

**DOMINIQUE MINE, MANAGING DIRECTOR** [dmine@capetcime.fr](mailto:dmine@capetcime.fr)

After leading Rémy Cointreau's retail subsidiaries in Great Britain, Switzerland and France, Dominique Mine founded his press relations agency specializing in foodservice. He also launched the European Sandwich & Snack Show. He sees press relations as a means of developing brands.

**FREDERIQUE ALLARD, ASSOCIATE DIRECTOR** [fallard@capetcime.fr](mailto:fallard@capetcime.fr)

With an economic background (Masters in economics science), Frédérique Allard has developed a strong expertise in the food sector for more than 20 years. She is able to respond to requirements and requests from multinationals such as Auchan and Danone, but also from smaller companies. Her dynamism and reactivity have accompanied numerous firms in their development. Frédérique Allard is a member of the professional association of gastronomy and wine reporters.

**JENNIFER POTTS, SENIOR CONSULTANT** [jpotts@capetcime.fr](mailto:jpotts@capetcime.fr)

A graduated from the CELSA and the French Press Institute in Paris, Jennifer has a solid experience as a PR in gastronomy and wines. In charge of the "food" budgets, she manages product launchings, range positioning, but also corporate communication for collectivities and companies in the food sector, as well as events. She is helped by two junior consultants.

**OUR EXPERIENCE****CONSUMER**

- Maggi • Casa Fiesta • Blue Dragon • Beghin-Say
- Solidaime • La Vache qui Rit • Pescaviar • Mövenpick Ice Cream • Lactel • Walkers • Van Houten • Tetley
- Fishermans Friend • Weetabix • Weetos • Lincet
- KettleChips • Pulco • Quorn • Tilden Rice...

**RETAIL**

- Auchan • Marks & Spencer • ATAC • SimplyMarket

**WINES & SPIRITS**

- Hpnotiq • Part des Anges • Leblon • Krug • Leffe
- Bavaria • Sol • Union des Côtes de Bordeaux
- Marie Brizard • Caves à vins Climadiff • France Boissons...

**OUT OF HOME CONSUMPTION**

- Jean Ducourtieux • Blue Elephant • Monbana
- Christophe Delmotte • Club Restauration • Lesieur
- Cuisine Solutions • Lu • Délifrance • France Boissons...

**RESTAURANTS, HOTELS**

- Michel Bras • Bistro Romain • Flo • Ibis • Suitehôtel
- Gault&Millau • Marceau Bastille • Sofitel • Alpleisure
- Le Grand Coeur...

**FAIRS & COLLECTIVITIES**

- Délifrance Sandwich World cup • Food From Britain • British Week in Paris • Sandwich & Snack Show • USA Rice Federation
- Le Saumon Ecosais

**HEALTH FOOD & DIETETICS**

- « Eat well to live better » for Auchan (Top Com de Bronze 2007) • Lesieur Veolia partnership to recycle used oils in Foodservice
- Nutrition in snack foods for the European Sandwich & Snack Show • « Essentielles » for LU, a range of biscuits with less than 15% of fat
- Danone: « Nutritional balance in Foodservice »
- Dietexpo, professional health food fair

**OUR STRENGTHS**

- A know-how based on the experience of specialized professionals
- A perfect knowledge of the various problematic in BtoB and BtoC
- A renowned expertise by the journalists
- A commitment in sustainable development for more than 10 years
- An excellent knowledge of the retail sector and its actors
- The organization of promotional operations
- The setting-up of partnerships with Chefs

## POSITIONING OF THE AGENCY

Cap & Cime develops influence strategies encouraging the emergence of the brands, companies and institutions.

Dominique Mine (Managing Director), Frédérique Allard (Associate Director), Eliane Lemarié (Associate Director) and (Capucine de Fouquières (Consulting Director) have gathered their competencies and experiences to develop a multispecialist agency with a team of 15 consultants.

A global approach, so much among the direct targets than the opinion leaders, in order to have brands, companies and institutions emerge.

Pragmatic objectives:

- Ensure a presence among different audience
- Promote their actions or achievements
- Increase reputation
- Manage crisis situations...

## COMPETENCY AREAS

- Institutions
- Research and sustainable development
- Consumer - Hotels - Foodservice - Wines & Spirits
- Art of living - Luxury

## PRINCIPALES REFERENCES

**FOOD** AUCHAN, BEGHIN-SAY, BLUE DRAGON, CASA FIESTA, DANONE, DÉLIFRANCE, KRAFT, LESIEUR, LU, MAGGI,

MISSIONS, MONBANA, MÖVENPICK, PÂTISSERIES CHRISTOPHE DELMOTTE, PESCAVIAR, SHARWOODS, SIMPLY MARKET / ATAC, SOL, SOLIDAIME, TETLEY, WEETABIX...

