** of the number of clients for Le Jules Verne
- ◆ **50** jobs created





— TO GET A BETTER IDEA: —
**THE EIFFEL TOWER'S NEW
 DINING OFFER AT A GLANCE**



The top
Vertigo

Champagne Bar



2nd floor
Dazzling

Le Jules Verne



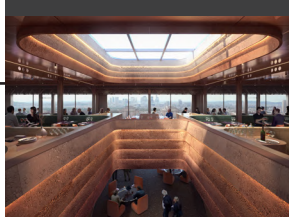
**Gastronomic restaurant
 Frédéric Anton**

Takeaway buffets

- The Eiffel Tower's savory counter
- The Eiffel Tower's sweet counter
- The Eiffel Tower's Barista counter

1st floor
Discovery

The Brasserie



**Contemporary brasserie
 Thierry Marx**

- Salon, Bar and Dining Room

Takeaway buffets / seated dining

- The Eiffel Tower's Bistro
- La Terrasse, entertainment events

Esplanade
Amazement

**Les Cornets de la
 Tour Eiffel**



Takeaway buffets

- The Cornets de la Tour Eiffel: mobile booths providing a plant-based or more traditional offer including waffles and crepes

The street vending

Delivery tricycles: a Parisian hot dog, the confectioner, the detox bar, the soup bar (ice cream during the summer)



— A DUO OF MICHELIN-STARRED CHEFS —

With more than 6 million annual visitors from all over the world, the Eiffel Tower is a symbol of universality. In keeping with its image, the restoration of the monument must be diverse. The complementarity of the two Chefs highlights the richness of the offer, from a sandwich to the takeaway buffets to a gourmet dinner at Le Jules Verne.

LE JULES VERNE, A GOURMET RESTAURANT BY FRÉDÉRIC ANTON



Le Jules Verne restaurant aims to establish itself as an essential gastronomic destination in Paris. Le Jules Verne menu will be a journey through the great references of French cuisine, which I will reinterpret while expressing my style and identity. We will create an exceptional place, where the smallest detail will be designed to enhance an unforgettable experience.



THE BRASSERIE ON THE 1ST FLOOR, THE PARISIAN BISTRO BY THIERRY MARX



My mission as an artisan is to make the ephemeral memorable. My challenge is to create a simple, healthy, fun, zero waste cuisine that is as sustainable as the monument itself. I want to take inspiration from the traditional popular cuisine and make it something extremely high in quality, with the showcased product at its center. I want to highlight a simple product that has added value. My cooking foundation is built around three pillars: mastery of gesture, fire and time.





— LE JULES VERNE — MECCA OF FRENCH ELEGANCE

REOPENING IN JULY 2019!

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Le Jules Verne invites you to a new encounter between the culinary arts and the decorative arts, up in the clouds of the Parisian sky. A fine balance blending the raw and the refined, the human hand and the iron lady's lace, for a very French recipe.

Frédéric Anton & Aline Asmar d'Amman

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THE NEW JULES VERNE IN BRIEF...

- ◆ A restaurant run by Frédéric Anton, three-star chef and Meilleur Ouvrier de France
- ◆ An interior designed by the talented architect Aline Asmar d'Amman, founder of the Culture in Architecture studio
- ◆ A menu that reinvents the great classics of French cuisine



— FOLLOW THE RHYTHM OF LE JULES VERNE —

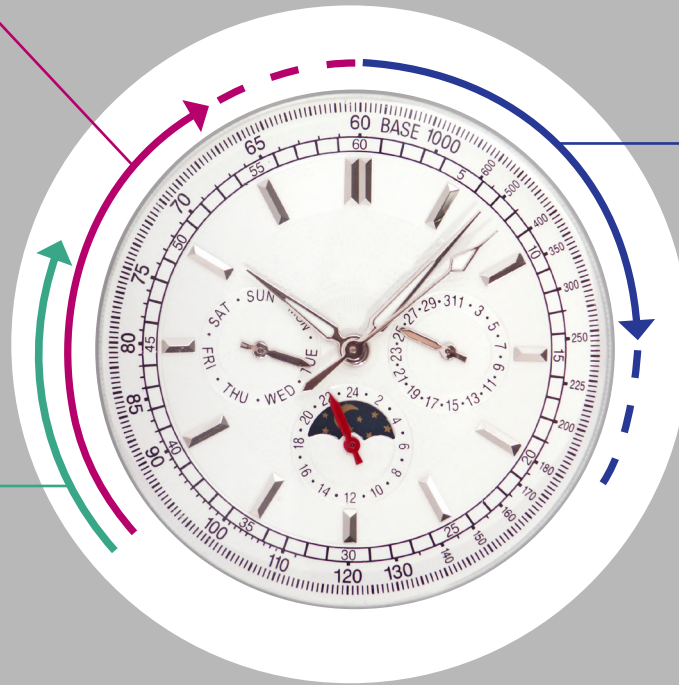
DINNER

New: from 6 pm, Le Jules Verne welcomes guests to one of the three rooms for a pre-event meal. The second service will begin at 9 pm.

In the other two rooms, reservations will be open from 7 pm for all those who wish to choose their dining schedule more freely. Unique 5 or 7-course tasting menu for €190 and €230.

