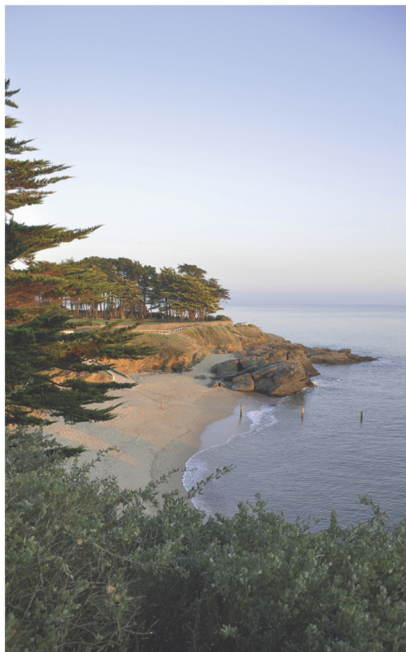
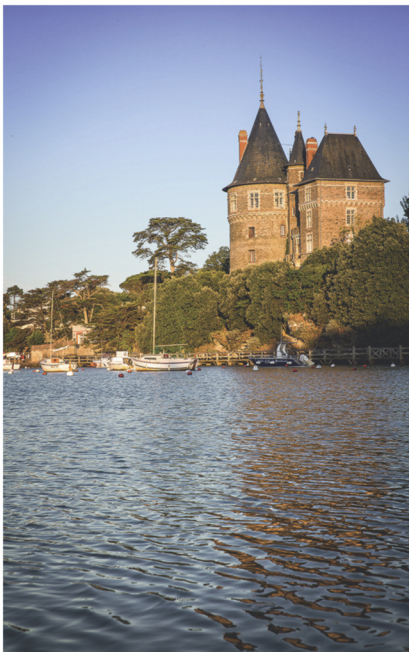




# destination PORNIC

**PRESS** RELEASE



[www.pornic.com](http://www.pornic.com)  
[promotion@pornic.com](mailto:promotion@pornic.com)  
[#destinationpornic](https://twitter.com/destinationpornic)



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Nature helps you find yourself again, just relax...

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Discoveries lead to emotions – surprise yourself!

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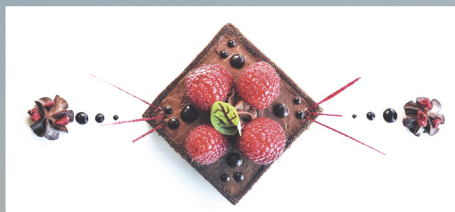
## DESTINATION PORNIC



Swing into action!

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**Les Moutiers-en-Retz**  
pop. 1,605

**Préfailles**  
pop. 1,241

**PORNIC**  
pop. 14,946

**Saint-Michel-Chef-Chef**  
pop. 4,719

**La Bernerie-en-Retz**  
pop. 2,769

**La Plaine-sur-Mer**  
pop. 4,079

**Chauvé**  
pop. 2,737

**Saint Hilaire-de-Chaléons**  
pop. 2,227

**Chaumes-en-Retz**  
pop. 6,680

**Sainte-Pazanne**  
pop. 6,489

**Rouans**  
pop. 2,845

**Port-Saint-Père**  
pop. 2,919

**Cheix-en-Retz**  
pop. 1,023

**Vue**  
pop. 1,612

*The coastline*

# The Destination

"Pornic Agglo Pays de Retz" – a group of 14 municipalities with a population of 56,000, linking Nantes to the coast to better accommodate you in a 453 km<sup>2</sup> region.

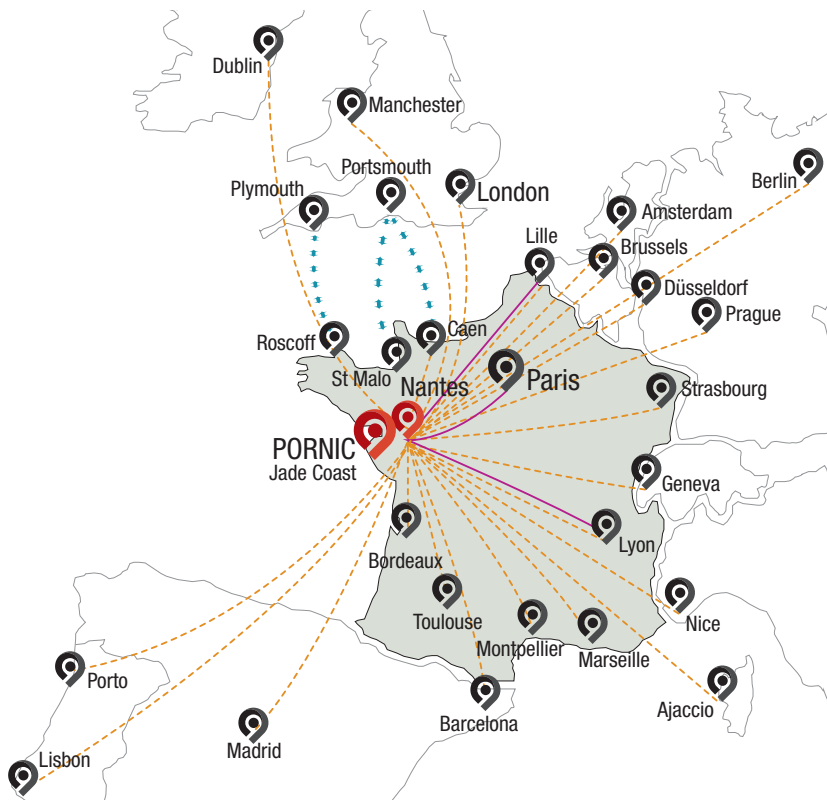
*The countryside*



# An ocean of happiness

a region with character,  
enjoy a change of scenery and experience a wave of emotions!

Destination Pornic goes hand-in-hand with authenticity! Come and enjoy the protected Atlantic coastline, which is still untamed, and relaxing countryside approximately 30 min from Nantes and 20 min from St Nazaire.



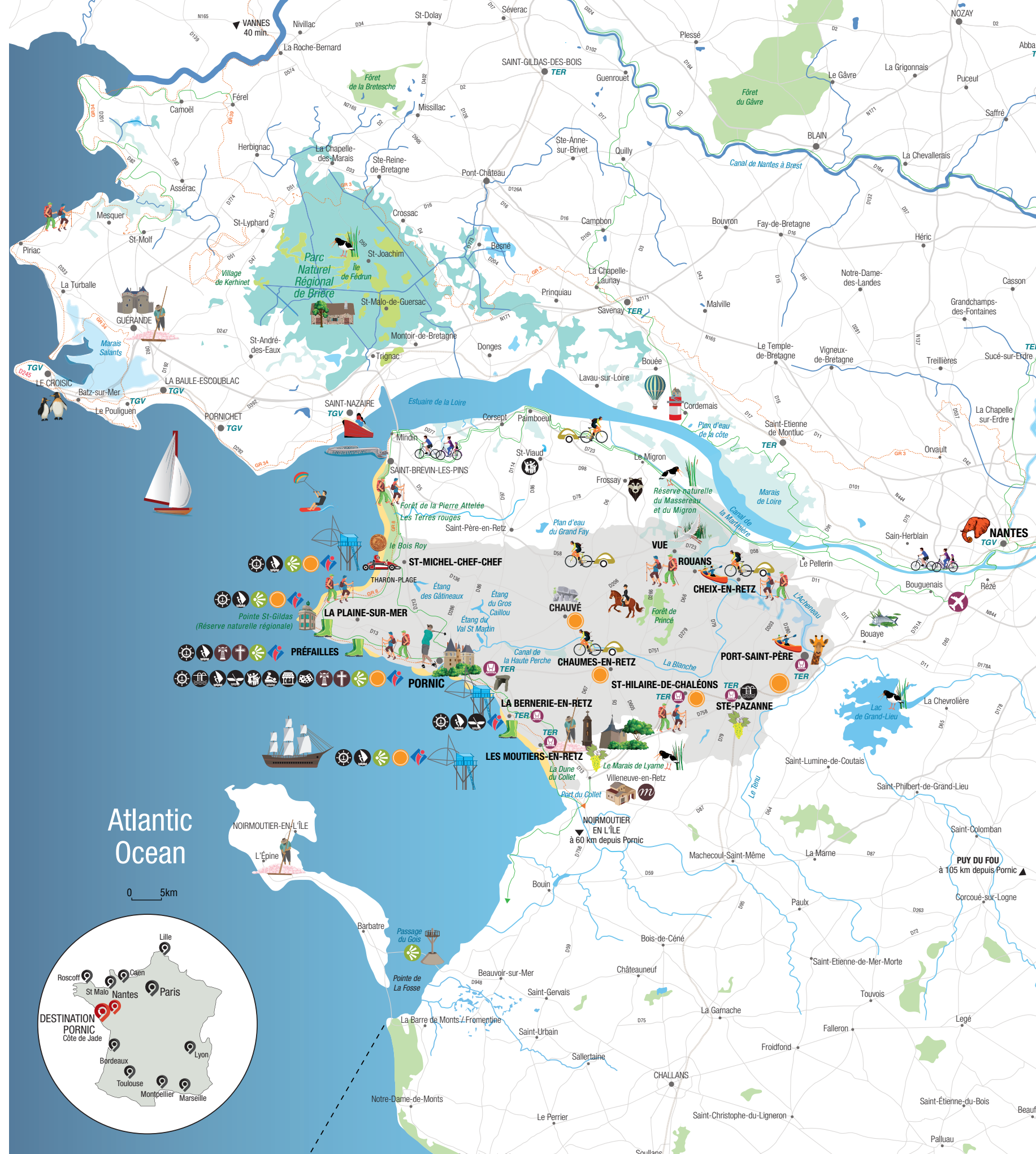
## Key

- Pornic Intermunicipal Tourist Office's Information Centres
- Stations or TER local train services
- Activities**
- Harbours
- Water parks
- Adventure & outdoor activity centres and parks
- Water sports & activities by the sea
- Water-based activities on rivers or lakes
- In-company visits
- Casino
- Vélocéean - Véloodyssée - Loire à Vélo cycle routes
- GR8@ hiking trail
- Heritage**
- Museum
- Lighthouses or semaphore station
- Sites of memory
- Nature and hiking
- Viewpoints
- Local products
- Specialities / traditional products

