



PROVENCE-ALPES-CÔTE D'AZUR

WHAT'S NEW? GASTRONOMY NEWS & EVENTS

2026

#PROVENCE
#ALPES
#COTEDAZUR



| PROVENCE



| ALPES



| CÔTE D'AZUR

France's leading region for tourism, flying the flag of three international destination brands - Provence, Southern French Alps and Cote d'Azur -, the Provence-Alpes-Côte d'Azur region is pursuing its commitment to excellence, innovation and the environment in 2026.

A little corner of France home to 5 million inhabitants, our region welcomes tourists from the world over every year, come to savour our rich heritage, exceptionally diverse scenery between sea and mountain, buzzing cultural scene, fine food and the unique sense of hospitality that has become our trademark.

But today, more than ever before, being a top tourist destination also means being an example to all.

Provence-Alpes-Côte d'Azur has demonstrated its resolute commitment to the ecological transition by voting Europe's first "100% green" budget. In 2026, we are going a step further by accelerating the decarbonisation of transport, boosting the cycling sector, developing rail tourism and providing massive assistance to help our travel professionals shift to more sustainable models. Our ambition is clear: to make Provence-Alpes-Côte d'Azur a European ambassador for the fight against climate change.

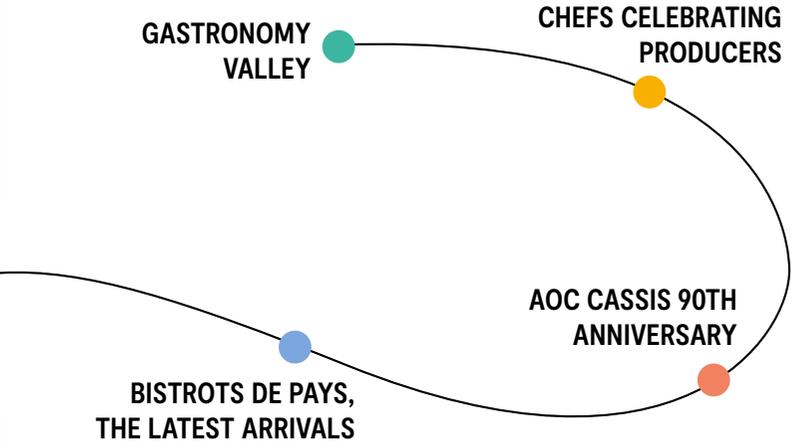
2026 is also a pivotal year for the upcoming 2030 Olympic and Paralympic Winter Games in the French Alps. We are not just welcoming a sporting event, we are building a genuine legacy, with sober, useful and innovative Games that prioritize existing amenities and accelerate the positive transformation of our alpine territories. "Passion Montagne 2050" is our roadmap for the future, ensuring our mountains offer a lively, attractive, accessible and preserved place for families and future generations to live all year round.

Bring on 2030!