NEW: BREAKFAST HITS NEW HEIGHTS!

Only by reservation, breakfast will allow you to enjoy an exceptional place and a breathtaking view of Paris beginning at 7:30 am.



LUNCH

Condensed from Le Jules Verne experience: the lunch menu in 3 courses (flat rate of €105 per person excluding drinks) will appeal to business customers wishing to mark an event and to tourists who wish to discover this exceptional place. The tasting menu will be divided into 5 or 7 plates, for €190 and €230.

PRIVATE LOUNGE

This table will offer an entirely tailor-made and fascinating service for 4 to 6 people.

DINNER IN THE KITCHEN

Le Jules Verne's kitchen is designed to accommodate guests occasionally, at the chef's discretion, who will have the privilege of sharing an unforgettable moment, as close as possible to the ovens.

” *Le Jules Verne embodies the unfailing bond between Paris, the tradition of culinary arts and the chicness of French interiors, completely reinterpreted in a modern style within the Iron Lady.* “

What vision did you have in mind for imagining the new Jules Verne?

Frédéric Anton: Our ambition is to make Le Jules Verne restaurant a true gastronomic destination, where people come to enjoy an exceptional experience. Everything is thought out in detail, both in the kitchen and in the dining room. With Aline, we started from a blank page to create a new space, with its own identity.

Aline Asmar d'Amman: We imagined an interior that radiates strength and delicacy, a tender heart expressed with a certain abstract radicality, breaking free from fashion trends and without frills, tinged with Parisian bluish gray, like a period photo. We want to forge links between the space and the food, so that guests can take part in an unprecedented cultural conversation between the decorative and culinary arts of the 21st century and the immutable masterpiece, the symbol of the French spirit, the Eiffel Tower.

What place specifically does the Eiffel Tower have in your inspiration?

AAA: The Eiffel Tower represents the absolute monument, the symbol of the ultra-feminine, of the French spirit, of audacity and lightness. Paris and the Iron Lady in her lace dress are the first sources of inspiration for the holistic décor designed for Le Jules Verne, a setting that evokes the delicate balance between the raw and the refined, like Frédéric's creations.

FA: The Eiffel Tower has a very strong evocative power. It represents France, the country of regions, products and seasons. It's also the France that shines throughout the world. As a chef, the Tower therefore inspires me with the great classics of French cuisine, which are essential references for customers. I will offer these great classics, revisited and reinvented, while preserving my own style and identity.

What image of France does Le Jules Verne convey?

FA: We must renew the importance of rituals, the elegance of French-style service. The gourmet restaurant of the Eiffel Tower must be the ambassador of this excellence. From beginning to end, the customer must feel privileged. The gourmet restaurant is the experience of a new time-space continuum. Every Jules Verne customer must have the feeling of being alone in the world at the top of the Eiffel Tower.

AAA: I hope that Le Jules Verne will be a showcase for French chic, synonymous with a certain classicism punctuated by a light irreverence. The Tower is an embodiment of this by its balance between industrial aesthetics and fine metalwork. Frédéric's graphic and refined culinary creations – a man who himself boasts the femininity of his cuisine – have been a great source of inspiration. Like the interior architecture of the place, they weave narrative and visual connections with the beauty of Paris.

What do you want customers of Le Jules Verne to leave with?

FA: The memory of a pleasure for their taste buds. I wish to make them dream about our gastronomic heritage, surprising customers in their imaginations. The Tower, icon of Paris and France, must pay tribute to the history of French gastronomy.

AAA: The emotion of an aerial elegance is very French. The sensation of having experienced an enchanted moment apart in the Parisian sky, born of the graceful fusion between the décor, the textures, the light, their echo in Frédéric's fascinating creations, a feast for the eyes and the palate. The desire to come back to discover new perspectives on the Tower as a structure of art and to relive the wonderful encounter between engineering, architecture and gastronomy.



FOUNDATIONS, LITERATURE AND PHOTOGRAPHY

Taking its source in the stone foundations of the building, the pillar of the tower is a jewel to be celebrated: it reappears magnified by the light and the reflection of infinite mirrors from the entrance on the ground floor. Revealing the monumentality of its industrial architecture, it captures the lightness of the building. It is a period photograph of Gustave Eiffel discovering the work in progress that inspires this emotion. Responding to the busts of Gustave Eiffel and Jules Verne in conversation, a large library contains the titles of the most translated writer of his generation, a testimony to his prolific activity and his universal influence. A photographic art installation, created by the image genius Pascal Dangin, celebrates "tools and people" and captures the common thread of the renovation project: the meeting of the decorative and culinary arts.

CONNECTIONS

With the ambition of infusing this gourmet restaurant, whose name resonates throughout the world, with timeless elegance through contemporary French decorative arts, the interior of Le Jules Verne reconnects the monument with Paris, creating graphic, visual and poetic connections with the city and the clouds. The décor exudes strength and delicacy, combining the raw and the refined, curves and straight lines, artistic inspirations and the Eiffel spirit, interpreted with modernity in a sophisticated and luminous setting. The culinary aesthetics of three-starred chef Frédéric Anton is infused with striated, scratched and hand-patinated materials. The interior architecture and base are constantly echoed in a play of aerial and refined constructions, in search of meaning and excellence.

