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PRESS RELEASE

UEFA EURO 2016 selects three prestigious suppliers to conduct the largest hospitality programme ever offered in France: DO&CO, Hédiard and Joël Robuchon

UEFA EURO 2016: The sporting event of the year in 2016, the greatest hospitality offer ever developed in France

The UEFA EURO tournament is the third largest sporting event in the world. In 2016, it will be one of the greatest events for Europe. For companies, it will be a major commercial and development tool. In 2012, during the last EURO competition, 1200 companies from more than 60 countries were welcomed in the VIP boxes and hospitality areas of the stadiums. In response to the expectations of European business leaders, UEFA has launched the largest ever hospitality program to be developed in France, the "Henri Delaunay Club," named in honour of the father of European football.

Flexible offers adapted to every need

The hospitality programme includes multiple passes, offering the freedom and flexibility to create tailored programmes based on a company's specific needs. UEFA EURO 2016 teams directly sell, in partnership with host stadiums, the two levels of experiences of the hospitality programme: the "Gold" Package – the emotions of the most incredible shared lounges – and the "Platinum" Package – a private skybox to enjoy unique experiences. All information on the offers for the Henri Delaunay Club are available on www.uefa.com/hospitality.

Launched in June 2014, the hospitality offers have received significant commercial interest, in France and abroad.

One ambition: Excellence

For the EURO competition, like for the Champions League finals, quality is the key for all hospitality programmes made available by UEFA. To offer companies state of the art services and unforgettable experiences is more than an objective: it's the standard. For 2016, this ambition is that of excellence. The Henri Delaunay Club will enjoy unparalleled service.

Three prestigious partners: DO&CO, Hédiard and Joël Robuchon

To reach this level of excellence and showcase French "art de vivre" to the world, UEFA launched an international call for tender and chose to entrust the production of the hospitality programmes to three reference industry leaders: **DO&CO, Hédiard and Joël Robuchon.**

Jacques Lambert, President of the EURO 2016 SAS explains this choice: *"We chose the best offer, the strongest in terms of efficiency and performance. It encompasses the experience of a major European catering reference, a French brand synonymous with quality and tradition and the world wide notoriety of a Michelin-starred chef, proudly showcasing the savoir-faire of French cuisine."*

Culinary management ensured by Joël Robuchon

Joël Robuchon, the chef with the most Michelin stars in the world, named Culinary Director of the tournament, will design menus inspired from the best of France's cuisine.

"I am proud to see my country host the most prestigious football competition. I hope to introduce our diverse regional cuisine and make unforgettable moments, showcasing French art de vivre, for guests from around the world," said Joël Robuchon.