



FOR IMMEDIATE RELEASE

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Rouen named ‘UNESCO City of Gastronomy 2021’: Normandy city is first in France to be recognised for its cuisine

Despite a pandemic that has undoubtedly shaken the restaurant industry to the core, the city of Rouen in Normandy has won recognition by UNESCO for its outstanding cuisine, thanks to the support of local restaurant owners, training institutions, and local, private and public actors.

Following a long application process and a final submission in June 2021 to have Rouen join UNESCO’s ‘Creative Cities Network’ in the field of gastronomy. Alongside 48 other cities around the world, Rouen was awarded for its creativity and progress in sustainable urban development on 8 November by Audrey Azoulay, the Director General of UNESCO.

‘Thanks to this distinction, the creativity of the city of Rouen will now be recognised internationally,’ say Nicolas Mayer-Rossignol, Mayor of Rouen and President of the Metropole Rouen Normandie, and Sileymane Sow, Deputy Mayor and Head of Trade, Economy, Attractiveness and International Relations. ‘Our city is committed to developing partnerships to promote creativity and cultural industries. This award from UNESCO representatives shows that they recognise the quality of the city of Rouen’s 2022-2026 action plan.

‘Furthermore, Rouen’s new status as a UNESCO City of Gastronomy represents an opportunity for the city’s economic, tourist and international attractiveness. In line with the United Nations 2030 Agenda, Rouen’s plan includes more equality between men and women, sharing awareness on how to eat well, north-south cooperation, inclusion and, of course, showcasing the excellence of Normandy cuisine. This UNESCO classification is a real asset and we are proud to now belong to this network. Rouen is the first French city – the only one to date – to be honoured by UNESCO in the field of gastronomy.

The Creative Cities Network now includes 295 cities in 90 countries. Only two of the 49 new cities to be recognised by UNESCO are French, Cannes in the field of film and Rouen in the field of gastronomy.

- Visit Rouen’s dedicated Creative City webpage, which will be updated as the city’s 2022-2026 action plan is carried out: rouen.fr/ville-creative-unesco
- Watch the video of Rouen’s bid to join the Creative Cities Network: youtu.be/RDZfaaLUVNs

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