NEW INTERIOR PERSPECTIVES

Tinted with silvery gray, bluish gray and green-gray, echoing the sky, the Seine and the cobblestones, highlighted with black, gold and mirrors, the space becomes more fluid and offers new scenarios that accentuate the intimate character of the place. In addition to the three rooms with views of the Quai Branly, the Trocadero and the Champ de Mars, two additional spaces are provided. The counter offers a view of the belly of the tower and the mechanical engineering of the yellow wheels. Another arrangement coiled like an alcove in front of the red wheels houses two large elliptical tables, under a ceiling festooned with light. The rotating office acts as an energetic ring that shelters the dynamic comings and goings between rooms, the kitchen and wine cellar.

The pillars of the Culture in Architecture's work, being culture, architecture and emotion, Le Jules Verne will constantly express these three fundamentals, associated with the values of generosity and excellence of chef Frédéric Anton's exquisite cuisine.





— THE BRASSERIE —
A RESTAURANT FOR EVERY TASTE



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Restoring value to products and spaces

Thierry Marx, Nicola Delon & Ramy Fischler

“

THE NEW BRASSERIE IN BRIEF...

- ◆ A restaurant open all day long, run by Thierry Marx, a two-starred chef.
- ◆ An architectural project designed by Ramy Fischler, designer of the year 2018, founder of RF Studio and Nicola Delon and co-founder of the Encore Heureux collective.
- ◆ A diversified offer on two complementary levels, to welcome all visitors to the monument.
- ◆ A simple and pleasurable cuisine, imbued with the Chef's openness and travels, a responsible cuisine that aims for zero waste, with optimal use of raw materials.



— KNOW WHEN TO GO TO THE BRASSERIE! —

THE OPENING OF THE MONUMENT UNTIL 11:30 AM

On the ground floor of the Brasserie: a typical Parisian breakfast for visitors passing through or by reservation.

6 PM - 11:30 PM

On the ground floor of the Brasserie: a real cozy bar with a lounge atmosphere will be set up in the heart of the Eiffel Tower. The bar will come on the scene as a new destination for Parisian nightlife. On the Brasserie floor: a "bistronomic" dinner in two services, mainly by reservation

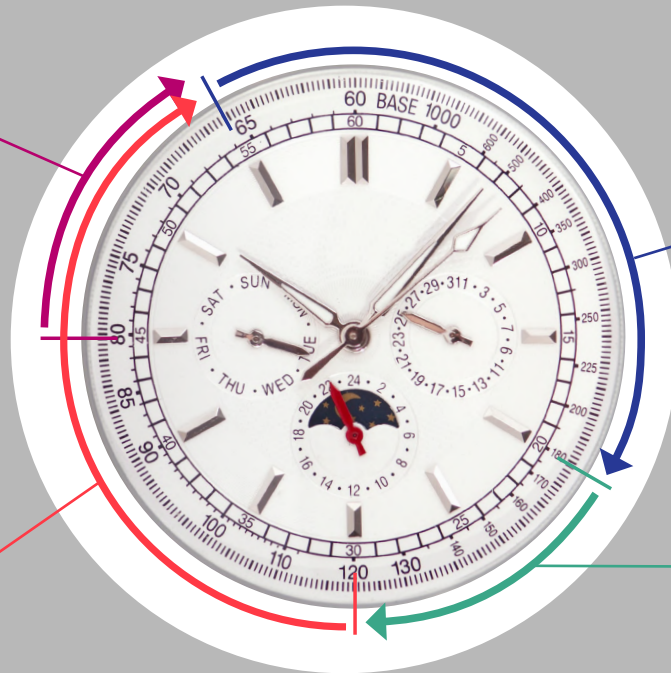
FROM 11:30 AM TO 4:00 PM

On the ground floor of the Brasserie: lunch for a clientele who will want to take a break, without having made reservations and without waiting. A seated meal, for less than €30 (excluding elevator ride and drink).

On the first floor of the Brasserie: a more elaborate lunch, in two affordable services, from €42.

FROM 4 PM TO 6 PM

A tea-time, a selection of hot or cold drinks with pastries.



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Highlighting a simple product that has been given added value.

Thierry Marx

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The Tower: a proud symbol...

Thierry Marx: When I look at the Tower, I think of all the men who built it with their hands. It's one of the most beautiful symbols of the Worker. As a Compagnon du Devoir craftsman, myself, I grew up with the image of the Tower as a memory of older generations. The Tower is present in the hearts of all French people and celebrated throughout the world, but we have not rescaled it enough as a popular symbol.

Is the Brasserie intended to be a restaurant for the people?

TM: The Brasserie is where everyone meets. My objective is to make a restaurant for all visitors to the Eiffel Tower. The Brasserie will therefore offer a Parisian bistro cuisine, whose ambition is to accentuate simple products.

The Brasserie is also an opportunity to invent, explore, innovate and more.

