



LA MAMOUNIA
MARRAKECH

Press release:

Announcement of collaboration between La Mamounia and the Chef Jean-Georges Vongerichten



La Mamounia is delighted to announce its collaboration with internationally renowned Chef Jean-Georges Vongerichten, a French chef recognized for his love of exceptional ingredients, blending bold flavor combinations that has delighted New Yorkers and the world for more than 30 years.

Following La Mamounia's closure between May 25 and September 1 for a renovation of its restaurants, Jean-Georges will introduce two new restaurant concepts to the hotel – an Italian trattoria, as well as a new Asian concept that will draw inspiration from the culinary cultures of South East Asia. La Mamounia is honored to welcome the Chef and his teams, with his vision and innovation clearly aligned to that of the establishment's new culinary philosophy, all exclusive to La Mamounia.

In September La Mamounia will reveal a culinary offering that is, more than ever, in tune with its clientele and the positioning it has acquired and established over the past few years. Pierre Jochem, General Manager of La Mamounia for almost 7 years, has been instrumental in the renovation project, recognizing that a hotel must consistently continue to innovate and be current with the times.

La Mamounia will soon unveil all the concepts that will be a part of this ambitious project.

Jean-Georges Vongerichten
by Francesco Tonelli

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About Jean-Georges

Though Jean-Georges Vongerichten is one of the world's most famous chefs, his skills extend far beyond the kitchen. A savvy businessman and restaurateur, Jean-Georges is responsible for the operation and success of 39 restaurants worldwide.

Born and raised on the outskirts of Strasbourg in Alsace, France, Jean-Georges' earliest family memories are of food. He began his training in a work-study program at Auberge de l'Ill as an apprentice to Chef Paul Haeberlin, then went on to work under Paul Bocuse and Master Chef Louis Outhier at L'Oasis in southern France. With this impressive three-star Michelin background, Jean-Georges traveled to Asia and continued his training at the Oriental Hotel in Bangkok, the Meridien Hotel in Singapore and the Mandarin Hotel in Hong Kong.

It was during this time spent working and traveling throughout Asia that Jean-Georges developed his love for the exotic and aromatic flavors of the East. His signature cuisine abandons the traditional use of meat stocks and creams and instead features the intense flavors and textures from vegetable juices, fruit essences, light broths, and herbal vinaigrettes. Jean-Georges' culinary vision has redefined industry standards and revolutionized the way we eat.

Jean-Georges has published several cookbooks reflecting his influential style of cooking, including *Simple Cuisine* (Wiley, 1990); *Cooking at Home with a Four Star Chef* (Broadway Books, 1998), for which he won the Best Cookbook Award from the James Beard Foundation in 1999; and *Simple to Spectacular* (Broadway Books, 2000). In October 2007, he released *Asian Flavors of Jean-Georges*, featuring beloved recipes from his restaurants Spice Market, Vong, and 66. Most recently, Jean-Georges released *Home Cooking with Jean-Georges: My Favorite Simple Recipes* (Clarkson Potter 2011).

JGV: A LIFE IN 12 RECIPES by Jean-Georges Vongerichten with Michael Ruhlman (Norton, 2019) is a look into Jean-Georges' anchored by twelve recipes that have defined Jean-Georges' career. Enlivened with his hand-drawn sketches and intimate photographs, *JGV* is a book for young chefs, as well as anyone who has ever stood at a stove and wondered what might be.

Jean-Georges is involved in every aspect of his restaurants – concept, menu, architectural design, staff selection and trainings – in an ongoing effort to create restaurants that are both timely and enduring. Inspired by his travels, Jean-Georges is constantly developing fresh concepts and evolving as a chef and restaurateur, both adapting to and impacting the global culinary landscape.

Jean-Georges has appeared on *Live! With Regis and Kelly*, the *Today Show*, *Good Morning America*, *The Martha Stewart Show*, *The Early Show* on CBS, *Top Chef*, the *Food Network*, in the 1995 PBS series *In Julia's Kitchen with Master Chefs* and Sundance Channel's *Iconoclasts* with Hugh Jackman. Additions since then include NBC's *Late Night with Jimmy Fallon*, Fox 5 "Good Day Café" and *Late Night with Seth Meyers*. He also co-hosted his wife Marja's PBS series, *Kimchi Chronicles*.

Jean-Georges has made culinary history and developed a reputation as remarkable as his food by tapping his deep understanding of the restaurant world and pairing it with his forward-thinking vision. Yet, after years of success, Jean-Georges' favorite retreat is still the kitchen, and his favorite meals dished from a street cart in Thailand.