**2 Press Release** - #destinationpornic  
for more information visit [www.pornic.com](http://www.pornic.com)

- BY PLANE**
  - Nantes Atlantique Airport 30 min from Pornic
- BY ROAD**
  - From Paris: Take A11 (motorway) Océane to Nantes, follow Aéroport Nantes Atlantique, then Pornic. 4.5 hours
  - From Bordeaux: Take A83/A10 (motorway) Bordeaux-Niort Nantes. In Nantes, follow Aéroport Nantes Atlantique, then Pornic. 4 hours
- BY TRAIN**
  - All year round
  - 4 return journeys per day

1 hour from Nantes to Pornic  
3.5 hours from Paris,  
6 hours from Lyon,  
5.5 hours from Lille





Tourist attractions  
and facilities  
Destination

**PORNIC**

has

**4,182**

service providers in our region

**30,000**

bed places

**173**

restaurants

**287**

leisure activities

**3,611**

shops, craftspeople & businesses

There are a whole host of proactive tourism service providers in our Destination, to find out more details visit our website: **[www.pornic.com](http://www.pornic.com)**

#### Rich natural heritage

• 43 km coast • Thirty or so beaches and coves • Streams and rivers • Salt marshes • Natural conservation areas • Forests, parks and gardens.

#### A wide range of facilities and activities

• Hiking trails • Nature trails • Cycle routes • Water sports • Equestrian sports • Fishing • Thalassotherapy • Casino • Golf course • Art and craftsmanship • Local and regional products • A destination steeped in history, and so much more.

A **digitally**  
dynamic destination

600,000+ VISITORS TO  
[WWW.PORNIC.COM](http://WWW.PORNIC.COM)



136,000+  
WEBCAM VIEWS

25,000+  
FANS



2,000+  
FOLLOWERS



23,000+ CONNECTIONS

#### A Destination connected to its customers and visitors!

Our website [www.pornic.com](http://www.pornic.com) is the reference for a successful stay with approximately 20,000 pages indexed on Google.

Destination Pornic's full range of theme- and interest-based activities can be found on our website.

All our customers can organise their trip and finalise their bookings with expert help from our trip advisors and our Booking Agency at the Pornic Tourist Office.

#### Enjoy unlimited and completely secure Internet access on the WiFi\_Destination\_Pornic network

Pornic Intermunicipal Tourist Office has rolled out regional WiFi.

Free WiFi is accessible 24 hours a day in our 6 tourist information centres and their surrounding areas using a single connection: all you need to connect to the network is an email address or Facebook account, and it will then recognise you throughout your stay. This service keeps our visitors constantly connected to the Destination's facilities and attractions.

#### A trending destination!

To get to know us better and find out what we have to offer, follow us! With unmissable media and fully-fledged travel and souvenir guides for some customer segments, our social networks are all the rage, attracting more customers to our region! The network of @destinationpornic and FB Destination Pornic followers is growing steadily. Our residents, visitors and tourists can share

**EXPO  
OUTDOOR**

**#madestinationpornic2018**

experiences and are encouraged to show how exceptional a region our Destination is on their phones! These ambassadors promote the sites that they love and that we share on a daily basis for a wide audience to enjoy. Our digital communications strategy follows a finely polished editorial line: relevant content that conveys a dynamic identity all year round. A lively destination in every season both by the sea and in the countryside!





The Atlantic setting –  
**breathe in!**

*The Destination for fans of the seaside*





From small, natural, intimate and authentic coves to wide, fun beaches offering a range of sports, Destination Pornic provides a whole host of seaside spaces that will be loved by sea dogs of all ages.

©Mélanie Chaigneau

# The beaches

*The Destination for fans of the seaside*

## From north to south

### Saint Michel-Chef-Chef

*“ The sportiest resort ”*

Big on surfing, kitesurfing, paragliding, sand yachting and longe côte (a type of aquatic hike), among other sports. A natural conservation area, which enhances the landscape, runs along some of the beaches.  
*(See The Destination for nature lovers).*



Saint Michel-Chef-Chef



Pornic



La Plaine-sur-Mer



La Bernerie-en-Retz



Les Moutiers-en-Retz

### La Plaine-sur-Mer

*“ Or the delights of activities by the sea ”*

Between Saint-Michel-Chef-Chef and the Pointe Saint-Gildas is an area renowned for shore and 'carrelet' net fishing. So if you recognise the different kinds of hand nets and can tell the difference between the knives used to detach oysters and periwinkles from their supports, then you will be in paradise in La Plaine-sur-Mer!  
Another treat on offer: you can rent the La Govogne municipal fishing hut through the Tourist Office between February and December. Lower the net and catch fish facing the horizon, your seaside happiness will know no bounds!



©Patrick Gérard

### Préfaillies

*“ I love families ”*

The regulars who come to the little beaches and coves give Préfaillies a friendly atmosphere. Jet skiing, surfing and bodyboarding require some expertise, so you'll have to practise. You can enjoy the most beautiful sunsets in the Destination here.

### Pornic

*“ Orange sand beaches and coves ”*

Some of the beaches are untamed while others draw a bigger crowd, the 10 km Pornic coast offers a whole host of sites where everyone can find the Atlantic landscape to suit them and a load of water sports activities including sailing, sea kayaking, paddleboarding and rowing.

### La Bernerie-en-Retz

*“ Accessible and fun ”*

Wooden decking runs along the whole of the top of the Grande Plage beach, leading to the large enclosed pool where you can swim at any time of the day. Kids are spoilt here, and completely safe! Further along, they can enjoy a beachfront playground with swings, cargo nets and more. For older kids and adults, sailing, sand yachting and shore fishing are the highlights of the beaches of La Bernerie which open onto Bourgneuf bay.

### Les Moutiers-en-Retz

*“ Nature reigns supreme ”*

The rural spaces in the south of the Destination provide peace and quiet and walks with a wild side: fishing huts and wooden groynes are dotted across Bourgneuf bay. Between the sea and the marsh, Les Moutiers is a haven of peace boasting outstanding natural spaces beside the sea.  
*(See The destination for nature lovers).*





# Time to put things into **practice**

*The Destination for fans of the seaside*



©Mélodie Chaigneau

Les centres nautiques



©Mélodie Chaigneau

Kayak Nomade

## Outings on the sea

Be a captain for a day aboard the old “Corsaires de Retz” sailing ship alongside Bruno! He leads off-shore excursions between April and October, enabling you to lend a hand in sailing his exceptional boat. You won't miss this Formosa Ketch (length overall: 16 m) in the seascape off the Pornic coast with its wooden hull and white 125 m² sail standing out against the Atlantic horizon.

It can hold up to 20 passengers and 12 for 2- or 3-day cruises.

A private jetty and gangway make it easy for everyone to get on board.

For a guided tour at sea, Thomas Labis welcomes you aboard the “L'Evasion III”, hosting up to 50 people between Bourgneuf bay and Pointe Saint-Gildas.

Thomas also covers a whole host of events: outings on the sea for the fireworks, outing during the Les Ailes Bleues air acrobatic patrol, and flyboarding shows! Accessible to all.

## Water sports centres

Whether you're a beginner or an enthusiast, our water sports are to be enjoyed with friends or family.

Each seaside resort has a sailing club providing lessons, courses and equipment rental.

State-certified trainers offer programmes that are accessible to all, lasting a few hours or a few days, as private or group lessons.

Each of our 6 seaside resorts has at least one water sports club open all year round or seasonally. Different activities are offered depending on the site, including sand yachting, catamaran sailing, dinghy sailing, kayaking, paddleboarding, kitesurfing and surfing.

## Sea or river kayaking

- Kayak Nomade: enjoy active or romantic kayaking trips when the sun is highest in the sky or at sunset. Whether you are a beginner or experienced, explore exceptional maritime and river environmental heritage.

In **Pornic, Préfailles or La Plaine-sur-Mer**, Florent provides a different introduction to the coastline. Paddle inland along the Canal de Haute Perche. He supervises adults and children before and during the trip. A State-certified guide, he offers 2-hour tours, morning trips or all-day excursions.

- Escapade Nature is 15 minutes from Nantes and 30 minutes from **Pornic in Port-Saint-Père**. The water sports centre offers kayak, paddleboard and electric boat rentals. Alexis also organises themed outings and excursions along the Acheneau, a 28-km calm and unspoilt river in the heart of the Pays de Retz.

## Sea fishing

Set sail with Xavier Gauthier, a sea-fishing instructor and guide, aboard the Ambana 2 (a 6.72 m RIB) between mid-April and mid-October. Discover and learn about or improve a variety of fishing techniques: soft bait, surface lures, jerkbaits, etc.

**Departing from Préfailles/Pointe Saint-Gildas**

©Patrick Gérard



# What do people **fish** for here?

*The Destination for fans of the seaside*

## The BASICS

Ideally, shore fishing should be practised at high tides (tidal coefficient over 100). On our coastlines, you can fish for oysters, mussels, clams, cockles, pink and grey prawns, limpets and periwinkles.