TM: I want to invent a new economy of food service, a symbiotic economy conceived as a network of sharing. The Brasserie will be a restaurant that is deeply respectful of the environment and with a social responsibility. I will use products mainly from a radius of less than 125 miles (200 km) from Paris. I will produce very little waste. I want to bring this expertise and economy to the top of the Tower and make it a model of its kind for the whole world. It must become the voice of a new economy and therefore of a new society. The Tower must take. And give back.

Is that the idea behind the Eiffel Tower's Artisans Guild?

TM: The Guild is a very important part of our approach. It has two objectives: on the one hand, to highlight the exceptional work of Parisian food artisans, who deserve to be showcased on the most iconic monument in Paris. And on the other hand, to allow all visitors to the monument to enjoy the best local products and thus enrich their experience of the Tower.

**SCHEDULE
THE SPRING-SUMMER 2019 MENU CREATED BY THIERRY MARX
COMES TO THE EIFFEL TOWER**

Awaiting the opening of the new Brasserie concept in February 2020, Thierry Marx creates the spring-summer menu of the current 58 Tour Eiffel restaurant beginning on March 13, 2019 for dinner and March 14 for lunch.

Discover the lunch and dinner menus at:
<https://www.restaurants-toureffel.com/en/58-tour-eiffel-restaurant.html>

THE BRASSERIE BY NICOLA DELON (ENCORE HEUREUX) AND RAMY FISCHLER (RF STUDIO)

The first-floor Brasserie and takeaway buffets were designed by a unique design duo formed by Nicola Delon, architect and co-founder of Encore Heureux, and Ramy Fischler, founder of RF Studio. These two agencies symbolize a new generation of designers dedicated to the notion of collective work and commitment to the issues of our time. For each of their projects, they aim to create thoughtful places that combine beauty with use.

Whether they are designing objects, spaces, exhibitions or buildings, these two Parisian agencies are constantly looking for the minimum footprint for maximum quality, never hesitating to question their practices or to explore new building methods. They have joined their skills as architects and designers to meet the challenges of the Eiffel Tower and its food offer sites.

A TRANSMISSION OF VALUES

The collaboration between Ramy Fischler, Nicola Delon and Thierry Marx seems quite obvious because all three are fueled by the same enthusiasm. The chef is concerned with restoring value to the products, while the architects seek to give value to the spaces. Their project is based on transmitting values. First, that of equity, because the idea was not to place any hierarchy of comfort and quality of view between the two floors of the Brasserie. It also houses a bar, which is destined to become a new destination for Parisian nightlife, and on the first floor there is a "bistronomic" dinner with a new capacity of 250 seats.

The architectural project also conveys a symbolic gesture by integrating raw earth into the atrium of the restaurant; The earth that nourishes, and also the earth that builds, that embodies tomorrow's climatic and ecological challenges better than any other material.

A PAEAN OF LIGHTNESS AND TRANSPARENCY

This approach to the material is supplemented by the search for lightness, which will be reflected in both decorative and architectural choices. The Brasserie's space has been designed in such a way as to ensure transparency and access to the view of Paris for all customers. Transparency is one of the values also advanced by Thierry Marx, who promotes the traceability and sourcing of local products. The creative duo has chosen to embody this virtuous practice carried out by the chef by creating a "conversational" table dedicated to encouraging discussion in the restaurant. The Chef's hosts will be invited to the table to discuss tomorrow's food issues.





3 Questions for...
Ramy Fischler and Nicola Delon

What vision guided you when you started working on the Brasserie project?

Ramy Fischler: The first approach was to restore the Eiffel Tower's presence in the brasserie by providing views of the structure and Paris. The lightness and sobriety of our intervention was at the heart of our concerns.

How is a restaurant on the Eiffel Tower different from a other restaurant in its architectural design?

Nicola Delon: Designing a restaurant in this monument is necessarily something extraordinary. The challenge is to identify the aptness of our intervention. We wanted the visitor who sits down to

a lunch or dinner at a height of 187 feet (57 meters) to have a unique experience. We wish this experience to be a spatial, culinary and narrative one, by proposing to bring the historical symbol of the Eiffel Tower to life by projecting ourselves towards the challenges of tomorrow, particularly the environmental ones.

How did you collaborate with Thierry Marx?

RF: From the beginning, we shared with Chief Thierry Marx the values that unite us in our practices. Among these values, our attention to resources has been embodied in the Brasserie's central space and raw earth architecture.

How would you define the Brasserie in 3 words?

ND: Warm, light and natural.





— TAKEAWAY BUFFETS — A PARISIAN CULINARY EXPERIENCE

An essential element of the food and drink offer at the Eiffel Tower, the takeaway buffets will offer a Parisian culinary experience, combining trend and proximity, highlighting locally sourced products, a selection from the Artisans Guild and sandwiches by Thierry Marx.

From the esplanade to the third floor, the points of sale will be completely refurbished for an offer that moves up the range as the rise of the monument; their location meets the strategic challenge for the monument to better distribute the flows.

THE ESPLANADE: FIRST MEETING WITH THE MONUMENT AND ITS FOOD OFFER

An offer not only addressing the necessary efficiency to meet the flow of visitors, but also an offer redesigned around products such as Les Cornets de la Tour Eiffel, a unique and exclusive concept, created especially for the Eiffel Tower.

