

## BASTILLE DAY JULY 14



**Bastille Day** is the French National Holiday which is celebrated on July 14 each year. In France, it is formally called **La Fête Nationale** (*The National Celebration*) and commonly **le quatorze juillet** (*the fourteenth of July*). It commemorates the 1790 Fête de la Fédération, held on the first anniversary of the storming of the Bastille on 14 July 1789; the anniversary of the storming of the Bastille fortress-prison was seen as a symbol of the uprising of the modern nation, and of the reconciliation of all the French inside the constitutional monarchy.. Festivities are held on the morning of 14 July, on the Champs-Élysées avenue in Paris in front of the President of the Republic.

### How to Celebrate Bastille Day

- Focus on French food in your servery today; fresh baked croissant and pastries, small taster plates of brie and baguette or more traditional French fair like Coq au Vin or Beef Bourguignon
- Focus on decadent sweet indulgences like chocolate truffles, macaroons and cream puffs for afternoon snacks or as add on's
- Offer beverages like cafe au lait, sparkling water with fruit or non alcoholic champagne or wine
- Prepare pre-made bagged picnic lunches and encourage customers to dine outside like the French do
- Play French music in the servery
- Have your associates wear scarves and berets
- Decorate with blue, red and white colours. Display French flags at stations featuring French fair and purchase other decorative items like miniature Eiffel Towers or Champs-Élysées
- Decorate your servery like fragrant French herbs like tarragon and chervil