Also, it is not unusual for the ebbing tide to leave saltwater tide pools in the hollows of rocks, teeming with life. You can use a net to fish for small crabs and prawns in them. For those who like to indulge the most, our rivers and the ocean will also offer you bass, zanders, pikes and more.

There is a vast playground between the sandy and rocky foreshore.

## Your playground

- **Pink and grey prawns:** Pornic (Montbeau, Grandes Vallées and Fontaine aux Bretons), Préfailles (Pointe Saint-Gildas), Saint-Michel-Chef-Chef (Anjou beach) and La Plaine-sur-Mer (La Prée and La Tara)
- **Wild oysters:** Pornic (Montbeau, Grandes Vallées and Fontaine aux Bretons), Préfailles (Pointe Saint-Gildas), Saint-Michel-Chef-Chef (Roussellerie, Châtelet beach and Gohaud) and La Bernerie (Grande Plage)
- **Limpets or Chinese hat snails:** Pornic (Montbeau, Grandes Vallées and Fontaine aux Bretons) and Préfailles (Pointe Saint-Gildas)
- **Periwinkles:** Pornic (Montbeau, Grandes Vallées and Fontaine aux Bretons) and Préfailles (Pointe Saint-Gildas),

Saint-Michel-Chef-Chef (Roussellerie, Châtelet beach and Gohaud) and La Plaine-sur-Mer (Port Giraud)

- **Mussels:** Pornic (Montbeau, Grandes Vallées and Fontaine aux Bretons), Préfailles (Pointe Saint-Gildas), Saint-Michel-Chef-Chef (Roussellerie, Châtelet beach and Gohaud) and La Plaine-sur-Mer (Port Giraud)
- **Shellfish (including velvet crabs, edible crabs and European green crabs):** Pornic (Montbeau, Grandes Vallées and Fontaine aux Bretons) and Préfailles (Pointe Saint-Gildas)
- **Cockles** between La Plaine-sur-Mer and Saint-Michel-Chef-Chef (from Le Cormier to Anjou beach)
- **Clams:** La Bernerie (Grande plage)

**The benefits of water** have been showcased on our coast since the beginning of the 19th century. Doctors in Nantes prescribed taking the waters thanks to springs found in La Bernerie-en-Retz to Saint-Michel-Chef-Chef.

**Bathing in the sea quickly became popular: it was the beginning of thalassotherapy in our destination.**

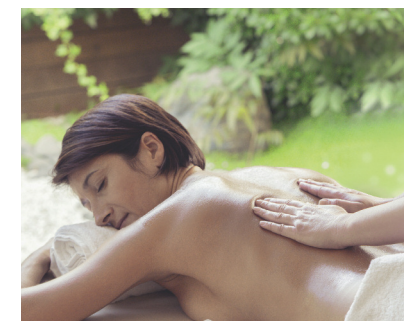
# TAKE A CLOSER LOOK AT

## Alliance Pornic Resort Hotel - Thalasso & Spa

In an exceptional location, overlooking the fine sand La Source beach and the fishing huts, facing Noirmoutier, Alliance Pornic is a Resort Hotel Thalasso & Spa which accommodates you all year round in a warm and sophisticated atmosphere.

### **The Beauty Spa Area**

Bright cabins open onto a zen garden, calming atmospheres boost relaxation, and the treatments are exclusively designed to better meet all your needs, including ayurvedic treatments, an Amazon ritual, facials and body treatments.



### **The Fitness Area**

Heated to 33°C, our 350 m² aquatic seawater trail is bathed in natural light with bubble beds, a jacuzzi, jet streams, waterfall showers, massage baths and so much more... A 29°C seawater swimming pool completes the recreational area. And to keep you in shape there is an air-conditioned weights room and fitness room with a comprehensive range of equipment, overlooking the pool.



### **Thalassotherapy**

Alliance Pornic offers a wide range of four- and six-day treatments, including Get you back in shape, Figure, Young Mother, Anti-ageing, Running and Thalasso & Secrets of the world. These treatments recharge your body's trace elements and the benefits last for six months.

For an hour, a day, a weekend or a stay... Alliance Hotel Resort Thalasso & Spa overlooks La Source beach, facing the island of Noirmoutier, and accommodates you all year round in a warm and sophisticated atmosphere.







Nature helps you find yourself again,  
**just relax...**  
*The Destination for nature lovers*





La Dune du Collet

©Patrick Gérard

**Marais de Lyarne** and the sandy foreshore of the **Dune du Collet - Les Moutiers-en-Retz**. Located in the Breton marshlands, the Marais de Lyarne offers a variety of landscapes: salt marshes, canals and reedbeds that provide birds with a place to nest throughout the year. Highland cows, horses and ponies also graze there.

The Dune du Collet promises a dream-like break in the heart of Bourgneuf Bay. The perfect place for a stroll, this dune ridge stretching from Le Lancastría beach to Port du Collet harbour traces a line of landscapes between the sea and the marshes. Horizontal wooden groynes disappear into the water, providing a striking contrast with the vertical stilts of the row of fishing huts looking out to sea.

**Les Terres Rouges - Saint Michel-Chef-Chef**. Colours worthy of a Far West landscape at sunset... with the sea as an added bonus. The orangish ochres of the shale cliffs play with the rays of the setting sun. At the peak, the green oaks, grasslands and hedges contrast with the ocean below. More than 300 plant species have been identified in this protected area.

**La Pointe Saint-Gildas and Regional Nature Reserve (RNR) - Préfaillies**. Here, you are at the edge of the destination, facing the never-ending ocean: the view of Bourgneuf bay and the Loire Estuary is outstanding! Due to its ecological interest, 11.5 ha of it are listed as a Regional Nature Reserve. It can be explored under your own steam or with a guide from the town hall. The Sémaphore panoramic terrace lets you discover the full expanse of this site and its patchwork of natural colours.



Les Terres Rouges

**La Forêt de Princé - Chaumes-en-Retz**. There is a magnetic atmosphere here... the light plays with the vegetation. In summer, you will be in the shade of hundred-year-old sweet chestnuts and oaks and in autumn you will stroll through ferns and mushrooms. The Forêt de Princé forest leads you down paths well away from the coastline. Take the time to discover the history and legends of this place.

**Le Val St Martin - Pornic**. On Pornic's doorstep, the Val St Martin is all about nature. A hiking trail circumvents the pond – the place to meet for fishermen, fans of running and even lovers of calm walks. A sports complex (climbing wall, aquatic centre, boules court, football ground, sports hall and more) and Pornic Aventure high ropes course make this a perfect place for families and friends.

**Le Jardin de Ria and Canal de Haute Perche - Pornic**. Lying at the entrance to the old harbour of Pornic, the Ria is an oasis-like botanical garden. Seasonal outdoor exhibitions are displayed beside the wooden pontoons and chain of pools. It is also where the Canal de Haute Perche ends. Follow the canal bed to explore agricultural landscapes and grasslands with hedges. By foot, kayak, horse or bike depending on which pathways or routes you take, Haute Perche is a green lung close to the ocean.

**L'Acheneau**. And through the middle (of the Destination) runs a river. Like the Canal de Haute Perche, the Acheneau is accessible by foot, bike or on the water! This river links Port-Saint-Père with Rouans and offers a whole host of leisure activities including paddleboarding, kayaking, electric boating and hiking.