In an iconic packaging, emblematic French and international products will be offered for on-the-go tasting. This staging of the offer, which is conducive to snacks to share, will make an impression on everyone!

The key points of les Cornets de la Tour Eiffel

Savory booths with fish, chicken, vegetables, cheese, and cured meats... A variety that evokes the diversity of a Parisian market.

Sweet booths: for delicious sweet treats, the best of the French trends that speak for themselves.

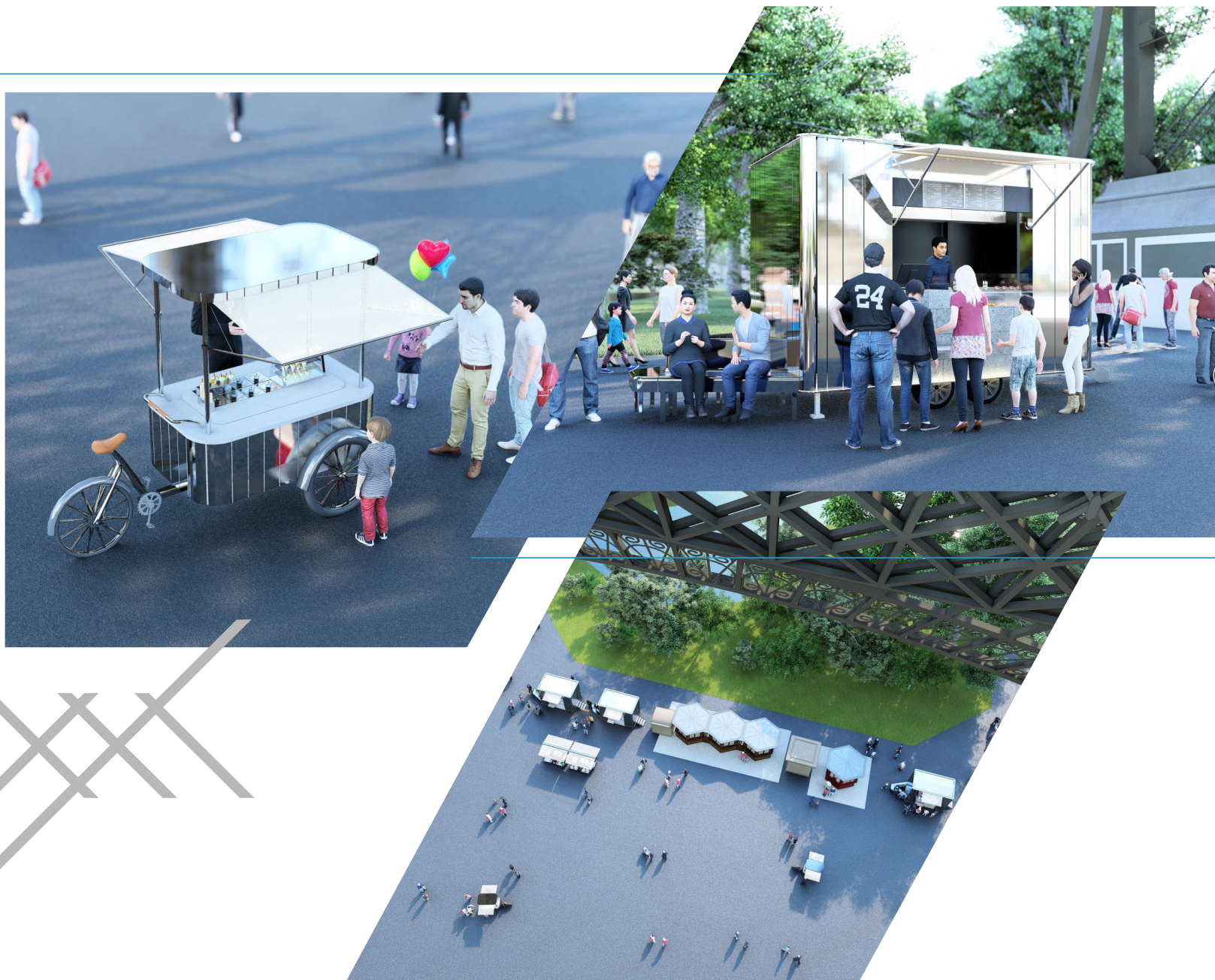
Salty sweets: Popcorn, of course, and artisanal chips – de rigueur!



The esplanade food offer will be completed by mobile offers:

◆ **Delivery tricycles** that offer products adapted to the season: the Parisian hot dog, the confectioner, the detox bar, the soup/ice cream bar.

◆ An innovative marketing system developed with the startup Ubudu, will reduce lines, with the presence on the esplanade of hostesses and hosts called **bees**. These "bees," equipped with a tablet and an electronic payment terminal, will meet visitors to offer them to make reservations and have their orders delivered directly to them, wherever they are on the esplanade.



1ST FLOOR: EIFFEL TOWER'S BISTRO, THE FORMER BUFFET TRANSFORMED INTO A TRADITIONAL PARISIAN BISTRO.