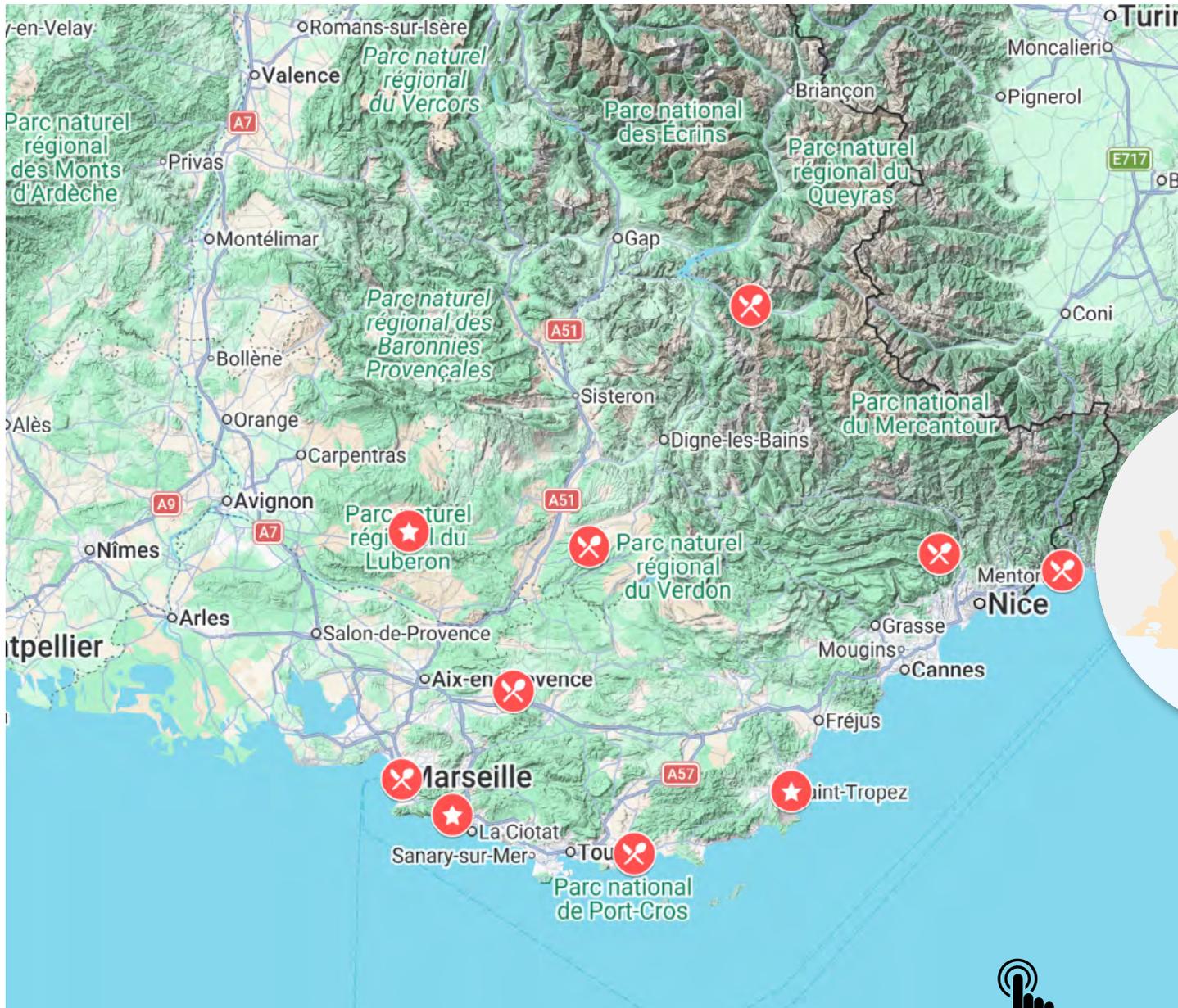
President of the Provence-Alpes-Côte d'Azur
Regional Tourist Board



GASTRONOMY



GASTRONOMY: WHAT'S NEW?



CLICK HERE

GASTRONOMY VALLEY, A TASTE OF FRANCE

Gastronomic Tourism is resolutely in style! Spanning 620 kilometres from north to south and 120 kilometres from east to west, “La Vallée de la Gastronomie - France®” connects Bourgogne and Marseille, with the Rhône River as its guiding star. It features a host of lovingly-simmered tours combining producers, winegrowers, restaurateurs, farmers and artisan growers – all the ingredients that lend France its inimitable taste.

