



## **PRESS RELEASE**

### **From France to the Philippines, Heart of Alsace Showcases Flavors and Travel Now More Accessible to Filipinos**

**MARCH 14, 2019, MANILA, PHILIPPINES** – The Eastern France Tourism Agency, in collaboration with PGI Holding, Inc. launched today Heart of Alsace, bringing one of the most beautiful destinations in France, the Alsace region, closer to the Philippines. The event, highlighted by a luncheon with Alsatian wine-pairing, was held on March 14, 2019 at the Fairmont Makati Hotel.

Honorable guest speakers who attended the launch were His Excellency Nicolas Galey, Ambassador of France to the Philippines, with the presence of notable visitors who flew in directly from France, led by Marie-Reine Fischer, President of Eastern France Tourism Agency, Benoit Ghestem, Founder and CEO of Magnific Escapades, and Fatiha Kritter-Rachedi, Communication Director of Eastern France Tourism Agency.

Olivier Midiere, the Manila-based multi-entrepreneur and CEO of PGI Holding, Inc. said, “Welcome to the Heart of Alsace. 10,463 km distance from Colmar to Manila - a distance, which my team and I have decided to shorten. Drawn by my passion for Alsatian wine and for this unique region, the Heart of Alsace’s mission is to promote the region through rich and innovative experiences here in the Philippines.”

One of Europe’s best kept secrets, the Alsace Wine Route is home to local vineyards amidst the beauty of France’s Grand Est region. The launch of the Heart of Alsace marks itself to be the ambassador brand of the French “art de vivre” - an extremely rich Alsatian *terroir*, also known for its legendary hospitality.

**Making dreams come true**



The event's exciting highlight was the introduction of the Heart of Alsace Travel, a chance for everyone to make a trip to some of this region's innovative vineyards dedicated to wine-tasting, and at the same time, immerse in other Alsatian flavors. It is truly a one-of-a-kind gustatory universe, waiting to be explored.

The Heart of Alsace Travel offers to corporate and individual markets three unique journeys to Paris and Alsace in France namely; Travel Wine Tourism, Corporate Seminars, and Spiritual Pilgrimage. These immersive trips will also allow travelers to discover the region's culture, cuisine, and rich historical heritage.

Gathering top local travel agencies in the Philippines, the Heart of Alsace Travel will now be a part of their outbound tour packages offered to customers, helping Filipinos achieve a seamless travel process to France.

Aside from this dream travel, watch out for the other Heart of Alsace brand concepts, which include a wide range of products and services to be launched this year. These concepts are based on tourism, gastronomy and Alsatian wines, reaching more people to have a taste of unique Alsatian experience.

For more information, please visit [www.heartofalsace.com/travel](http://www.heartofalsace.com/travel)

Heart of Alsace... So Good. So Beautiful. So French.

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#### **About PGI Holding, Inc.**

PGI Holding, Inc. is an Investment company in the **creation of franchise networks and licensing models in Asia** around **innovative and exclusive** products, services, brands and concepts in the **tourism, food and beverage sectors**.

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