

Allard

MAISON FONDÉE EN 1932



«Fernande Allard's precious legacy continues to inspire us. Absolutely no question about touching a single strand of the establishment's DNA, we are simply bringing up to date»

EXPLAINS ALAIN DUCASSE

A NEW PARISIAN ADDRESS FOR ALAIN DUCASSE

For over 80 years, Allard has been one of the most sought after gourmet addresses in Paris. Located in the heart of Saint-Germain-des-Prés, it remains one of the last authentic French gourmet bistros.

Today still, the establishment is filled with the spirit of Marthe Allard, « mother cook » who founded the restaurant in 1932. Allard is above all the story of a peasant from the Burgundy region who traveled up to Paris carrying her sincere and generous family recipes of cuisine.

Tradition remains very much a part of this authentic Parisian bistro. With its 1930's zinc counter top, original tiles, small intimate rooms where guests dine side-by-side, Allard has all the trappings of a bistro where living is easy... The cuisine strives to perpetuate a certain Bourgeois tradition tinted with conviviality. Honest and sincere dishes, served in a deliciously old-fashioned atmosphere.

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A PLACE, A HISTORY

In early days, on the crossroad of rue Saint-André des Arts and rue de l'Eperon, stood a wine shop, as still visible by the metal bars on the windows – a law passed by the regent dating back to 1720, requiring the profession to secure their shops in this manner.

In the early 20th century, Vincent Candré moves into the neighbourhood, opening a bistro then called « La Halte de l'Eperon ». Here were served modest local wines (vins de pays) accompanied by terroir dishes created by Joséphine, one of the first « mother cooks » of Paris. In the 1930's, Vincent Candré sells his restaurant to Marthe and Marcel Allard who build a veritable institution over the years. « Allard is above all simplicity in tradition, and tradition in simplicity! » as described by the customers.

From the 1930's till the end of the war, Allard remains a neighbourhood bistro with a family spirit. After the war, restaurants become all the rage. Parisians gradually start dining out again. Allard begins to forge itself a reputation that consolidates itself from year to year. In the end of 1946, André, Marthe and Marcel Allard's son, meets Fernande. The second generation prepares to take over and continue writing the history that was started by the parents. Immediately after getting married, Fernande found herself in front of the kitchen range, never to leave again. Marthe bequeaths to her all the secrets and recipes that she had fine-tuned over half a century. Rustic dishes transmitted from one woman to another, both originating from peasant stock.

« Guests do not come to us to make culinary discoveries, they come to us to meet old culinary friends.» said André. At Allard, nothing has changed since 1932, France's rural, regional culinary traditions are perpetuated. Simple food, carrying a certain nobility, an authenticity of eating well that has made the renown of the establishment and has retained the anonymous clientele as well as the long list of celebrities who have crossed, and still cross its threshold.

In 1985, a page is turned. The Allard family sells the restaurant.

Claude Layrac from Aveyron takes over the restaurant 1995. For over 20 years, he perpetuates the Allard family spirit and the fundamentals of its cuisine, such as the Challans duck with olives, shoulder of Limousin lamb or coq au vin. By passing on the restaurant to Alain Ducasse, he is confident that: « this restaurant to which I am so attached will keep its personality, its character ».

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« I believe that friendly and popular cuisine expressed in bistros is a treasure of gastronomy, » explains »

ALAIN DUCASSE

L'ESPRIT BISTROT BY ALAIN DUCASSE

In recent years, bistros are no longer more seen as modest and common restaurants. They are considered today as fundamentals of our French culinary heritage, strong symbols of a tradition still alive and well. They are the living soul of France's culinary memory, local cuisine, and sentimental cooking.

These establishments, where key words are generosity and friendliness, have retained the charm of an authentic decor along with simple and straightforward cuisine.

« Everything in a bistro is familiar and reassuring: cosy lighting, thick tablecloths and cooking reminiscent of hearty moments. The quality of the welcome and the sense of hospitality reflect Bistro excellence. This is why I have a particular attachment to these establishments that are first and foremost, real areas of life. Allard joins the ranks of aux Lyonnais and Benoit, enriching the Bistro Spirit that we nurture daily in these houses with passion and conviction » explains Alain Ducasse.

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ANDRÉ ALLARD

IN CUISINE, TRADITION, REGIONALISM AND SEASONALITY PREVAIL.

Since its creation, Allard offers traditional cuisine, influenced by the Burgundy origins of Marthe and Marcel, but also by the wealth of other regional inspirations.

In early days, Marthe adapted her cooking to the modest means of her regular customers. To accommodate their restrictive budget, things should remain simple. She prepared meals straight out of the family cookbook, such as pot-au-feu, potées or ragout stews. She gave Allard a culinary identity: simple and sincere, a no-frills mother's cooking.

Marthe decided the contents of the menu. She created a different dish daily, one that was not served in a plate; the pot or terrine was placed directly on to the table.

At Allard, Alain Ducasse, remaining true to himself, aspired to perpetuate the tradition embedded into the walls of the establishment. Evolve with accuracy, without distortion. Using the best produce offered at the peak of their seasonality and local dishes illustrating the richness of our regional heritage.

The signature remains simplicity and befits continuity. Specialities that have made the renown of Allard, such as « Frogs Legs », « Poached turbot, beurre blanc », « Challand Duck with Olives », or « Tart Tatin », remain on the menu.