www.valleedelagastronomie.com

VENTOUX WINES

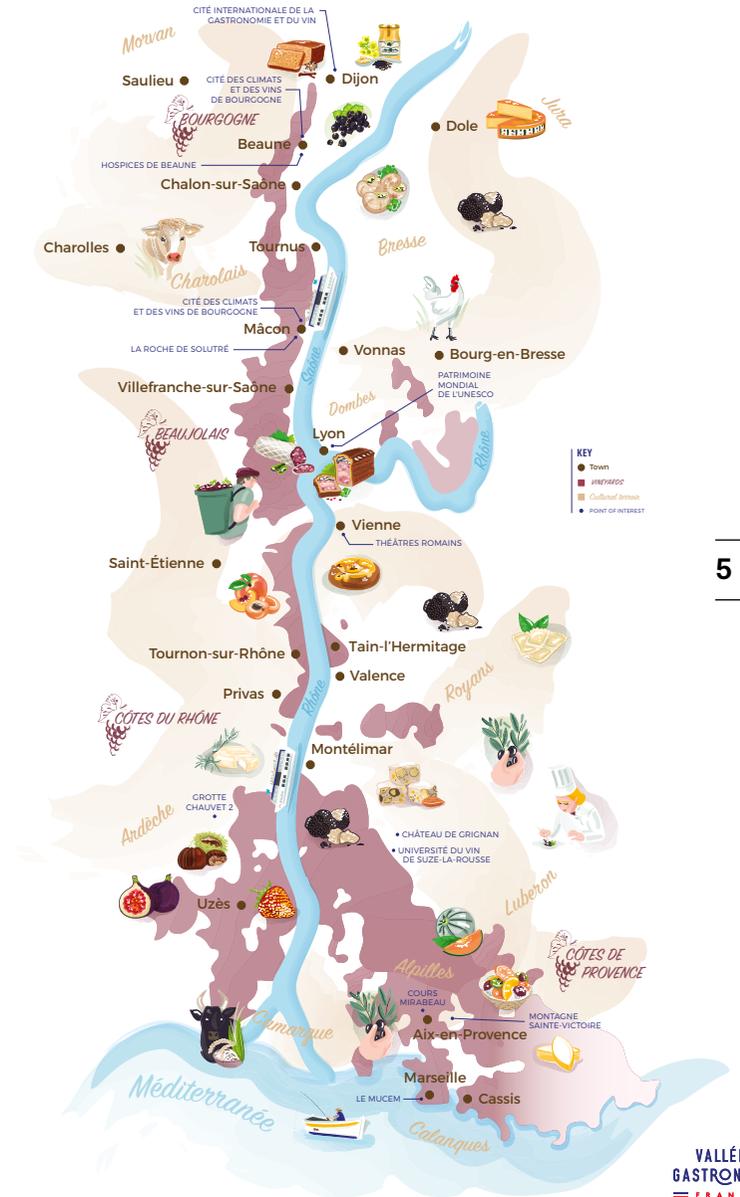
This year’s newcomers include a lovable trio of winegrowers producing Côtes du Rhône and Ventoux AOC wines around Mont Ventoux. Located near the picturesque Dentelles de Montmirail, the Bellion family, with Laurent at its helm, also produces olive oil. At Château Pesquié, at the foot of Mont Ventoux, Alexandre and Frédéric Chaudière cherish their vines using biodynamic methods. Also boasting gorgeous views over Mont Ventoux, Domaine de l’Odylée produces exceptional organic and “High Environmental Value” Côtes du Rhône wines. The estate’s bastide and country house, adorned with two pools and pretty Provençal gardens set under bowers, can welcome up to 35 guests.



© Domaine de l’Odylée



© Domaine de l’Odylée



LA MAISON DE LA PISTACHE

📍 VALENSOLE 📍 AIX-EN-PROVENCE

La Maison de la Pistache delights in introducing visitors to the delicious taste and many benefits of pistachio nuts. But that's not all! This delightful establishment is also committed to planting pistachio trees amid the lavender, olive and almond groves of Valensole plateau. Nestled off the beaten track in the hills of the Luberon, a few kilometres from Apt, the Agnels family distils aromatic plants and produces a delicious lavender honey. Their shortbread biscuits are also delicately scented with lavender.

www.pistaches.com

© DR



© P. Clin

FOOD TOUR

📍 MARSEILLE

No trip to Marseille would be complete without sampling the local gastronomy, sailed in from ports throughout the Mediterranean. Of course, the tasty tours cooked up by Culinary Backstreet include the iconic bouillabaisse, panisse (chickpea pancake) and chichi fregi doughnuts, but you'll also be able to relish the finest *kesra*, *kakavia*, *figatelli* and *leblibli* in the buzzing Noailles quarter and stroll the city's fish and fruit markets before discovering the Chef's Surprise of the day!

culinarybackstreets.com



© M. Musso



© A. Steinman

MAURO COLAGRECO, “UNESCO GOODWILL AMBASSADOR FOR BIODIVERSITY AND ECOLOGY”

📍 MENTON

Throughout April 2026, Ferran Adrià will be showcasing a menu inspired by 20 years of archives from Mauro Colagreco's Michelin 3-star restaurant Mirazur in Menton, marking the Catalan chef's first return to the limelight since his highly-publicized departure from elBulli – considered one of the world's finest restaurants at the time – 14 years ago.