On the 1st floor which is the largest area of the monument, all types of services will be offered. The Eiffel Tower Bistro will complete the Brasserie with a dual offer: from a food service that can be taken away all day long, the Bistro will move in the evening towards a sit-down dining service to keep the place alive until the monument is closed.



The key points of The Eiffel Tower's Bistro:

- ◆ **Sandwiches by Thierry Marx.**
- ◆ **Hot and gourmet dishes**, at lunchtime, in a bistro atmosphere: the "Monsieur Gustave" grilled cheese or pasta shells with Prince de Paris ham, etc.
- ◆ **For dinner, terroir dishes such as** beef shepherd's pie, salt cod with mashed potato, or a vegetarian gratin, etc.
- ◆ **Baked goods display cases**, well stocked, colorful, varied, and naturally encouraging gourmet delights.
- ◆ **Gourmet products** where French and artisanal sweets, custom-made shortbread cookies and caramelized almonds and peanuts will be mixed.
- ◆ **A wine list by the glass** for the evening.

2ND FLOOR: JEWELRY SHOP ATMOSPHERE WITH THE SAVORY AND SWEET COUNTERS

The counters on the second floor have been designed in a jewelry shop atmosphere, like showcases that will highlight sweet and savory collections.

In particular, it will feature the macaroons and chocolates of Maison Lenôtre, pastries and viennoiserie shops of the Artisans Guild as well as temporary collections that will reflect the cultural and event news of the City of Paris.



Key points of the Salty and Sweet Counters:

- ◆ Different mini-sandwiches
- ◆ Original pastries in their design for an elegant, colorful and harmonious visual presentation
- ◆ Pastries and viennoiseries from the **Guilde des artisans**, showcasing the highest level of Parisian know-how
- ◆ Macaroons and chocolates from **Maison Lenôtre**
- ◆ Temporary collections.

3RD FLOOR: THE CHAMPAGNE BAR, A TIMELESS EXPERIENCE

Designed as a capsule between earth and sky, at 905 feet (276 meters) above the ground, it will offer champagne and French caviar for a timeless experience.



— PROVISIONAL SCHEDULE — FOR THE IMPLEMENTATION OF THE OFFERS

	2018	2019	2020
LE JULES VERNE	Closure for works (September 2018 - May 2019)	Opening to the general public (late May 2019)	
		Opening of reservations (February 2019)	
THE BRASSERIE		Menu created by Thierry Marx (March 13 and 14, 2019)	Closure for works (Sept. 2019 - February 2020)
		Opening to the general public (February 2020)	
TAKEAWAY BUFFET		Progressive implementation during 2019	
	Champagne Bar (spring 2019)	Bistro: Closure for works (October - November 2019)	Bistro: Opening to the general public (December 2019)

A NEW CATERING OFFER FOR PROFESSIONALS.

Umanis becomes the exclusive caterer of the **Gustave Eiffel Room**; one of the most magical places in the Eiffel Tower and the only one that can be privatized by professionals.

Umanis will propose an offer based on **5 types of services** :

- ◆ Continental and European breakfast
- ◆ The "Naturality and Delicacies" Convention and Seminar breaks
- ◆ Aperitif cocktails with a prestige range around champagne or wine
- ◆ Menus created by Thierry Marx for seated dining
- ◆ Catered cocktail parties.

APPENDICES



— THE SOCIÉTÉ D'EXPLOITATION — DE LA TOUR EIFFEL (SETE) GUARANTEES THE PERMANENCE OF THE MONUMENT

SETE (Société d'Exploitation de la Tour Eiffel) is a local public company whose capital is 99% owned by the City of Paris and 1% by the Greater Paris Metropolitan Area.

Its Board of Directors is chaired by Bernard Gaudillère, a Parisian a councilor and composed of elected officials from the City and Paris Métropole.

Led by Patrick Branco-Ruivo, SETE has a staff of nearly 340 employees and generated 99.8 million euros in revenue in 2018.

The SETE Board of Directors is composed as follows:

12 representatives of the City of Paris:

- Mr. Bernard GAUDILLERE, President
- Mr. Claude DARGENT
- Mr. Pascal JULIEN
- Mr. Nicolas BONNET-OULALDJ
- Mr. Didier GUILLOT
- Ms. Catherine DUMAS
- Ms. Emmanuelle DAUVERGNE
- Ms. Ann-Katrin JEGO
- Ms. Colombe BROSEL
- Mr. Julien BARGETON
- Mr. Jean-François MARTINS
- Mr. Yves POZZO DI BORGIO

1 representative of Paris Métropole:


- Mr. Philippe GOUJON

A public service delegation that defines the scope of its actions

Created in 2005, SETE was chosen by the Paris City Hall to maintain and operate the Eiffel Tower. With more than 6 million visitors to the Tower each year, SETE's objectives are to modernize the facilities, reception areas and services offered to visitors, while respecting a sustainable development approach and maintaining a high level of safety.

