



BevTour Tourist Guidebook

Case Study Template

Name / Heading: The Rungis Market**Background / Overview:** (approx 300-500 words)

The story of the event or experience, how it started and evolved to its current form, when it started, what is unique about it, how popular the experience is with locals/visitors to the area etc...

The Rungis International Market is the principal market of Paris, mainly for food and horticultural products, located in the commune of Rungis, in the southern suburbs. It is the largest wholesale food market in the world. Covering an area of 232 ha with more than 72.7 ha covered (including 47 ha of commercial buildings), it is supplied by trucks, trains and planes (which arrive from the nearby Orly airport) in from all over Europe. The market is particularly supplied with vegetables and fruits, seafood, farm products, etc. It works mostly late at night, around 3-4 hours; at 11 o'clock in the morning, all the shelves go empty. With eleven buildings spread over 66 hectares, the fruit and vegetable sector is by far the most important.

The largest fresh produce market in the world opens its doors to visitors: 5 gastronomic universes (fish, meat, fruit & vegetables, dairy & gourmet products, flowers) are to be discovered:

- A la carte guided tours orchestrated from 4.30 am by Market professionals followed by a "Terroir" breakfast.
- Many additional services offered: booking of minibuses or coaches, meeting rooms, organization of corporate events ...
- A great diversity of visitors: individuals, schools, works councils, industry professionals.
- Different foreign languages spoken: English, German, Spanish, Russian, Chinese, Hebrew...

The Experience: (approx 300-500 words)

Tell the customer what they will get and why they should include this experience in their itinerary. What food/beverage is included, what producers they will meet,

Visitors can book a guided visit, including a breakfast or a lunch. This experience is very special, because the visitor will eat directly what he saw during the guided tour. Visitors will meet many producers, and sellers. The tour last for 3 hours.

Follow your guide and meet the women and men who make this place the largest fresh produce market in the world.



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A unique experience to be enjoyed without moderation which will be punctuated by the very generous “Rungissois” lunch!

The service includes:

- 3 hour guided tour
- Rungissois lunch (Veal Head > min 10 people, reservation in advance or Butcher's Piece, Wine, Cheese, Gourmet coffee). The Price is about 90 € / person.

For the breakfast, the service includes:

- 3 hour guided tour
- Terroir brunch (1 Viennese pastry, bread - butter - jam, fresh fruit salad, plate of cold cuts / cheese, 1 hot drink, 1 orange juice), for a total price of 69€.

List of Local Producers Involved

(and hyperlinks where applicable)

Fruits and vegetables

The fruit and vegetable sector is the largest sector of the Rungis market in terms of the surface area occupied. It comprises :

- nine sales pavilions;
- a tile from Île-de-France producers;
- logistics warehouses;
- buildings intended for props makers.

Meat products

The sector today includes:

- 1 pavilion for butcher's meat
- 2 pavilions for pork
- 1 pavilion for poultry and game
- 1 pavilion for the triperie
- 8 warehouses
- 4 accessory buildings

Tide products

The Tidal Sector, also known as the “Seafood and Freshwater Sector”, includes:

- 1 main pavilion, intended for sale;
- 1 pavilion for the sale of accessories;
- 3 warehouses;
- 1 ice tower for packaging seafood products.

Dairy products and gastronomy

The dairy products and gastronomy sector today includes 7 pavilions and 4 buildings including:

- 2 dairy pavilions;
- 4 catering pavilions;
- 1 organic pavilion

The Rungis market does not only offer food products. It also has a wide selection of cut flowers,



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potted plants, and decorative and packaging accessories.

The horticulture and decoration sector consists of:

- 1 air-conditioned pavilion for cut flowers and foliage;
- 3 heated buildings for potted plants;
- 2 greenhouses;
- 5 mixed buildings for plants and accessories.

Technical Details:

e.g. location, opening times, is it seasonal? How to get there... transport options, parking etc., accommodation, duration of the tour/event, min number to book?, Is it guided? In what languages if applicable?