La Pointe Saint-Gildas



La Forêt de Princé



Le Val St Martin



Jardin de la Ria and Canal de Haute Perche



L'Acheneau



# Visit our **nature**

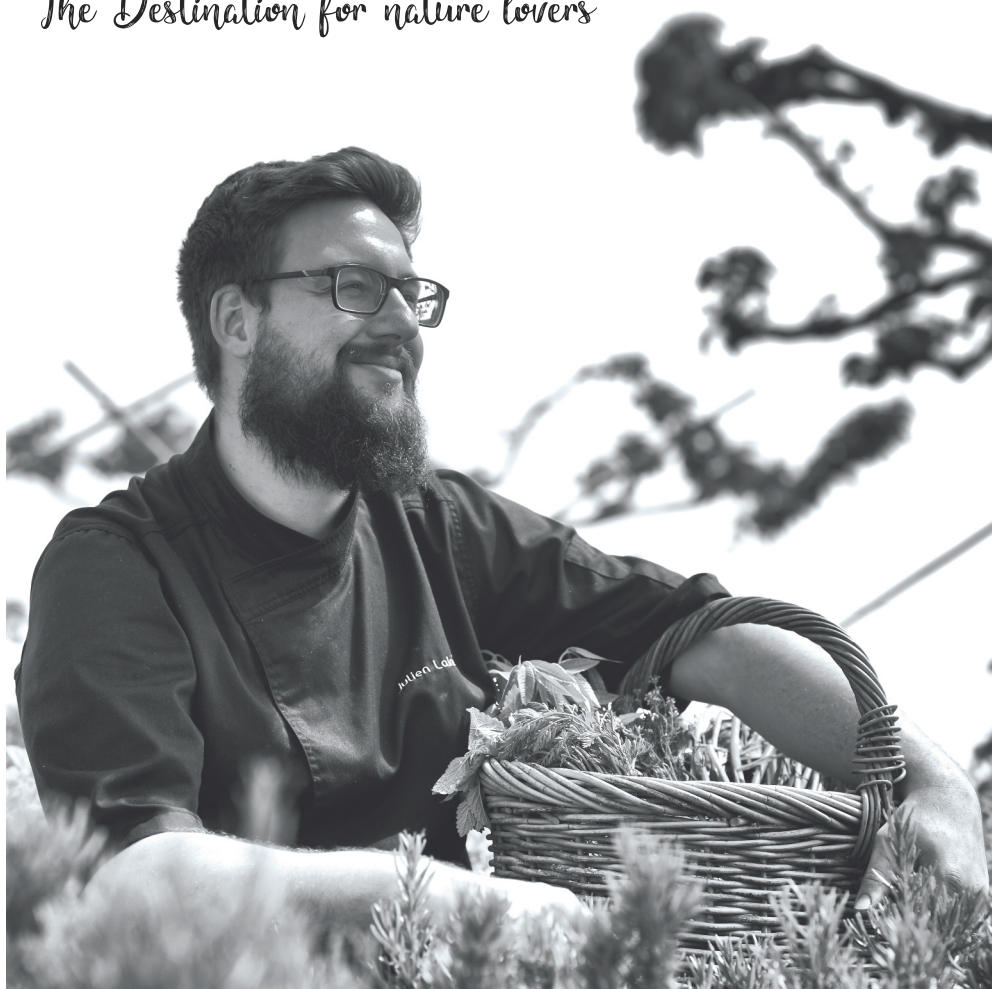
*The Destination for nature lovers*

## The Garden at the Auberge la Fontaine aux Bretons

Vegetable garden, vines, farm animals and more – come and discover a one-of-a-kind estate immersed in nature and sea spray! Here old vegetables and the fruits of the orchard rub shoulders with aromatic herbs and multicoloured flowers in the course of the seasons. Its outdoor areas are also a cultural meeting place which acts as a venue promoting art. Each year the garden hosts art from April to October. Unaccompanied visit. Rendezvous at the farm: during the school holidays, Matthieu, the gardener, introduces you to his work environment and shares his knowledge about the farm animals and vegetable garden! Free activity for children from 6 to 12 years old.

In this rural setting, visitors can also enjoy a traditional gourmet restaurant and make the most of a hotel facing the sea and the vineyards. A place providing an enchanting break...

**Pornic**



©Patrick Gérard



goûtez notre nature.

## Puillière educational farm

Welcome to the farm! Isabelle and Jean-Paul welcome you to the edge of the Acheneau marshes. La Puillière is a farm that keeps the quality of the produce and respect for the natural environment in mind. Aiming to communicate and educate, the managers create visit programmes tailored to each individual. Made of stone with rounded roof tiles, the traditional Pays de Retz buildings make this an authentic site for visitors and for the family that lives there.

## Farm products

Milk production with a herd of 50 cows and their calves. All of the farm's land is dedicated to feeding the animals (pasture, cereals and corn) and sustainably farmed. Small farmyard.

Tours, milking of the cows and themed events for all ages. Every Wednesday and Thursday during school holidays for individuals. Booking required. Every weekday, all year round for groups. Booking required.

**Port-Saint-Père**

## Echos Nature guided tours

Enthusiastic about their role as professional guides, Julie and Vincent offer to pass on their knowledge of the surrounding natural heritage during a nature excursion. They make “their eyes and ears” available to help you identify birds, wild plants and even new marine flavours to be unearthed on the rocks! Incidentally, edible algae are their special subject! Echos Nature also sells a range of sweet/savoury food products from the sea.



# Everyone has their own **pace**

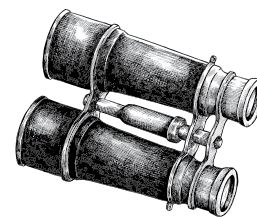
*The Destination for nature lovers*

There are more than 25 circuits for exploring the coastline and countryside on foot or horseback and for wonderful breaks by bike.

©Mélanie Chaigneau

## On foot

Discover our region through a whole host of circuits ranging from a few kilometres long to several dozen (yellow markings) or through the GR8 hiking trail (white and red markings) which runs the entire near 45-km length of the Jade Coast via the Sentier des Douaniers customs path.



## TAKE A CLOSER LOOK AT

a few unmissable hikes

### Menhir circuit: Chauvé - 9 km / 2 hours 15 min

At times impressive due to their height or sometimes remarkable, the menhirs will make you want to travel and will take you on a journey through time. In a peaceful and green setting, be amazed by a whole host of menhirs, witnesses to an ancient human presence in Chauvé.

### Tour of the municipality: Saint-Michel-Chef-Chef - 21.7 km / 5 hours 30 min

On one side: the ocean and fine sand beaches, on the other side: the countryside and its wooded landscapes. With each step, discover the many facets of Saint-Michel-Chef-Chef, both the coast and the inland region. Life and business in the resort are revealed by the Port de Comberge, the villas and wide fine sand beach while the grasslands and woods provide a change of scenery.

### The red sands: Port-Saint-Père - 7 km / 1 hour 30 min

Across undergrowth, pastures, vineyards and marshlands, walk along the Chemin de Villeneuve-en-Retz path, a former Roman road. The long path follows the marshes towards Port Hamoneau, on the banks of the Acheneau river. You will discover a fisherman's paradise, a small former port that was very popular in the 19th century. Towards Les Durandières, you will pass close to the former Sables Rouges quarries. Between 1880 and 1930, this area enabled moulds to be made for foundry parts. The Fonderie de Trignac bought up to 3,000 tonnes of sand per year.

## By bike

The Vélodyssée, one of the longest cycle routes in Europe, runs through the Pays de Retz. The Vélocéan, which follows the same route, also provides wonderful outings. A Vélodyssée-only section also crosses the coastline from Saint-Michel-Chef-Chef to Pornic via La Plaine-sur-Mer and Préfailles. It takes you through a whole host of villages, small seaside resorts and hamlets to reach the Breton marsh towards the south of the region and the boundary of the Vendée.

On this route, all of our Tourist Information Centres and several places to stay with the “Accueil Vélo” bike-friendly certification will be able to offer long-distance cycling tourists suitable services, and a welcome adapted to their roaming needs.

To hire a bike, contact our Tourist Information Centres  
Les Moutiers-en-Retz: +33 (0)2 40 82 74 00  
La Plaine-sur-Mer: +33 (0)2 40 21 52 52 /  
Saint-Michel-Chef-Chef: +33 (0)2 40 27 82 54  
or contact:  
- Sea, Bike and Sun - **Pornic**  
- Préf'Ride - **Préfailles**

## On horseback

Go for a horse-powered ride following our selection of marked circuits or make the most of our professionals' experience at the region's equestrian farms and centres.

All the circuits are available as detailed fact sheets in all of the Intermunicipal Tourist Office's Information Centres and on our website: [www.pornic.com/randonnees-randonnee.html](http://www.pornic.com/randonnees-randonnee.html)





Discoveries lead to emotions —  
**surprise yourself!**  
*The Destination for culture seekers*



The Destination for culture seekers

## Our favourites at the Tourist Office

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for more information visit [www.pornic.com](http://www.pornic.com)

Pointe Saint-Gildas Semaphore Station



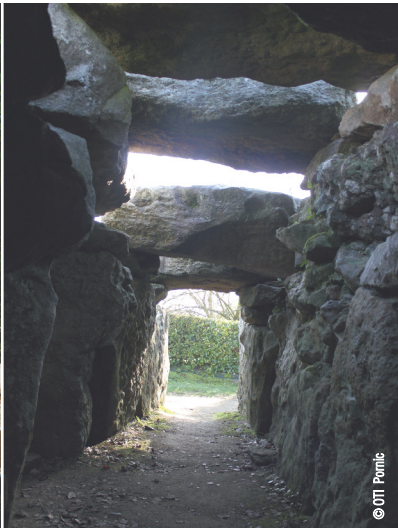
Jade Coast Fishing Huts



Port du Collet



The religious heritage of Les Moutiers



The Megaliths

### At the foot of the fishing huts

At low tide, disconnect in the shade of these beachfront huts on stilts and admire how they fit with the landscape.

our top  
tip

Hire the Govogne fishing hut (February to December) and enjoy fishing as a family or with friends facing the Atlantic Ocean horizon: a complete change of scenery!

**La Plaine-sur-Mer** Tourist Information Centre

### Port du Collet harbour

At low tide, disconnect in the shade of these beachfront huts on stilts and admire how they fit with the landscape.

Like most of the landscapes in Les Moutiers-en-Retz, Port du Collet fishing harbour takes you away to other places. Deep inside Bourgneuf bay, the row of pontoons has given this site its nickname: "the little Chinese harbour". Their integration into the landscape takes the visitor's gaze towards the endless ocean. For centuries, Le Collet was a major port exporting salt produced in the coastal saltmarshes. Trade peaked during the 14th and 15th centuries.

our top  
tip

Enjoy a breath of fresh air and a complete change of scenery from the lock which regulates the waters of the marsh and sea!

### The religious heritage of Les Moutiers

Still in Les Moutiers, but this time, it is an 11th-century treasure which is opening its doors to you. Listed as a Historical Monument, the **Chapelle de Prigny** honours St Winwaloe, who protects women against infertility and is a great help when it comes to finding a soul mate. A place for contemplation, you can visit in summer on Wednesday afternoons.

In the heart of the village, the St Pierre church features a perfectly preserved **listed altarpiece** dating from the 17th century. Don't miss the **Lanterne des morts** (Lantern of the Dead) on Place de l'Eglise. Unique in the Loire-Atlantique, this tower has three windows in the upper section, allowing light through from a lamp which is lit every time someone in the parish dies.

our top  
tip

Place de l'Eglise gives the centre a peaceful and friendly village feel.

### The megaliths

In Pornic, Chauvé and St Michel, Destination Pornic takes you on a journey to visit these giant stones, some of which are isolated (menhirs) while others are part of a group forming dolmens, funeral monuments often covered with a tumulus.