An agreement, signed with the City of Paris, owner of the monument, defines SETE's missions as part of its public service delegation. **This agreement entered into force in November 2017 for a period of 13 years.**





Visitors, 80% of whom are foreigners, are at the heart of SETE's concerns. One of SETE's objectives is also to attract local audiences, Parisians and inhabitants of the Ile-de-France in low season. Its mission is therefore to build a vast program of transformations deployed around three axes:

The improvement of the visitor experience, which is reflected in the expansion of the Eiffel Tower perimeter to include gardens on either side of the monument, the increase in online ticket sales and the redesign of the customer route,

Maintenance of the monument: with development work including increased safety and accessibility (protective enclosure), redevelopment of the 2nd floor and maintenance work (north elevator, painting campaign and twinkling),

The strengthening of the national and international influence of the monument illustrated by the participation in the major events promoted by the City (Olympic Games / Exposition Universelle); the will to organize its own events and to nourish the heritage aspect of the Tower on the Internet while animating its digital community.

Nearly 700 people bring the Eiffel Tower to life every day. Half of them are employed by SETE, the other half by concessionaires (souvenir shops, buffets and restaurants, monocular operations), service providers (cleaning, security) and subtenants (police headquarters, Paris fire department, TDF, Institut de Radioprotection et de Sûreté Nucléaire, Météo France and Airparif).

Partners committed to providing visitors with high-quality services.

SETE has surrounded itself with first-rate partners in order to guarantee the performance of its missions in the service of the monument and its visitors and has selected three concessionaires to whom it entrusts the following services:

- ◆ **Lxa** (a joint venture between Lagardère Travel Retail France and Arteum) manages the nine official stores;
- ◆ **Umanis**, led by Sodexo, in partnership with three shareholders: starred chef Frédéric Anton (3*) for Le Jules Verne, Michelin-starred chef Thierry Marx (2*) for the Brasserie and takeaway buffets and Ubudu, a specialist in visitor flow management.
- ◆ Finally, **Wika** operates the monocular operations.



— SODEXO SPORTS ET LOISIRS —

Sodexo Sports & Loisirs is one of the strategic segments of the Sodexo Group, which operates in France and around the world to manage prestigious cultural and sports venues and major events. This segment represents €1.7 billion in revenue worldwide, with nearly 40,000 employees and accounts for more than 100 businesses.

In France, Sodexo Sports et Loisirs operates as owner of prestigious Places and Brands (Le Lido de Paris, Maison Lenôtre, Le Pré Catelan, Bateaux Parisiens, Yachts de Paris, etc.) or as a strategic partner of exceptional places (the restaurants in the Eiffel Tower, Maisons de Prestige, Seine Musicale, Petit Palais, etc.) and major events (Roland-Garros, Tour de France, Rugby World Cup, etc.).

About Sodexo

Founded in 1966 in Marseilles by Pierre Bellon, Sodexo is the world leader in Quality of Life services, an essential factor in the performance of individuals and organizations.

Present in 72 countries, Sodexo serves 100 million consumers every day with a unique offer of On-site Services, Benefits and Rewards Services and Personal and Home Services.

With more than 100 businesses, Sodexo offers its customers an integrated range of services, the result of 50 years of experience: from catering to reception, cleaning, maintenance and technical support of equipment and installations, services and programs to encourage employee commitment to solutions that simplify and optimize travel and expense management, to home help, daycare and janitorial services.

Sodexo's success and performance are based on its independence, its sustainable business model, and its ability to ensure the development and commitment of its 460,000 employees worldwide. Sodexo is a member of the CAC 40 and DJSI indexes.

About Sodexo: for more information visit: www.sodexo.com





— A DUO OF MICHELIN-STARRED CHEFS — FRÉDÉRIC ANTON AND THIERRY MARX

At the helm of Le Jules Verne, Chef Frederic Anton (3*). A man of great passion and Meilleur Ouvrier de France, his career as a chef has been built on consistency and precision. His inventive cuisine, at Le Pré Catelan, located in Le Bois de Boulogne (Paris), has been confirming his talent and originality since 1997. When he arrived, the restaurant had only one Michelin star. But just two years later, Frédéric Anton offered this restaurant a second star, then in 2007, its consecration with 3 stars. A prestigious title that the chef has maintained for more than 10 years with his dedicated team.

Guarantor and heir to the history of French gastronomy, this gourmet aesthete composes an artistic cuisine that promotes the total pleasure of the senses. Frédéric Anton exalts products and flavors, with rigor and precision, in order to achieve pure emotion. His level of excellence and creativity has made him the best captain of Le Jules Verne.

On conceiving the new Brasserie, Chef Thierry Marx (2*). A man of conviction and transmission, a Parisian by heart and by birth, Thierry Marx is an explorer without borders who is as curious about cuisine and science as he is about street food. The double-starred chef of the Mandarin Oriental Paris restaurants, awarded 19 out of 20 by the Gault et Millau restaurant guide, places his social and environmental commitment at the heart of his practice.

With his training and reintegration schools - Cuisine, instructions for use(s) -, the unifying chef asserts himself as the spokesperson for a cuisine that is resolutely an actor in society and of his time.

A Compagnon du Devoir craftsman, as were the builders of the Tower, he has a real passion for this workers' monument, which had become a symbol of creative audacity. This audacity is his trademark, which he illustrated with the launch of the French Centre for Culinary Innovation (Centre Français de l'Innovation Culinaire) in 2013 at Saclay University. This new kind of laboratory grew out of the alliance between an artisan and a researcher and meets the following objective: using science, invent the cuisine of tomorrow, a healthy cuisine, as close as possible to the product and respectful of the planet.