The Rungis Market is located at 7km from Paris. You can go there by local transports or car. The market is open from Monday to Saturday from 5.30 am to 6 pm depending on the pavilions. With more than 25,000 visitors per year, the Rungis Market is one of the most visited professional sites in France. Book in advance, places are limited!

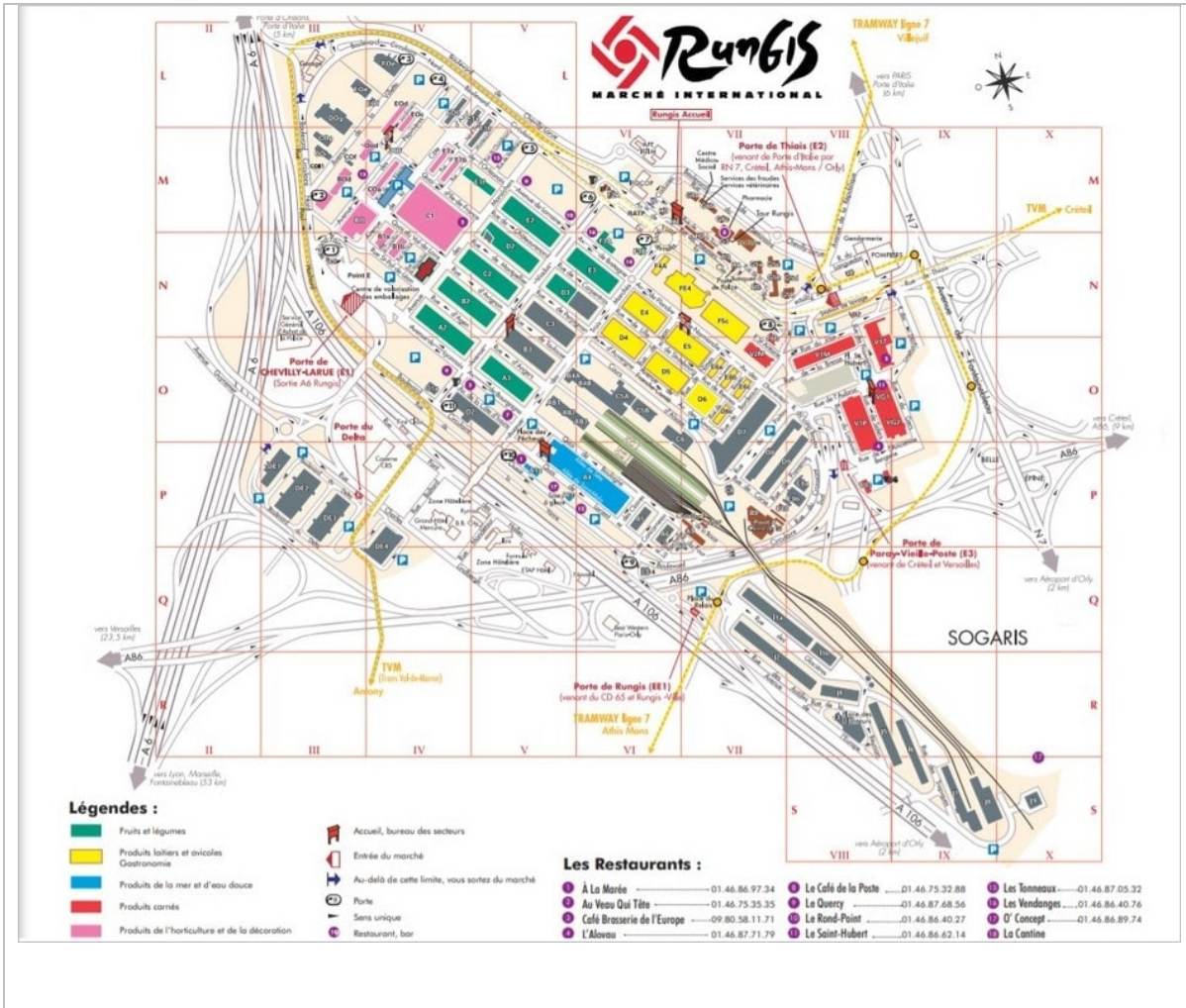
Website & Contact Details?