Humans have been in Destination Pornic for a very long time. It boasts a remarkable set of Neolithic structures that is unique in the Loire-Atlantique.

In the 4th millennium BC, megalithic structures appeared around the Loire Estuary boasting an original style: tombs with transepts.

The relatively large number of them in the Pornic region has led prehistorians to consider this area to be the epicentre of a cultural group stretching from the Ile d'Yeu to the northern border of La Brière.

You can tour a site with members of AMER (Megaliths in Retz Association) as part of a "Pornic by locals tour" called "Megalithic sites", organised from time to time by Pornic Intermunicipal Tourist Office. During these tours, Patrice and Serge reveal the megaliths' secrets, and you explore the megaliths that Destination Pornic has to offer between Pornic and Chauvé.

our top  
tip

**In Pornic:** Tumulus des Mousseaux - Dolmen du Prédaire - Dolmen de La Joselière

**In Chauvé:** Menhir de la Pierre-le-Matz - Dolmen des Platennes - Menhir du Chevanou

Also you can explore the following under your own steam:

**In Chaumes-en-Retz:** Menhir de la Pierre Levée

**In Cheix-en-Retz:** La Pierre Tremblante

### Museum Space at Pointe Saint-Gildas

In the heart of Pointe Saint-Gildas nature reserve, come and learn about the former Semaphore station, which became an automated lighthouse in 1954, with a wealth of historical, maritime and military heritage. Share in the discovery of the secrets of lighthouses, the major shipwrecks in the Loire estuary and maritime communication.

### Préfaïlles

our top  
tip

The Sémaphore panoramic terrace lets you admire the full expanse of this site and its patchwork of natural colours, on the edge of a truly wild rocky spur.



# Explore our **history**

*The Destination for culture seekers*

## Look, listen and above all **share**

This is our expert guides' **leitmotif**.



### **Guided walking tours**

Backed by their web of knowledge and their experience of the destination, their programme of tours is also based on professionals and inhabitants: "Rencontres avec nos passionnés" (Pornic by locals tours). A fun opportunity to discuss history and heritage with the destination's locals

(La Noëveillard lighthouse, Manoir de la Touche, the British cemetery, the Hangar des Carnavaliers, megaliths and more).

Also explore Pornic in a different way: "Cité médiévale et maritime" (Mediaeval and Maritime City), the ideal tour to introduce you to the town with privileged access to the Chateau de Pornic courtyards, as well as "Cité balnéaire" (seaside town), "Rues et Chemins" (roads and paths), "Ville d'Eaux" (Water town), "Artistes d'hier à Pornic" (Artists of yesteryear in Pornic) and more. To book call +33 (0)2 40 82 04 40, for the full programme visit [www.pornic.com](http://www.pornic.com).



### **Guided tour aboard the little train**

Make the most of a ride on a little train to discover Pornic and its immense diversity: its coastal pathway that separates its string of coves, beaches, rocks and cliffs which are full of legends. Explore its elegant and majestic château, its beautiful residences, the golf course at Sainte-Marie-sur-Mer, the breath-taking view over the old harbour and marina, the panoramic view of the open sea and the île de Noirmoutier, and much, much more...

**Pornic**



# Take a look inside our businesses

*The Destination for culture seekers*



**Le Curé Nantais** “100 years of history” for a tour of the workshop that ends with a tasting.

The story of Le Curé Nantais began at the end of the 19th century in Saint-Julien-de-Concelles, a small village on the banks of the Loire. A meeting between a local farmer, Pierre Hivert, and a clergyman produced a cheese called “Régat des Gourmets” (Gourmets’ delight). A few years later, the cheese became “Le Curé Nantais” (the priest of Nantes) in tribute to the clergyman. In 1980, after four generations of cheesemakers in Saint-Julien-de-Concelles and various medals from competitions, Georges Parola, a dairyman who was passionate about regional produce, decided to take over the little dairy in order to continue the tradition and set himself up in Pornic.

Today, the workshop has been modernised, but the steps remain the same. Le Curé Nantais is only made with fresh milk from that morning's milking, in traditional copper vats. Since unpasteurised milk is used, daily production is limited to 2,600 cheeses (tops)! It truly is a pleasure to go backstage to see Le Curé Nantais being made with your guide. On the programme: workshop tour, tour of the butter and cheese museum. Tours: from September to June, Tuesday to Friday at 10 am. July and August, Monday to Friday at 9:30 am. Booking required.

**our top tip** More adventurous food lovers should visit the shop to try regional products (cheeses, regional groceries, wines and spirits) and attend the food and wine pairing evenings, which are held there once a month.

**Pornic**

## La Faïencerie de Pornic and its lucky bowl

It is the PERFECT companion at breakfast time... and for your little darlings' snacks, its stomach-bowl is round and white, its ear-handles are blue, and it is from Pornic! The first name bowl! This bowl is also renowned for being a fond childhood memory and a pleasant item in our family homes. 45-minute factory tours (Tuesdays and Thursdays, subject to booking) – learn all about the progression of fine china, from the bisque stage to the finished product, via all the decoration stages.

**our top**

**tip** Pornic

Make the most of on-site fine china painting workshops, supervised by a decorator, available all year round, booking required.

## La Brasserie de la Côte de Jade

La Brigantine, a 100% pure malt taste discovery! It gets its name from a trapezium-shaped sail found on old rigging; La Brigantine is a brand of locally-produced beer which Ivan and Anne Lambert have been making in Pornic since 2003, respecting traditional Belgian production methods. The managers now offer a range of seven beers, which are 100% natural, made with carefully chosen raw materials. From lighter, refreshing, very aromatic and fruity beers to beers with full-bodied and hopped tones, all of the beers undergo secondary fermentation which gives them maximum flavour and makes them delicately sparkling.

Tours and tastings: April, May, June and September, Tuesday and Thursday at 4 pm. July and August: Monday to Friday at 3 and 5 pm.

Guided tour followed by a film and tasting.

**Pornic**



©Mélanie Chaigneau

La Faïencerie de Pornic



La Brasserie de la Côte de Jade

©Mélanie Chaigneau

## The L'Abeille de Jade apiary

Direct sales of honey and apiary tour with the beekeeper. Acacia and hawthorn honey, buckwheat honey and wildflower honey. To date, the apiary comprises around thirty hives in the Pornic countryside. Honey is sold directly to the public in peak tourist season, on Saturdays from 9 am to 12 pm in Huchepie (West Pornic).

**our top**

**tip** Pornic

Educational tours of the apiary supervised by the beekeeper are available between spring and autumn, depending on the weather, booking required. Protective clothing is supplied. 4 people max, children welcome from 6+. Duration: 1 hour.

## Puillière educational farm

Welcome to the farm! Isabelle and Jean-Paul welcome you to the edge of the Acheneau marshes. La Puillière is a farm that keeps the quality of the produce and respect for the natural environment in mind. Aiming to communicate and educate, the managers create visit programmes tailored to each individual. Made of stone with rounded roof tiles, the traditional Pays de Retz buildings make this an authentic site for visitors and for the family that lives there. The animals enjoy spacious and comfortable facilities. The public is received in a carefully restored former cellar boasting exposed framework and stone walls.

FARM PRODUCTS: Milk production with a herd of 50 cows and their calves. All of the farm's land is dedicated to feeding the animals (pasture, cereals and corn) and sustainably farmed. Small farmyard.

Tours, milking of the cows and themed events for all ages.

Every Wednesday and Thursday during school holidays for individuals. Booking required.

Every weekday, all year round for groups. Booking required.

**Port-Saint-Père**



# Arts and know-how

*The Destination for culture seekers*

## Artists' studios

Painters, sculptors, jewellery makers, glass fusers, exhibition halls and more, our region is bursting with places that are well worth a visit!  
To take a look at the full list, visit:  
[www.pornic.com/ateliers-d-artistes-destination-pornic.html](http://www.pornic.com/ateliers-d-artistes-destination-pornic.html)



## Our cultural curiosities

### Sur la route du jeu

An atypical shop run by Thomas, a board game enthusiast and game night host.

### Mam'zelle Girouette

A colourful shop selling a selection of fashionable and original products made by local craftspeople. A great place to find a gift and a very cosy tearoom.

In 2020, the KiÔsk will bring their respective businesses together and offer new services (board game bar, sociocultural and artistic events, bookshop and creative hobbies area, room hire and coworking).

### Sainte Pazarne



### The famous Pop Pop boat

A **pop-pop boat** is an amazing little toy powered by a very simple steam engine thanks to a mini boiler heated by a candle.



Have you heard about these little boats that putt-putt along? No? Then its time to discover this toy dating from 1891 – it's pretty clever!

KIFKIF Brocante - **La Bernerie-en-Retz**

### L'Embellie

With around **5,000 products** in stock, there is something for everyone no matter their age or tastes: literature, crime, sci-fi, essays, coffee table books, practical non-fiction, children's books and comics. Simon and Eloïse choose the latest releases, the must-reads and other less well-known books that are still well worth a read!

A friendly and cosy bookshop-tearoom. Open all year round from Tuesday to Sunday.

### La Bernerie-en-Retz



### Ride in a Mustang Convertible 65

Bring back the seventies in a Mustang convertible during a ride with Patrice to see the best attractions the Pays de Retz has to offer (different options are available, booking required). Sightseeing tours in a van holding up to 8 passengers are also available.

### Pornic







Swing  
**into action!**

*The Destination for the very active*



# Games...

*The Destination for the very active*

**The Destination offers a whole host of activities** that are fun for the whole family, including mini-golf courses, carousels, bungee trampolines, indoor playgrounds, escape games and quadricycles.