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A WOMAN'S KITCHEN

At Allard, tradition dictates that a woman does the cooking. Marthe first, followed by Fernande. Both of them are encribed into the book of « mother cooks», creating a cuisine based on a culinary instinct in which prevails simplicity and quality.

« It's cuisine based on simplicity, which requires patience. It's family cuisine of strong peasant tradition. This is a woman kitchen, which uses the eyes and details of love. If there's no love put into your dish, it will be felt... It all starts at the market, with seasonal products. Small turnips for the duck will only be available until the end of March. Chanterelle mushrooms also. Asparagus arrive in early spring. Cabbage, in the winter. Same for the game. But the poultry, ducks, you can get all year round. My cuisine is a slow-cooking cuisine... This is not a kitchen of busy people. »

FERNANDE ALLARD

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••• A WOMAN'S KITCHEN

Alain Ducasse naturally passed the reins of the Allard kitchens to another woman: **Laëtitia Rouabah**. Her grandmother and her mother have transmitted to her the love of cooking and good produce. While Laetitia prepares her professional certificate to the CFA of the chambre des Métiers of Versailles in 2001, she simultaneously works in the Paris region in two traditional restaurants creating terroir, family, generous cuisine. In 2003 Laetitia joins the ranks of the Plaza Athénée, as demi-chef de partie at the Relais Plaza with Philippe Marc. There, she discovers the universe of Alain Ducasse, one that she has not left since. She moved to London in 2007, to the restaurant Alain Ducasse at the Dorchester, as Chef de Partie. She learns extreme precision, permanent attention to details, and deepens her technical mastery with Jocelyn Herland. She returns to France in 2008 to join the Jules Verne kitchen as deputy chef beside Pascal Féraud, whom she praises the high level of professionalism, rigour and qualities as a manager. In January 2013, she becomes Chef at the Salon La Première Air France at Roissy Charles de Gaulle Airport: refinement signed by Alain Ducasse for passengers accustomed to luxury. In September 2013, she joins Allard as Chef. She wishes to bring a personal touch without modifying the deep-seated identity of the establishment. Simple, family cuisine, perfectly achieved.

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"it is crucial to be keen on and passionate about his work to make a good quality of service".

MARC KIOSKA

SERVICE, OR THE MEANING OF HOSPITALITY

At Allard, Marc Kioska, restaurant manager, guarantees a warm welcome. After experiences with René Lasserre or Joël Robuchon and in fine establishments such as Jules Verne as chef de rang or Les Ombres as restaurant manager. Marc takes the helm at Allard in May 2014.

For Marc Kioska, above all directing the floor is listening to the customer but also taking care of the staff. According to him "it is crucial to be keen on and passionate about his work to make a good quality of service".

At Rue de l'Eperon the stove stands opposite to the front door. The kitchen is thus open to the guests, an unexpected set up that was not to everyone's taste, including the architect of the time who believed the kitchen should be hidden, and who was horrified... « What's the problem, if it is beautiful? » was André Allard's simple reply. Not to be neglected is the fact that the aromas of the dishes about to be enjoyed welcome the guest, which only sharpens the appetite!

When he welcomes the guests, Marc offers to seat them either in the historical main room which was once the only dining room of the restaurant, or in the adjacent room built by the Allard family in 1965, after the purchase of the adjacent book shop, which enabled them to extend. Since then, nothing has changed...

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« Since 1962, Burgundy wines rules supreme at Allard, so I wanted to create new pairings, namely with great Bordeaux wines »

GÉRARD MARGEON

THE WINES

To accompany this simple, authentic and friendly cuisine, Gérard Margeon, head sommelier of Alain Ducasse restaurants suggests a selection of over 150 references. Allard's wine list showcases Burgundies, Rhone Valley and also Bordeaux wines.

GUIDED TOUR OF THE GREAT ESTATES THROUGH THEIR SECOND WINES.

An oenological discovery around Bordeaux great estates and their second wines is suggested. This is a first for an Alain Ducasse restaurant. The majority of estates are represented by great wine, but also and above all, by their second wine. This daring formula grants access to some areas regarded as inaccessible today. «The Challans duck with olives, signature dish of Allard, fits perfectly with a Pomerol, Le Manoir de Gay 2009, second wine of Château le Gay. Les Côtes d'agneau au sautoir, ratatouille is a match with the second wine of Lynch Bages, le Pauillac Echo de Lynch Bages 2009. The texture of the Lamb marvellously emphasises the coated and comfortable nature of the Pauillac. For the first time, I chose to map these references so that the greatest number of guests can gain access to areas of exception through the prism of their second labels» explains Gérard Margeon

ECLECTIC BOURGOGNE

« Eclectic selection » or how to put forward more confidential, more unexpected wines ?For example by suggesting a Nuits-Saint-Georges or a white Aloxe Corton or a red Meursault. « Here we believe in suggesting to our clients some pairing that may go against expectations. For example, for the Roasted Bourbonnais free-range chicken, I suggest a light and subtle pairing, with a white Burgundy, a Nuits-Saint-Georges, Domaine des Perdrix 2010 ».

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OPEN EVERY DAY

PARKING SAINT MICHEL

CAPACITY

60 clients

Lunch menu: 34 euros

(entrée + plat + dessert)

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