(and Link to Booking page)

<https://www.rungisinternational.com/en/visitors/visit-the-market/>

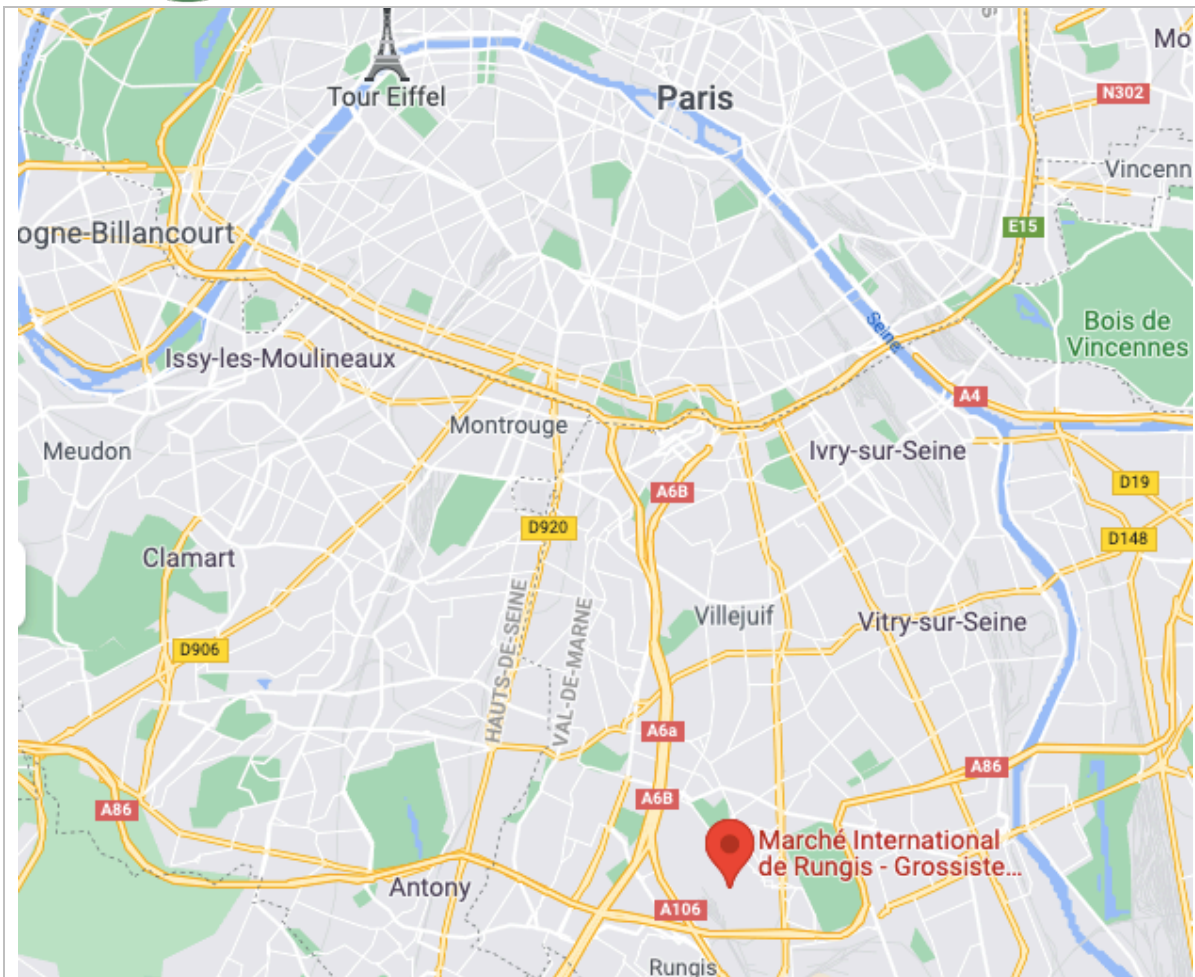
Attach a Map

(or hyperlink to the experience on google maps)





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Attach min 4 pictures

(if taking from a website make sure we have permission to re-use them)



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