Chef Mauro Colagreco was named a UNESCO Goodwill Ambassador for Biodiversity and Ecology in 2022 – a mission never before entrusted to a chef. Colagreco promotes culinary diversity, combats standardization and upholds local traditions and know-how through his various restaurants and garden.

www.mirazur.fr



© P. DuCAP

HALLES VICTORIA

📍 HYÈRES

A gourmet, festive and contemporary new venue awaits on Avenue des Îles d'Or in Hyères-les-Palmiers. Foodies can opt for the terrace amid a secretive little garden, or the indoor area where around ten stands invite you to savour a glass of wine, local specialities and recipes from elsewhere. Ranging from tapas to T-bon steaks, the culinary offering promises to satisfy even the most discerning palates. Les Halles Victoria food hall is open from 8 am to 10.30 pm on Tuesdays and Wednesdays, from 8 am to 11.30 pm from Thursday to Saturday and from 8.30 to 4.30 pm on Sundays.

www.hallesvictoria.com



© OT Provence Méditerranée - P. Fournier

EVENT

Les chefs fêtent les producteurs #6 Patron: Mauro Colagreco

📍 SAINT-TROPEZ

May 2 – 4, 2026

“Chefs Celebrating Producers” is a warm and welcoming 3-day highlight event honouring local producers, chefs and Provençal regional know-how, when Place des Lices is magicked into a hub of encounters, exchanges, gastronomy and sharing on the theme of local culinary expertise.

www.leschefsasainttropez.com



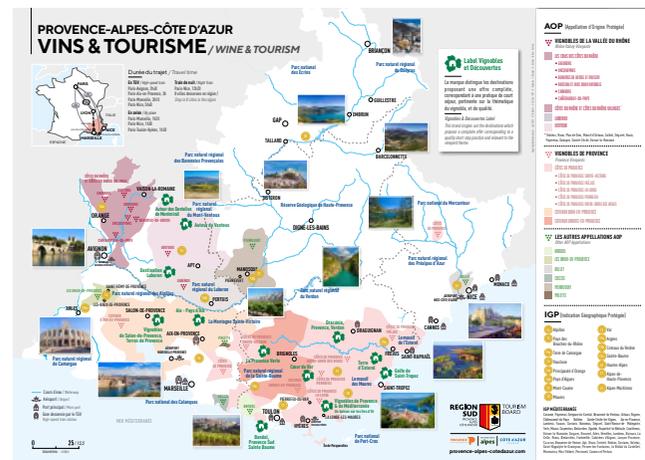
© L. Gil - Turquoise Events

MUST-DO

Provence-Alpes-Côte d'Azur Wine Map

Thriving between Provence and the Rhône Valley, the wines of Provence-Alpes-Côte d'Azur grow on an unusually wide array of terroirs. Their quality has now been rewarded with the “Appellation d’Origine Protégée” (Protected Designation of Origin) and “Indication Géographique Protégée” (Protected Geographical Indication) labels.

provence-alpes-cotedazur.com



ANNIVERSARY
AOC CASSIS 90TH ANNIVERSARY

📍 CASSIS

May 16 - 17, 2026

The Cassis appellation is celebrating its 90th anniversary this year! The festivities will be kicking off with a banquet for all, followed by the traditional blessing of the wine bottles and vine stalks the following day. Cassis wine tasting and discovery workshops complete the line-up. A unique opportunity to explore the rich array of Cassis AOC wines.

www.ot-cassis.com



Vins de Cassis - © N. Tempier

EVENT

Les Musicales dans les Vignes en Provence #14

📍 PROVENCE

June 12 - September 25, 2026

A travelling wine and music festival in Provence combining live bands and wine tasting at around thirty prestigious vineyards.

www.lesmusicalesdanslesvignes.com



© YHL Photographie

PROVENCE

THE MYSTERIES OF THE BLACK TRUFFLE

📍 PAYS D'APT LUBERON

Welcome to one of the world's most expensive, sought-after and least understood delicacies... The elusive “rabasse” black truffle, or *Tuber Melanosporum*, develops between November and mid-March. And southeastern France is the place it loves most! It was Joseph Talon (1793-1873) who unlocked one of its many growing secrets in the Apt-Luberon area in the 19th century: mycorrhization, or the symbiosis between truffles and trees. A statue commemorating him can be admired today in Saint-Saturnin-lès-Apt.