## What is a quadricycle exactly?

It is a small human-powered land vehicle, with four wheels, that can carry several passengers (2 to 9) who all have pedals to power it. A fun way to explore the two resorts of Tharon-Plage and Les Moutiers-en-Retz at your own pace as a family or with friends! Fun, a laugh and a great getaway!

**our top** Seats for children and babies

**tip** Saint-Michel-Chef-Chef // Les Moutiers-en-Retz

## Karting or the joys of motorsports

Looking for thrills? Or to compete with your friends? Become a driver for the day and try out auto racing on the outdoor Karting track in Saint-Michel-Chef-Chef. This year, to complement our existing track, we have added 2 new tracks, including one of 700 m, and a baby kart track for 3 to 6 year olds.

Visitors can cheer on the racers from a superb panoramic terrace which overlooks the tracks. Future champions will love the 2 new fleets of adult and junior karts.

Seats for children and babies

**our top** We have two-seater karts for an adventure for two.

**tip** Saint-Michel-Chef-Chef

## Segway ride

As a family, as a couple or with friends, enjoy a fun outing on a Segway with Laurent. Introductions, trips ranging from 30 min to 2 hours and personalised support for between 1 and 5 people.

Experience an emotionally-charged thrill and go explore the most beautiful areas of Pornic on the coast and inland.

**our top**

**tip** For children from 6 years old, introduction to Segway use on the Ria, a secure traffic-free zone.

**Pornic**

## Forest aerial adventure park

The craziest adventure park in Brittany! This magnificent 7-hectare green setting boasts an unforgettable atmosphere, 9 exceptional routes (including skimboarding, snowboarding in the treetops and Tarzan swings) and over 900 m of zip lines on the Val Saint-Martin pond!

After being introduced to high-ropes courses during the briefing and getting to grips with the system on 2 introductory circuits in the trees with qualified instructors, you will move through the trees on your own in complete safety thanks to the 100% safe continuous rope lifeline system.

What are you waiting for? Go for it!

**our top**

**tip** Set fee with no time limit.

**Pornic**

## Full-size escape game

Indoor, outdoor or digital treasure hunts, Escape Games are inspired by role-playing games, treasure hunts and Cluedo. Destination Pornic offers two fun and entertaining versions.

**Turing Escape Game, Augmented reality (outdoor) adventure game**

- Save the world! In teams of 2 to 5 people, investigate and explore the streets of Pornic to develop the antivirus and save the world. (Adults and children over 12 accompanied by an adult).

- Treasure Hunt – in teams of 3 to 5 people, explore the town looking for clues, solve puzzles and harness mechanisms to complete your mission. Equipment hire included.

**our top**

**tip** Ideal for parties with friends (stag and hen dos) and family.

**Pornic**

## Exitime

Escape Room – the indoor version of Escape Games

**Pornic**



## For adults, we have the Casino de Pornic...

and to make it even more fun, it has moved and expanded, surrounding its slot machines in a green oasis. Come and explore the new 800 m<sup>2</sup> games room, with glass walls and a view of the Ria.

Play the game in this new space made up of 150 top-of-the-range slot machines ranging from 1 cent to €2. Place your bets – choose between English Roulette, Blackjack, Ultimate Poker and Texas Hold'em Poker. You can also make the most of an area exclusively for fans of electronic roulette (30 seats with 2 wheels) and electronic Blackjack. Unique in the region, 180 m<sup>2</sup> outdoor covered smoking terrace, bringing together slot machines and electronic roulette seats.

**our top**

**tip** The Casino is also home to a new performance hall, a restaurant with open kitchens and a bar.

**Pornic**



# ...And sport

*The Destination for the very active*

## Pool lovers can enjoy

2 facilities with aquatic trails:

### The Fitness Area

at the Alliance Pornic Resort Hotel Thalasso & Spa, Plage de la Source beach Dive into an area of 2,000 m2, with a seawater pool heated to 33°C incorporating an aquatic trail bathed in natural light where you can enjoy jet streams, waterfall showers, massage baths and a jacuzzi. You will also love the seawater swimming pool heated to 29 °C, the eucalyptus steam room and the sauna with chromotherapy. And to stay in shape, head to the air-conditioned weights room and fitness room with a comprehensive range of equipment, overlooking the pool.

**our top tip** It provides a stunning view of the ocean and the complex's restaurants and bar.  
**Pornic**

### L'Aquacentre at Val St Martin

Take some time for yourself. Whether you love sport, leisure or relaxing, swim in the 6-lane main pool and splash around in the leisure pool with water games. Discover the vast array of activities on offer: adult swimming, aquagym, aquabike, cardio circuit, aquafins and aqua wellbeing.

Unwind in the "relaxation and wellness" area and enjoy the saunas, steam room, massage showers, relaxation room and tearoom. Youngsters can have fun in a children's pool designed for young kids and enjoy the "baby swim" time slot, children's swim school, free events interspersed throughout the year and swimming courses during the school holidays.

**our top tip** You can host birthday parties here, and there are themed parties (Halloween, New Year, Valentine's Day), free breakfasts on the 1st Sunday of the month and a musical evening on the 2nd Friday of the month!

**Pornic**

### Le Golf de Pornic

At the heart of the seaside resort, the 18-hole Golf de Pornic provides golfers with a course of contrasts — subtly alternating between wooded areas with centuries-old trees and wide open Scottish-style spaces. Between pine forests, undulating fairways and well-defended greens, golfers will have to play their entire range of shots in order to master this very varied course. Several packages are available: "green-fee" for a 9- or 18-hole course, practice, driving range, 12-month membership and classes and courses during the school holidays.

The golf reception complex, with a clubhouse and restaurant, has a really friendly atmosphere and welcomes golfers and visitors for a stay at the unforgettable Golf de Pornic residence.

**our top tip** You can book outdoor tennis courts and enjoy an 18-hole mini-golf course at the Bluegreen Golf complex. An outdoor leisure centre in the heart of Pornic!  
**Pornic**

### Tennis

Whether you are new to tennis or an expert, you can hire outdoor tennis courts, in addition to those at the golf course, in Pornic and La Bernerie-en-Retz (Pornic Tourist Office: +33 (0)2 40 82 04 40 and La Bernerie-en-Retz Tourist Information Centre: +33 (0)2 40 82 70 99).

**Pornic // La Bernerie-en-Retz**

### A unique sport in Destination Pornic: longe-côte

A fun sport suitable for all, longe-côte, or aquatic hiking, gives you the chance to meet people and do exercise by the sea. It involves walking in the water, submerged up to your diaphragm, potentially using a paddle to propel yourself forward.

**our top tip** A local bye-law protects this activity.  
**Saint Michel-Chef-Chef**





# Travel further for a total escape!

## We're off on **a safari**

### *The Destination for the very active*

Much more than a wildlife park, **Planète sauvage** offers total immersion in an extraordinary region. Wind your way along the 10-km Piste Safari, in your vehicle or on-board the 4x4 bush trucks (optional guided tour), to get as close as possible to the most emblematic terrestrial mammals in the world. More than 1,000 semi-free animals in an 80-hectare natural conservation area.

Every year, around one hundred animals are born in the park: a baby zebra, five Arctic wolf cubs and a baby tapir named Basile were born at the beginning of this year, for example.

The park offers an unprecedented view of the giraffe plain from the pedestrianised area: an observation platform! The American world is welcoming 3 new species of monkey: Venezuelan red howlers, white-faced saki monkeys and pied tamarins!

**Port-Saint-Père**



For total immersion,  
you can sleep in the heart of the park,  
in a bivouac or lodge.







A mixture  
**of delights**

*The Destination for foodies*



# The vineyards

Located in the heart of the Pays de Retz, combining varied terroirs with the mild ocean climate, Destination Pornic's winegrowers offer a wide range of highly aromatic and fruity wines that pair perfectly with seafood.



Renowned for their quality, the wines produced there include the prestigious AOP (protected designation of origin) Muscadet Côte de Grandlieu and several grape varieties in IGP (protected geographical indication) Val de Loire-Pays de Retz such as Chardonnay, Sauvignon, Merlot and Gamay, as well as the rarer Grolleau Noir and Gris. Do you want to find out more? Set off to meet our winegrowers, Laurent (Domaine de la Coche, **Sainte Pazanne**), Nicolas (Domaine du Sillon Côtier, **Les Moutiers-en-Retz**) and Arnaud (Domaine de la Chapellerie, **Chaumes-en-Retz**) for a tour followed by a tasting session. Unique experiences are in store: shared moments, stories of family traditions, explosive flavours and wine and food pairing suggestions.

To check out the whole list of cellars visit [www.pornic.com/caves-destination-pornic.html](http://www.pornic.com/caves-destination-pornic.html)



The Destination for foodies

# A destination with good taste

## Bouchot mussels

The star product of your summer holidays in Destination Pornic! We have high-quality regular mussels in terms of flesh and size all summer long. On a side note: 6 shellfish farmers from La Plaine-sur-Mer created the "La Plaine" designation for better identification of where the mussels come from.

La Plaine-sur-Mer

## The Bourgneuf bay oyster

The "Pearl of the Jade Coast", a deliciously tasty oyster from the sea, develops in this ideal setting. 12% of the national production is produced in the Bay's farms every year. Come and meet the oyster farmers in La Bernerie-en-Retz, Les Moutiers-en-Retz and the aquafarming zones of Le Collet and Lyarne, they will tell you about their trade, passion and product. Traditionally oysters should be eaten during months with an "R" in the name: January, February, March, April, September, October, November and December.

