



# Le Cassissium :

an exceptional promotional  
tactic with global significance





## Who am I ?

- ☐ Mascot for the football world cup in Brasil
- ☐ Supercassis, a movie hero
- ☐ Advert for blackcurrant juice



# Supercassis



- Hero of a film
- Mascot of the Cassissium
- Name of a blackcurrant liqueur (cassis) produced by Védrenne



# What is « *the Cassissium* » ?

- « cassis » is the French word for blackcurrant and common name for blackcurrant liqueur used to make « Kir ».



# Concept

- Cassissium = interpretation centre of 1000 sqm with a scenographic exhibition and multimedia programmes about blackcurrant cultivation, its use in gastronomy, perfumes, cosmetics, medicine.



# Concept

- Guided tour of the Védrenne factory, explanations about the production of blackcurrant liqueur.





# Concept

- Tasting of Védrenne liqueurs, syrups and cordials





# Concept

- Shop : Védrenne products, local specialties, other products made of blackcurrant (herbal tea, juice, herbal distillate, cosmetics, jam, candies...)



# Concept

- Entrance fees : free for children, €8.50 for adults, special prices for groups, students, etc.
- Public : families, tourists, bus travelling groups, school groups
- Opening hours : open all year long, every day from April to November, from Tuesday to Saturday from December to March.
- Staff (trained in tourism and marketing) : 5 permanent + 2 during the summer season



# What is « *the Cassissium* » ?

- First and only museum of its kind worldwide about blackcurrant and cassis
- Innovative place to visit for people from 3 to 99 years
- Exceptional promotional tool for Védrenne, Burgundy gastronomy and blackcurrant



# Facts : Origin, history, cost

- Védrenne is the French leader in the production of high quality liqueurs.
- The director of Védrenne understood that the demand for visits of the factory was high.
- The liqueur factory is situated in Nuits-Saint-Georges, on the wine road of Burgundy (more than 1 million visitors per year).
- Cassis is a local speciality, known and appreciated worldwide.
- Construction of the museum next to the factory, opened in 2001.
  - Size : 1000 sqm
  - Initial Cost : €2.5 million
  - break-even point after 2 years



# Scenographic exhibition

- Original exhibition renovated in 2013 to become more interactive and family friendly



- 5 spaces :
  1. Historical, botanical, agricultural aspects
  2. Blackcurrant in pharmacology, medicine and cosmetics
  3. Gastronomical use of blackcurrant : discovery through the senses
  4. Space for temporary exhibitions and classes of schoolchildren
  5. Multimedia room with film show



# History, botanics, agriculture



**Plant diseases**



**Films**

**Blackcurrant's  
family tree**





# History, botanics, agriculture



**Seasons**



**Computers and collection  
of objects**

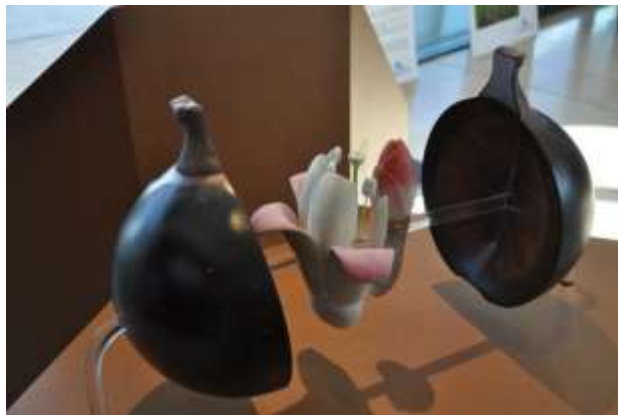


# History, botanics, agriculture

## Pollination



## Insects / pests



## Growing of blackcurrants



# History, botanics, agriculture



**Plantation of 6 varieties of blackcurrants**



# Pharmacology



**Health benefits of  
blackcurrants**



**Use in cosmetics**





# Discovery through the senses



**Experiments, computers, texts,  
collection of objects**



# Family friendly



**Special lay-out for children**



# Multifunctional space (exhibitions, classes)



# Scheduled exhibition

« Blackcurrant plantations around the world »

Pictures of **your** plantation, please send to :

**communication@cassissium.com**





# Film

History of blackcurrant and cassis, narrated by our hero « Supercassis » in a multimedia room



# Events and promotion

Several events during the year :

- Photo contest and exhibition



- Liqueur festival

- Special visit (dramatized)  
for Halloween



- Night of Museums  
(special night time opening)

- Gastronomy festival  
and cocktail classes



# Events and promotion

## Communication

- Media (articles in local newspapers and magazines, adverts in the same papers + tourist guides and magazines, local radio and TV)
- Internet : [www.cassissium.fr](http://www.cassissium.fr)
- Facebook : [www.facebook.com/cassissium.en.bourgogne.pageofficielle](http://www.facebook.com/cassissium.en.bourgogne.pageofficielle)
- Video on Youtube
- Signboards around Nuits-Saint-Georges
- Distribution of leaflets
- Fidelity cards and newsletters for frequent clients
- Trip advisor



# Events and promotion

## Commercialisation

- Professional workshops and trade fairs (tourism and spirits)
- Partnership with local and regional tourist information institutions
- Partnership with tour operators, bus travel companies, schools, hotels, restaurants...
- Association with other companies offering the same kind of visit of their production (mustard, gingerbread, cheese...) :  
« Vive la Bourgogne »



# Actual trends in tourism

- Well-being
- Exclusive and original products
- Authenticity
- Meeting up with and living like the locals
- Agritourism = any form of touristic activity in farms (accommodation, food service, direct selling...)
- Industrial tourism



# Industrial tourism and economical discovery

**Industrial tourism = any form of visit of production units for tourists, students, professionals or individuals.**

- Not specific to any activity, but mostly developped in agribusiness and handicraft.
- Develops more and more since 1980s.
- Attracts more and more visitors.



# Industrial tourism and economical discovery

- Interesting for companies because :
  1. Publicity for their products
  2. Shows a special know-how
  3. Strengthens their image
  4. Creates « addiction » / fidelity to their products
- Interesting for visitors because :
  1. Satisfaction of curiosity
  2. Pleasant way to learn something new
  3. Agribusiness : reassuring in terms of food consumption (trends = research of quality, traditional / home-made, healthy products)





# Importance of gastronomy in tourism



- 41% of the French tourists consider new culinary experiences necessary during their holidays.

- Food is, even during holidays, an everyday concern.
- Expenses for food come right after travel and accomodation, 16% of the total budget goes to restaurants.
- Discovery of local specialities and know-how is part of tourists' expectations.



# The Cassissium : a perfect tool

- perfect geographic location : Burgundy is a destination for wine and gastronomy lovers
- perfect concept : guided tour, tasting, exhibition, shop
- 40 000 visitors / year, approximately €35 spent per visitor
- spreading of knowledge about blackcurrant
- promotion of blackcurrant and related products



Thank you,  
hope to see you soon !