- At the helm of the Ferme des Tavannes in Saint-Saturnin-lès-Apt, dedicated to black truffle growing since the 19th century, Nicolas Monnier, President of the “Association du Diamant Noir du Vaucluse”, is a true master of the art of truffle growing. His fabulous, immersive getaways on the theme of “Discovering and cooking with truffles” end with a cooking class hosted by Michelin-starred chef Xavier Mathieu.
- Mountain guide Corinne invites aficionados to explore truffle growing terroirs with her “Secret truffles” walk, featuring a truffle hunting demonstration using a dog specially trained to track down the precious fungus.

Experiences hosted by the Apt Luberon Tourist Office, from December to February.

www.luberon-apt.fr



© Zurn Seiller

© T. Vergoz



© C. Raolison

BISTROTS DE PAYS, THE LATEST ARRIVALS

The “Bistrots de Pays” quality label rewards establishments located in rural communities offering tasty and affordable, local specialities - with plenty to satisfy hungry explorers. The “Bistrots de Pays” are also delightfully lively places, perfect for getting to know the locals, offering a variety of entertainment and activities - a must-have in every village!

The region is currently home to 34 Bistrots de Pays. Welcome to the new arrivals!

www.bistrotdepays.com

CÔTE D'AZUR

LE FLORIAN

📍 BOUYON, PNR PRÉALPES D'AZUR

You'll find Marion, the daughter, hard at work in the kitchen and her dad, Richard, in the dining room. Set at the confluence of the Var and Esteron rivers, this hilltop village nestles in a cirque of wooded hills with breathtaking views over Mercantour National Park. The family lives by Théodore Zedin's motto, “Gastronomy is the art of using food to create happiness...” Nice is just 30 km away, so Black Angus beef cheek stew is the star of the menu, alongside such tasty treats as capuns (a type of sausage dumpling), and ravioli served with a rich meat sauce.

www.bistrotdepays.com/le-florian



© F. Kolandjian



© F. Kolandjian

PROVENCE

CAFÉ GERMAIN

📍 POURRIÈRES, PAYS D'AIX

Gazing out over Mont Sainte-Victoire, between Aix, Marseille and Saint-Maximin, this bar-restaurant in Pourrières is the pride of the village! The terrace benefits from welcome shade from 8 am onwards, “so that everyone can enjoy their coffee”, explains Steven, also at the helm of an organic wine cellar. Born in Brignoles, Héroïse makes all the food on site, from the bread to the desserts. The café owes its name to the poet Germain Nouveau who is famously quoted as saying, “The dinner, meat and fruit, shall crush the table / I know not the name of what we shall eat / Nor which wines shall flow nor music shall be played”.

www.cafegermainrestaurant.fr

SOUTHERN ALPS

BISTROT LOU FRES

📍 MÉOLANS-REVEL, UBAYE

Basking in the village of Méolans Revel in Ubaye valley, just before Barcelonnette, this charming establishment crafts delicious cuisine and social ties alike with a fun line-up of karaoke, board games, and writing and philosophy workshops - all the ingredients you need to forge a strong community spirit. You can dine there on Wednesday, Friday and Saturday evenings - please book ahead.

loufresc.com



© F. Kolandjian

KEY FIGURES, EVENTS, CONTACTS & PHOTOS



36.6 million stays in the region



237.7 million nights spent, including **150.8** million by domestic visitors



86.8 million nights spent by overseas visitors.



32.7 million nights spent by first-time visitors



6.5 days spent on average



70.8 euros average expenditure per person per day



16.8 billion euros direct economic spinoffs

Source: Regional Tourist Board 2023 customer survey / Provence-Alpes-Côte d'Azur Regional Council and local partners

[Observatoire du Tourisme Provence-Alpes-Côte d'Azur](#)

CULTURAL EVENTS

SPORTING EVENTS

PHOTOS FROM THIS KIT

MEDIA LIBRARY

MEDIA SPACE

MEDIA CONTACT



✉ presse@provence-alpes-cotedazur.com

Check out our [Media Space](#) for the latest news, press releases, press kits, events, media libraries and video library.

N.B. Although great care is taken to ensure the information provided in this kit is correct, it is non-exhaustive and cannot be guaranteed.

mathieu@pointvirguledesign.com - © Front & back cover: J. Cabanel. Mars 2026.