La Bernerie-en-Retz // Les Moutiers-en-Retz

## Le Curé Nantais cheese

Invented in 1880 in Saint Julien-de-Concelles following the advice of a priest who was passing through the region, Le Curé Nantais has been produced in Pornic since 1985. This cheese is made in traditional copper vats using unpasteurised whole cow's milk from six farms in the Pays de Retz. Le Curé Nantais comes in a range of varieties: plain, aged with Muscadet, flavoured with algae, herbs and chilli, and smoked over wood shavings. You can visit the cheese factory: the workshop, butter and cheese museum and the regional produce tasting in the shop. Food and wine pairing evenings. Tours must be booked in advance.

See the Culture / Take a look inside our businesses section.

Pornic

## Les Galettes St Michel

Round, small, made using Guérande salt and fresh butter, with chocolate chips or caramel... the famous melt-in-your-mouth golden galette biscuits with the delicious salted butter taste are made here!

With a chicken logo, the Galette St Michel was developed in 1905 by a baker in Saint-Michel-Chef-Chef!

They can now be found worldwide using the same delicious recipe! Follow the sweet smell of warm biscuits all the way to the "Atelier St Michel", in the centre of the village. The shop sells more than 200 types of biscuits and cakes, pretty gift boxes and arrangements to give as presents, several exclusive products to enjoy and a wide range of regional produce. And if you want a hot drink with a delicious pastry, stay a bit longer and visit the St Michel Café. This also provides an opportunity to watch the screening of the fabulous story of the Galettes St Michel.

Saint Michel-Chef-Chef

## Strawberries from La Fraisaie

The ice cream from La Fraisaie is the star of every selfie! A full-on, authentic and traditional taste journey no matter the season.

The symbol of the Destination, the "Made in Pornic" La Fraisaie has been making a name for itself since 1969 with its famous strawberry sorbet. La Fraisaie is also known for its jams, jellies, syrups, chewy fruit sweets and ice creams that are free from preservatives, artificial colours and flavourings. Its reputation is well-established and, no wonder, as the company makes growing its own strawberries in Pornic a point of honour. You can pick them yourselves on Wednesdays and Saturdays from 9 am to 12 pm (subject to availability), from the beginning of May to July, on the farm.

Pornic

## Beer from La Brigantine

It gets its name from a trapezium-shaped sail found on old rigging; La Brigantine is a brand of locally-produced beer which has been made in Pornic since 2003, respecting traditional Belgian production methods. A range of seven beers which are 100% natural, made with carefully chosen raw materials. All of the beers undergo secondary fermentation which gives them maximum flavour and makes them delicately sparkling. An unmissable taste encounter steeped in know-how! Visits and tastings April to September.

See the Culture / Take a look inside our businesses section.

Pornic



## The Destination for foodies

### The benefits of Spirulina

In existence for over 3.5 billion years, spirulina is a microalga boasting unrivalled nutritional properties (including antioxidants, iron, proteins, vitamins and minerals).

Known about since time immemorial by ancient societies, it is used as a food supplement to invigorate the body and stimulate the immune system. It balances the body and compensates for deficiencies thanks to its antioxidant and anti-inflammatory properties. It is used to fight malnutrition and is now one of the best solutions for future healthy eating that protects the environment.

#### La Spiruline de Retz

Spirulina has been growing for 3 years in La Plaine-sur-Mer, where it benefits from the protected and sunny environment of the Pays de Retz between the land and the sea. Come and visit this atypical traditional produce at the Ferme des Roseaux, Hugo and Marion will be thrilled to introduce you to the spirulina manufacturing trade.

#### La Plaine-sur-Mer



#### Les rhums de CED'

Based in the heart of the Pays de Retz, between Nantes and Pornic, Les Rhums de Ced' workshop offers authentic homemade know-how when it comes to creating flavoured rums. With his Ti Arrangés, Cédric Brément, alias Ced', landed the "Maître Artisan" (Master Craftsman) title in 2013 and quickly enjoyed national fame in the spirits world. Made by the bottle from plantation rum and perfectly ripe fresh fruits, each of Ced's original recipes is based on three founding pillars: quality, originality and good times. Ananas Victoria (Victoria pineapple), Mangue Passion (mango and passionfruit), Pomme Poire Bio (organic apple and pear), Vanille Macadamia (vanilla and macadamia nut) and more.

**our top tip** The Ti Arrangés de Ced' flavoured rums can be found in good wine merchants and delicatessens.

#### Saint Hilaire-de-Chaléons

#### Salt from the Salines de Millac

Harvesting coarse salt and two types of fleur de sel: la fleur de sel vent d'est, similar to a fine salt, and la fleur de sel vent d'ouest, a crunchier salt to be added at the last minute to a prime rib of beef or a grilled sea bass... It is a delicious regional salt with the taste and particular nature of the old Breton marshes.

#### Les Moutiers-en-Retz

#### Ice cream from Les Délices de l'Air Marin

Discover creamy and authentic ice creams made on the farm from whole milk! Original flavours and local specialities will delight food lovers' taste buds.

#### Les Moutiers-en-Retz

#### Honey... from the L'Abeille de Jade apiary

Direct sales of honey and apiary tour with the beekeeper. Acacia and hawthorn honey, buckwheat honey and wildflower honey. To date, the apiary comprises around thirty hives in the Pornic countryside. Honey is sold directly to the public in peak tourist season, on Saturdays from 9 am to 12 pm in Huchepie (West Pornic). Educational tours of the apiary supervised by the beekeeper are available between spring and autumn, depending on the weather (booking required, protective clothing is supplied, 4 people max, children welcome from 6+). Duration: 1 hour.

*See the Culture / Take a look inside our businesses section.*

#### Pornic

#### An award-winning charcuterie pro!

Laurent Bernier is Maître artisan charcutier (Master pork butcher craftsman), who has won awards for all fields of charcuterie. In his laboratory, he concocts an authentic flavour ballet with "homemade" flavours often using Label Rouge farmed pork. This butchers' reputation is built on quality and creativity. There is so much to choose from: sausages, blood pudding, pâtés, rillettes, boiled ham, dry-cured ham and even cured saucissons made and cured in Chauvé. Find all the products in the Chauvé shop and in our regional markets.

#### Chauvé

#### Gavet, Maître artisan (Master Craftsman), Pâtissier Chocolatier

Established in 1978 in Pornic, a family passion for your pleasure. Kouign Amann Breton cakes, salted caramel and most importantly "L'Armoricaïn", a praline speciality that has been made using a family recipe for 5 generations. Gavet chocolates are also an ART. Homemade respecting tradition.

#### Pornic

#### La Petite Maison dans la Prairie

This former farmhouse has been brought back to life thanks to its wood-burning stove and traditional "kandelour" mill. Food based on *fouées*, small round, airy bread cooked over a wood fire, accompanied by local produce. Manufacturing of millstone flours...

#### Pornic

TAKE A CLOSER LOOK AT

## Hôtel-Restaurant Anne de Bretagne

Awarded two stars by the Michelin guide and a member of the Grandes Tables du Monde restaurant association, this timeless place, orchestrated by Mathieu Guibert, takes you on an exceptional culinary journey. Mathieu always wanted to make cooking his career. At a very young age, he acquired the tools to achieve excellence by training with the best. After studying at Sainte-Anne hotel and catering school in Saint-Nazaire, he left his region to work in Carcassonne then Paris, where he joined the team at Le Meurice under Yannick Alléno. He then trained with Christian Le Squer in the kitchens at Le Pavillon Ledoyen. After returning to Carcassonne as Franck Putelat's sous-chef, he moved to Reims, to Le Domaine des Crayères, where he spent 5 years as Philippe Mille's second in command. That is where he met Philippe and Michèle Vételé, the founders of the Maison Anne de Bretagne, which he took over in 2016. So here he is back in his native land. His driving force is respect for local products which play a major role on the restaurant's menu: salt from the Salines de Millac, Bouchot mussels from La Plaine-sur-Mer, pigeons from Pornic, shellfish from the Jade Coast, vegetables from La Milliassière... the region is in the kitchen and on the table starting at breakfast time at the hotel!

Now Mathieu Guibert continues his work and his philosophy is still the same: make the meal a feast for the senses and an occasion for shared pleasure. When he devises and creates the dishes on his menu, he relies first on the quality of the products, anchored in the history of this region where he was born. His experience has also taught him the diligent work ethic that enables him to reach the highest level day after day. But for him, great cuisine is also about emotions. It is without a doubt this extra bit of soul that makes his table so unique... A stunning residence facing the ocean, the "Anne de Bretagne" hotel-restaurant is a genuine haven of peace dedicated to gastronomy and the art of living. The chef invites his guests on a full-on journey through the heart of the Pays de Retz as they discover his delicately flavoured seaside cuisine.

