

Client: **CNPEF**

Destination: France

Date: 2018

Service: Content and Publication

L'ATELIER DU POISSON

The Confédération Nationale des Poissonniers - Ecaillers de France (CNPEF) is a membership-based union that defends the interest of their members, fish merchants, and intervenes in national debates in support of actions benefiting the whole sector. CNPEF examines economic measures, reforms, defends the legitimate demands of the actors of the trade and distribution of fishery products and aquaculture.

In addition, CNPEF objective is to offer more added value to their members by providing various tools that will increase the success of the fish merchants businesses. The problems their members face includes an increase in market competitiveness, the high cost of target marketing and customer retention.



RENCONTRE

Ledoyen, le Ritz, Maxim's, Harrods, l'Élysée... Jean-Philippe Foucat a fait ses gammes sur les plans les plus prestigieux. Dans son restaurant de Saint-Malo, ce chef inspiré compose des partitions dont la mer donne le la.

L'Auvergnat qui aimait la mer

Tons bleu et vert, lampes en laiton et cloisons en bois, l'ambiance marine du Clif flète la carte parfumée aux embruns de l'enclos. Le petit restaurant qui se niche dans l'une des plus anciennes rues de l'intramuros malouin joue la carte du local authentique. Dans un vivier d'eau de mer, 25 hommes attendent de passer en cuisine. À quelques centimètres, la cale de Dinan reçoit à chaque marée les bateaux avec lesquels travaille Jean-Philippe Foucat depuis trente ans. Les maraîchers alimentent une cuisine axée sur les produits de la mer accompagnés résolument légumes.

« La coquille de Saint-Malo, c'est du sucre »

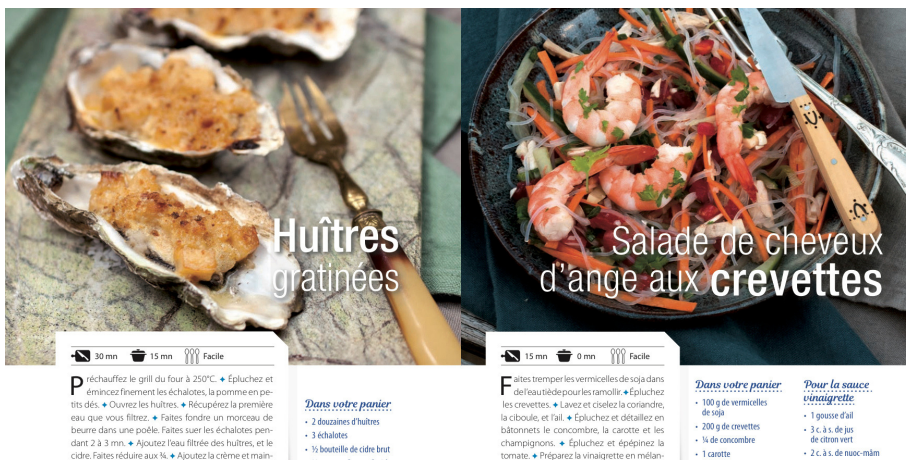
Ce chef qui a fait ses classes dans les hauts lieux de la cuisine parisienne et son service militaire dans les cuisines de la marine.



AllTheContent solution is to engage the fish merchants' customers with a regular paper magazine. A colourful, informative and helpful pocket size A5 magazine that not only help the fish merchants build onto their existing client relationships but adds a value to their shopping experience. The magazine will be printed six times a year, with new content and stories, to keep the readers asking for more fun-fish-tips.

Fish of the month provides information on seasonal products with recipes that are fully tested in-house with photos captured for real by our producers after each cooking session. The discovery and entertainment subsections include: meet the chef, travel reportage and kids entertainment. Meet the Chef is an informative interview style section, focusing on a chef, their restaurant, favourite fish of the region and a recipe. This section also includes wine accompaniment tips. The magazine enables the fish merchants to add-value during their interaction with customers and provides an informative pocket-size magazine to take home.

AllTheContent is currently working with CNPEF on social media canal and to increase their web presence.



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MOT MYSTÈRE

Retrouvez tous les noms de poissons et cétaqués qui se cachent dans la grille. Les mots sont lisibles horizontalement, verticalement et en diagonale, dans les deux sens. Il restera huit lettres inutilisées qui formeront le mot mystère.

Anguille	Espadon	Loup	Merlan	Omble	Sole
Baleine	Lieu	Manchot	Mérou	Orque	Squale
Bar	Lompe	Manta	Morue	Raie	Thon
Colin	Lotte	Maquereau	Narval	Rorqual	Vive

M	A	N	C	H	O	T	L	O	U	P
O	E	S	P	A	D	O	N	V	M	S
R	O	R	Q	U	A	L	E	I	A	O
U	C	O	L	I	N	L	M	V	Q	L
E	S	Q	U	A	L	E	E	E	U	E
B	A	L	E	I	N	E	R	N	E	E
O	R	Q	U	E	U	E	O	M	R	O
P	A	G	E	E	P	H	U	A	E	M
B	N	I	I	M	T	U	L	N	A	B
A	A	L	O	T	T	E	A	T	U	L
R	R	L	D	N	A	R	V	A	L	E

Le mot à découvrir est : _ _ _ _ _

SOLUTION : Enguillard



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THE MAGAZINE
ENABLES THE FISH
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VALUE DURING THEIR
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Since 2001, AllTheContent supplies the contents that media and companies need to attract and retain their audiences, across all topics, platforms and languages, initially under the umbrella of the ATC Future Medias group and then, since 2011, as an independent company.

AllTheContent is a content agency with an outsourced talent pool of 1950+ professionals (writers, translators, producers) and distributor of selected third-party content. It combines the best of the media with new technologies to provide unique added value to websites, newspaper publishers, radio/TV broadcasters, telecom companies, IPV/OTT platforms, airline companies and video wall services.

[Contact us to discuss your requirements.](#)