**WINES & SPIRITS** CÔTES DE BLAYE, CÔTES DE FRANCS, CÔTES DE CASTILLON, PREMIÈRES CÔTES DE BORDEAUX ET CADILLAC, FRANCE BOISSONS, CANARD DUCHÈNE, CLIMADIFF, VINOSAFE, PART DES ANGES, KRUG, MARIE BRIZARD, HPNOTIQ, ABBAYE DE LEFFE...

**LUXURY, WATCHES, JEWELRY, FASHION & LIFESTYLE** CIFONELLI, MONTBLANC, IWC, ORIS, MONET, ODIOT, MARSHAK, CHANTELLE, SPLENDIA...

**HOTELS, FOODSERVICE & RETAILING** FLO PRESTIGE, IBIS, BISTRO ROMAIN, MICHEL BRAS, SUITEHÔTEL, HÔTEL GRAND CŒUR MERIBEL, ALPLEISURE, SDV...

**ARCHITECTURE & DESIGN** METALCO, MARC AUREL, ARCHITECTEURS, MAURICE SAUZET ARCHITECTE, BRUNO & SOPHIE PARPOIL ARCHITECTE, SHC ARCHITECTS...

**REAL ESTATE, FINANCE, INSURANCE & CORPORATE & CONSULTING** PERL, LES NOUVEAUX CONSTRUCTEURS, MULTIASSISTANCE, SIPAREX, CUSHMAN & WAKEFIELD, CABINET LATSCHA AVOCATS, ENTREPRENEUR VENTURE, IMPERIAL TOBACCO, MARIANNE EXPERTS...

**TELEPHONY & INTERNET** DEBTEL, EVENE.FR, CHAPITRE.COM, KIRIA.COM, SPLENDIA.COM, LEBARA MOBILE

**HEALTH & WELLBEING** QUICK MEDICAL SERVICE, MÉTHODE LAURAND, GÉNÉRALE DE SANTÉ, KIRIA, COCOON, LISSFACTOR

**EXHIBITIONS & CULTURAL EVENTS** CITÉ DU TRAIN, MUSÉE JACQUEMART-ANDRÉ, BRITISH WEEK IN PARIS, PRIX SNCF DU POLAR, PRIX ST EXUPÉRY, PRIX MONTBLANC DE LA CULTURE

**RESEARCH & SUSTAINABLE DEVELOPMENT** ASSOCIATION DES INSTITUTS CARNOT, VILLE EUROPÉENNE DES SCIENCES, MINISTÈRE DE L'ÉCOLOGIE, MINISTÈRE DE L'ENSEIGNEMENT ET DE LA RECHERCHE, INERIS

**TRADE FAIRS** SANDWICH & SNACK SHOW, NOËLLISSIME, SALON DE LA PISCINE, SALON NAUTIQUE, EXPOPROTECTION FEU, APS, DIETEXPO, VENDING PARIS

**FOUNDATIONS & ASSOCIATIONS** FONDATION WYETH, WWF, PREDIT, IFRI, SOLIDAIME, RONCHAMP DEMAIN, EAST MIDLANDS DEVELOPMENT AGENCY

**FEDERATIONS, REGIONS & COLLECTIVITIES** FOOD FROM BRITAIN, FÉDÉRATION FRANÇAISE D'AÏKIDO, AÏKIBUDO ET AFFINITAIRES, COLLECTIVE DU PORTO, UNION DES CÔTES DE BORDEAUX, FÉDÉRATION FRANÇAISE DE LA DIÉTÉTIQUE, ASSOCIATION PAYSAGES DU CHAMPAGNE UNESCO, SARAGOSSE 2008

**LIFE SCIENCES** BIO DATA, DATA MINING, CUKIERMAN & CO

## AREAS OF EXPERTISE

### STRATEGIC AND OPERATIONAL CONSULTING

- **Image analysis**
  - Audit
  - Positioning
- **Crisis management**
  - Analysis and anticipation of the risks
  - Management of crisis situations
  - Médiatraining

### INFLUENCE CONSULTING CAP & INVEST®

- **Corporate**
- **Products / services**

### MEDIA COMMUNICATION

- **Corporate**
- **Products / services**
- **Business-to-Business**
- **Financial Communication**

### INTERNET NETWORKS CAP & NET®

- **Website creation and management**
- **Referencing**
- **Visibility audit**
- **Monitoring, rumor follow-up...**

### PUBLISHING C & C EDITION®

- **Graphic conception**
- **Editorial conception**
- **Printing**

### RECRUITING CAP & SEARCH®

- **Press officers**
- **Communication consultants**
- **Public relations managers**