— A TRIO OF ARCHITECTS — TO SHOWCASE TASTES AND FLAVORS

Le Jules Verne by Aline ASMAR d'AMMAN

Aline Asmar d'Amman is an architect and interior designer, founder of the Culture in Architecture studio based in Paris and Beirut. She practices a holistic vision of interior architecture through projects of various typologies with the unwavering conviction that beauty, a catalyst of emotions, contributes "to the poetic soul of the world."

Drawing on an alphabet constructed of raw and refined materials, narrative décors, meanings and symbols, Aline Asmar d'Amman seeks first and foremost the purity of volumes and the primary beauty of matter by combining inexhaustible inspirations from the universe of literature, art and fashion with every form of creative expression. Recent achievements include the artistic direction of the renovation of the Hôtel de Crillon, the interior architecture of the signature suites of the luxury hotel and the decoration of its historic rooms, as well as a collaboration with Karl Lagerfeld on the "Grands Appartements" that she decorated.

Continuing her creative dialog with Karl Lagerfeld, Aline Asmar d'Amman studied and developed the "Architectures" series: functional sculptures all made of precious marble created by the designer, inspired by the modernity of the antique so dear to the iconic creator and displayed at the Carpenters Workshop Gallery.

Aline Asmar d'Amman is currently working on the renovation project for Le Jules Verne, the legendary restaurant located on the second floor of the Eiffel Tower, with the Sodexo Group and Michelin-starred chef Frédéric Anton. The interior architecture pays tribute to the capital of French chicness and decorative arts, to the irreverence of the great Iron Lady, weaving a strong link in the clouds between Paris and gastronomy.



RF STUDIO

A graduate of the ENSCI-Les Ateliers École Nationale Supérieure de Création Industrielle and a 2010 winner of the Académie de France in Rome, Ramy Fischler created RF Studio in 2011. He refines his taste for research, innovation and exploration of new design territories, leading many projects from the cultural, gastronomic and future-oriented worlds. RF studio designed the headquarters of Twitter France, the restaurants of the National Gallery in London, the Hamlet scenography for the Opéra Comique, numerous private apartments and collectible furniture. The studio is currently building a hotel and a cinema on the Champs Elysées, the French headquarters of Lazard Banque and collaborates with major French and international groups such as Sodexo, Accor, Deloitte and Uber.

In 2016 Ramy Fischler was awarded the Order of Arts and Letters by the French Ministry of Culture and Communication. In 2018, he was named Designer of the Year by Maison&Objet.

ENCORE HEUREUX ARCHITECTS

Graduates of the ÉNSA Paris-la-Villette in 2001, Nicola Delon and Julien Choppin founded the ENCORE HEUREUX group of architects when they were 24. In 2006, they were awarded the Nouveaux Albums des Jeunes Architectes by the French Ministry of Culture. In 2011, the agency delivered its first building. More than fifty projects in France and abroad would follow, mixing buildings, exhibitions, installations, games, performances, books, films and experiments. Committed to the issues of reuse and the architect's responsibility for the building, they created the Matière Grise exhibition at the Pavillon de l'Arsenal in Paris in 2014, as well as the Pavillon Circulaire in 2015. In 2016, they were joined by Sébastien Eymard and the agency moved to Centquatre Paris. In 2018, they were curators of the French Pavilion for the 16th International Biennale of Architecture in Venice and delivered the exhibition Lieux Infinis (Infinite Spaces) with its concrete counterpart, Esperienza Pepe.

The agency's work is presented in numerous exhibitions and has been the subject of conferences in more than 15 countries.





— UBUDU —

THE STARTUP SPECIALIZES IN FLOWS AND GEOLOCATION

Ubudu, a startup founded in 2011 by François Kruta and Thomas Saphir, provides operational efficiency solutions using a platform combining advanced geolocation technologies.

Thanks to a discreet and easy-to-install infrastructure, the Ubudu platform makes it possible to locate small connected objects or people equipped with smartphones with a precision of up to a few inches.

The geolocation information of these objects or people is integrated into customer service systems such as table service in fast food restaurants (more than 2,000 restaurants deployed to date), in guide applications (at the Louvre Museum and the Musée d'Orsay), and makes it possible to analyze and optimize flows in operational processes (in industry).

The Ubudu platform is distinguished by its internal mastery of all IOT technologies (Bluetooth, WiFi, UltraWideBand), mathematical and artificial intelligence algorithms, automated deployment and maintenance tools, as well as ease of integration with third-party systems. It thus offers an optimal return on investment for its customers.

The company, whose parent company is based in Paris, also has offices in Poland and Hong Kong. It is experiencing very strong growth, with its solutions now deployed in more than 30 countries and used by millions of users every day.

For the Eiffel Tower, Ubudu will contribute its know-how, particularly for implementing an innovative solution to better serve a larger number of customers for takeaway sales: the "bees". In addition, it will assist Umanis in integrating the best technologies to measure and visualize customer flows at the Eiffel Tower in order to shorten waiting times and avoid congestion.

To find out more, visit: www.ubudu.com

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