#### La Plaine-sur-Mer



### A destination with a taste for hosting

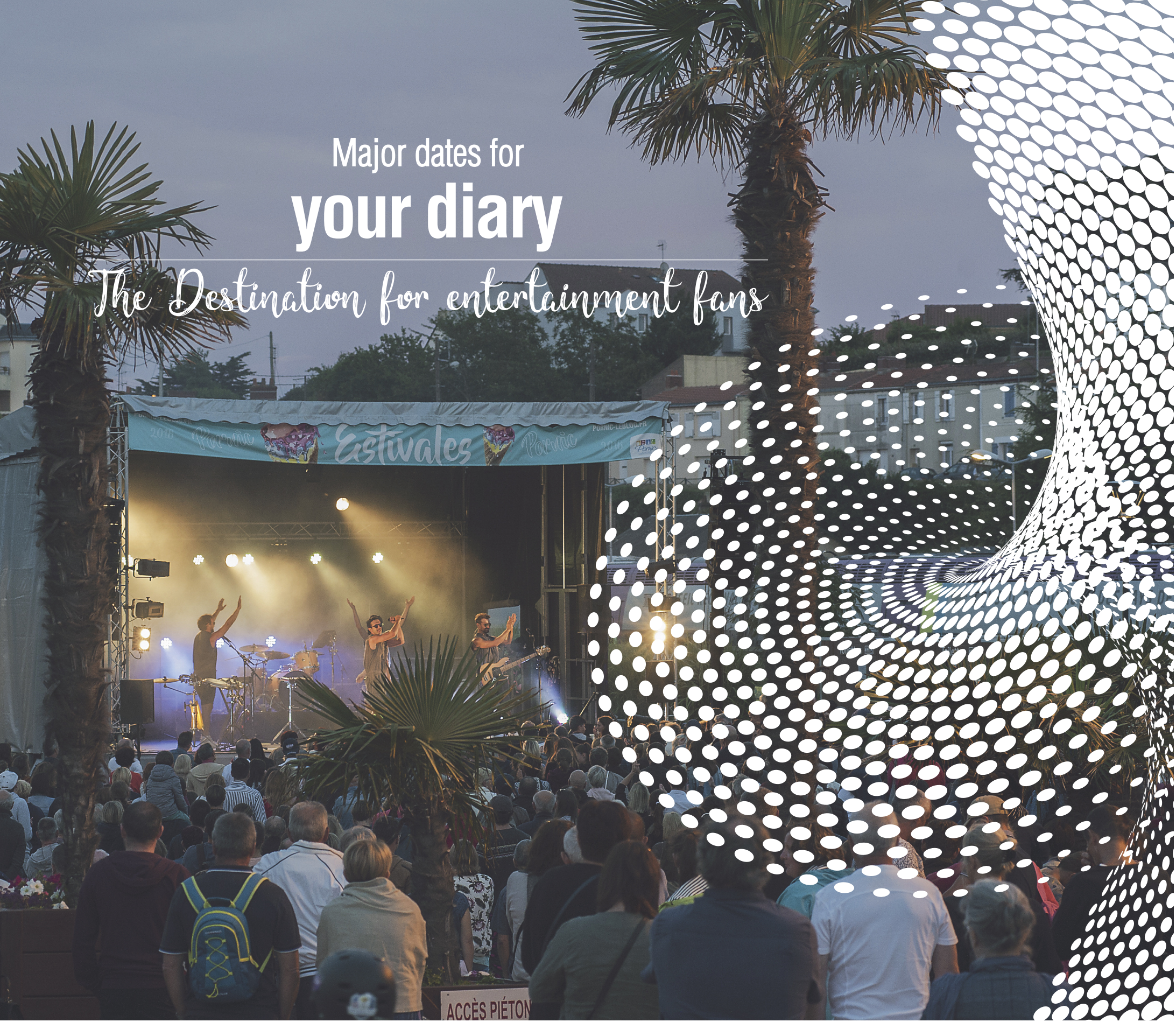
The gourmet pleasures of Destination Pornic: flavours which tell the story of our coasts and lands and convey the heritage of our region.

A whole host of restaurateurs work with local produce, which makes our restaurants truly authentic.



Feel free to take a look at the "Restaurants" guide, a vital tool to discover our Gastronomy, or visit [www.pornic.com](http://www.pornic.com). It features labelled and award-winning restaurants as well as great local places to eat.





Major dates for  
**your diary**

*The Destination for entertainment fans*

**Festival de la chanson de café**  
Beginning of April - **Pornic**  
Original musical showcase in the intimate and friendly atmosphere of the town's cafés.

**Plantes en fête**  
April - **La Plaine-sur-Mer**  
The Jardin des Lakas is the ideal setting for exchanges between professionals, collectors and lovers of plants, trees and old vegetables.

**Le carnaval de printemps**  
April - **Pornic**  
The largest festive gathering of the year in Pornic with the large carnival parade.

**Paysages, Escapades en Pays de Retz**  
Beginning of July  
**Pornic, Frossay, La Chevrolière**  
Giant picnic, special walks, shows and more.

**Les Zendimanchés**  
July - **Saint Hilaire-de-Chaléons**  
Street art and music festival.

**Les Ailes bleues**  
July - **Pornic**  
Air show involving the Patrouille de France air acrobatic patrol.

**Celti Jade**  
End of July - **Saint Michel-Chef-Chef**  
The Jade Coast's Celtic Festival is the unmissable annual event when it comes to the Pays de Retz's Breton and Celtic culture.

**Le Rendez-vous de l'Hêtre**  
End of July to beginning of August - **Préfailles**  
Indoor and outdoor art exhibition.

**Les illuminations de pêcheries**  
August - **Saint Michel-Chef-Chef**  
Sound and light show on the seaside resort's iconic fishing huts.

**Retzroday**  
End of September - **La Bernerie-en-Retz**  
A day where Rock is king, and exceptional cars and vintage motorbikes are displayed to amazed walkers.

**Balades artistiques**  
2 weekends at the end of September and beginning of October - **Pornic**  
Artists open their workshops to the public: drawings, watercolours, calligraphy, sculptures, glass working and more. A great way to explore the town on foot, by car or bike... with complete freedom.

**Pornic Classic**  
End of October - **Pornic**  
Classical music festival with internationally recognised artists.

**Trail de la côte de Jade**  
November - **Saint Michel-Chef-Chef**  
If you love running, then the Jade Coast trail is for you! Outdo yourself during the night race and two day races!

To find out all about the events in detail check out our events section and:  
[www.pornic.com/animations-agenda-manifestations-concerts-spectacles-vide-grenier.html](http://www.pornic.com/animations-agenda-manifestations-concerts-spectacles-vide-grenier.html)



# Business tourism development

## The Destination for professionals

**With the growth in Pornic's economy and tourism sector establishing its reputation, quality professionals and infrastructures are developing to focus more on business tourism.**

We are fortunate to live in a very rich region with an abundance of remarkable and unusual places including an unspoilt coastline, varied historical and cultural heritage and sports and wellness facilities where important people come to recharge their batteries.

Far from the hustle and bustle of the cities, events and seminars should be inspirational, a breath of fresh air and something new and authentic! They should be driven by decided professionalism, the excellence of a tailored service and the audacity of those who know how to host people with spontaneity and originality!

### What next? The offering is growing even more!

A 4-star hotel is opening in Pornic, between the old harbour and the Jardin Botanique de la Ria. For seminars and conferences, the reception rooms and modular multi-purpose rooms, as well as the restaurant room, provide everything you need in a complete and easy package.

The new Casino Partouche is also located in this area of Pornic so you can organise events in a single location. It provides a conference hall, a themed restaurant and a performance venue with 900 seats. With an underground carpark and parking areas nearby, it will be the new professional meeting place on the Jade Coast. The right balance between modernity and preserving the natural oasis of the Ria.



Destination Pornic has all these things!  
**Whether on land**  
all your plans can be achieved!



or at sea,

### The region has:

Large capacity hotels, accommodation in the great outdoors or more luxurious places to stay with a whole host of B&Bs, i.e. more than 100,000 bed places.

### FOR EXAMPLE:

**Le Golden Tulip in Pornic**, a 4-star holiday resort, a genuine tourism and leisure hub (conference and meeting rooms, gym, indoor pool, restaurants, rooms and apartments).

**L'Auberge de la Fontaine aux Bretons**, a 3-star holiday resort in a rural location nestled alongside Pornic's wild coast. Seminar room, restaurants, outdoor pool and tennis court, vegetable garden and small farm.

**L'hôtel-restaurant Anne de Bretagne**, 4-star hotel with 2 stars in the Michelin Guide, a genuine haven of peace dedicated to gastronomy and the art of living in La Plaine-sur-Mer. Outdoor pool, seminar room, gastronomic restaurant, cellar.

**Le Mauritia** is a hotel which can be accessed from the RD 213 Route Bleue tourist road (4 lanes) which links La Vendée to St Nazaire via... Pornic! Although it is located in a commercial zone, the hotel boasts quality decor and services: warm atmosphere, seminar room, gym and sauna and there is a large restaurant nearby providing wood-fired food.

**In Préfaillies, Le Calluna** offers a seaside break facing the Port de La Pointe Saint-Gildas. A small hotel (23 rooms), it provides a friendly welcome and gourmet food! Upstairs, a meeting room with a terrace boasting a panoramic sea view is a bonus for professional or family events. Right opposite the hotel, the harbour master's office also offers an additional place to hold a seminar in a modern atmosphere.

### Book through a single contact person

To make your trip easier to organise, the Groups department of the Pornic Intermunicipal Tourist Office helps you by offering:

- Tailor-made discovery days and trips
- Seminars, team building
- Friend or family gatherings
- Themed trips: sailing, discover local flavours, cultural and heritage tours with our professional guides and more.

**Pornic Intermunicipal Tourist Office**  
**Groups Department**  
**+33 (0)2 40 82 79 13**  
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# Our publications

*Destination Pornic*

Even in our digital age, there is a high demand for printed documentation and visitors still really appreciate it. To find out more information and to make sure that you don't miss out, all of our publications are available in our 6 Tourist Information Centres in paper format or to download from our website:  
[www.pornic.com/documentation-brochure.html](http://www.pornic.com/documentation-brochure.html)

**Tourist Magazine**  
(French, English and German)



**Accommodation** Brochure



**Trips and Weekends**  
and Holiday Rentals Brochure



**Groups** Brochure



**Restaurant** Guide  
**Guided Tours** Booklet



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destination  
**PORNIC**





*The great escape is here: get away!*

**PRESS RELEASE**  
**[www.pornic.com](http://www.pornic.com)**  
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