

Media Release



Discover the spectacular Atlantic Coast on a breathtaking gastronomic adventure as Guillaume Brahimi returns to SBS with *Guillaume's French Atlantic*

Thursday June 20 on SBS and SBS On Demand

****Interviews available****

**** Trailer [here](#) ****

****Images [here](#) ****

Experience the stunning cuisine and breathtaking wild beauty of the west coast of France, as internationally renowned chef **Guillaume Brahimi** returns to SBS, travelling on an unforgettable journey from Normandy in the north down to the Spanish border to discover the Atlantic coast's rich history and iconic produce. It's an adventure as eye-catching as it is mouth-watering: *Guillaume's French Atlantic* premieres **Thursday June 20th at 7.30pm** on **SBS** and **SBS On Demand**.

The five-part travel and lifestyle series combines fascinating stories about the development of the culinary styles and dishes of this special part of the world with recipes only found along the west coast of France. From extraordinary coastal views to exquisite culinary experiences, each episode unravels the unique character and flavours of the regions, immersing viewers in a delightful gastronomic adventure.

By travelling through five unique regions, Guillaume discovers how the locals live and dine. From the limestone cliffs of Étretat, to treasure-filled châteaux and idyllic islands, the French Atlantic coast is unique in its heritage and gastronomy. Guillaume Brahimi is in his element – whether helping the locals with the harvest of the most expensive potatoes in the world, or making a 6 star dish of pigeon fit for a French President in Bordeaux, the culture and cuisine of the west of France brings out his passion. Starting in picturesque Normandy, Guillaume uncovers the artistic and historic legacy of Honfleur, favourite haunt of the artist Monet, then takes in the architectural marvel of Mont St Michel, before using local produce to craft sumptuous recipes inspired by the region.

Join Guillaume as he traverses the coast from Brittany to Bordeaux, delving into French customs and decadent food heritage, before finishing in the exhilarating markets of Pays Basque. The breathtaking wild beauty of this coastal drive is matched only by the quality and uniqueness of the cuisine and culture. And for those who wish to bring a taste of the Atlantic into their own home, Guillaume shares twenty delectable recipes that feature the best of the coastline's culinary traditions.

Guillaume Brahimi said: "When people ask me, "Where is the most beautiful coastline in the world?" I would say the west coast of France in a heartbeat. I am so excited and proud for people to watch *Guillaume's French Atlantic*. In my opinion, the West Coast of France must be one of the best kept secrets of travelling in France. Viewers are going to be transported and fall in love with not only the food and wine from all the regions, but the scenery as well.

Beginning in Étretat and the spectacular White Cliffs and travelling down to the vibrant Spanish border, the Atlantic coastline is characterised by picturesque beaches, incredible clifftops, sand dunes, vineyards and walled cities. Each pocket of the West Coast highlights something unique and special. Normandy for its land and the cream, Brittany for the sea, Pays de la Loire with incredible farmers, Bordeaux and their wine and finally the Pays Basque with its specialty produce. I discovered the best produce in France and met the most incredible and hospitable artisans. They have mastered their craft and devoted their lives to it."

Emily Griggs, SBS Head of Food said: "In *Guillaume's French Atlantic*, we're thrilled to unveil the often-overlooked western shores of France. From breathtaking views to mouthwatering delicacies and timeless stories, Guillaume's expertise brings to life the vibrant culture and flavours of the French Atlantic. Join us on this delectable journey and let *Guillaume's French Atlantic* be your gateway to a culinary adventure like no other. Bon appétit!"

***Guillaume's French Atlantic* will premiere Thursday June 20 at 7.30pm on SBS and SBS On Demand.**

Guillaume's French Atlantic will be available to stream on SBS On Demand with subtitling available in Simplified Chinese, Arabic, Korean, Vietnamese and Traditional Chinese. *Guillaume's French Atlantic* is a Blink TV production for SBS.

Screeners and images for media use are available on the [SBS Screening Room](#).

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Guillaume Brahimi Biography:

French-born Guillaume Brahimi is one of Australia's most popular and acclaimed chefs. He moved to Sydney in the 1990s and in 2001, he won the prestigious contract to take over the flagship restaurant at the Sydney Opera House, and launched Guillaume at Bennelong. He's since opened Bistro Guillaume in Melbourne, Perth, and Sydney. In 2014, Guillaume was a recipient of the Chevalier de l'Ordre National du Merite (Knight of the National Order), a prestigious honour endowed by the French government for outstanding services rendered to France in Foreign Affairs and International Development. In 2015, Guillaume was named Chef of the Year at the annual GQ Men Of The Year awards. Guillaume has published a number of books including *Guillaume: Food for Friends*, *French Food Safari*, and *Guillaume: Food for Family*. He is currently Head Chef at Bistro Guillaume at Crown Melbourne and Crown Perth, and hosts SBS's *Plat du Tour* and *Guillaume's Paris*.