



Paris, Right Bank, 9 a.m.: Régis in the best of company at the seat of good living and impeccable taste. By the end of this year, coffee connoisseurs around the world should be able to enjoy Nespresso in all Relais & Châteaux hotels.

President of Relais & Châteaux for almost 18 years, Régis Bulot has been in retirement for a few days and enjoys his new life as a brand new pensioner. A smell of fresh coffee and toasted bread pervades his bright apartment in the centre of which a droll pair of metal cows is enthroned. Here, pretty things are appreciated – dozens of books on art, crystal sculptures, and black & white portraits of a young blonde woman: Davina, Régis' daughter and alter ego.

Lithe and comely, with a disarming smile, Davina was introduced to the world of deluxe hotels when she could barely make her first steps. Very quickly her father made her learn the ropes, very quickly she rose in the ranks, completely on her own. Some time spent in New York, some more in Italy, a passion for marketing, and

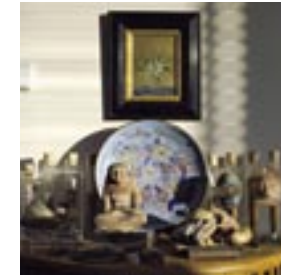
Davina was on her way. Today she takes care of the image of several of Relais & Châteaux' establishments and is the pride of her father. This morning, she gracefully leans by the side of her parents, cup of coffee in her hand, before she makes her way to the office. The atmosphere is relaxed, Régis and his wife Kathy have not yet quite adapted to their new freedom. For the first time in several decades they have time enough to take their time. "For 20 years we managed a hotel in Courchevel. In 1979, we launched our own business in the Périgord, the Moulin de l'Abbaye, and we commuted between the mountains and the Moulin.

When I was named president of Relais & Châteaux in 1987 we entrusted the management of the Moulin to two of our collaborators. Ever since then and right until last week I've been working incessantly in the development of the

Relais & Châteaux brand and of the art of living à la française, but adapted for international use. Together with my teams I have developed commercial strategies and attempted to create federations. It was an unbelievable experience, not always simple, to be sure, but always exciting."

Welcoming guests, putting them at ease, making them feel that nothing matters more than their well being – these have always been Régis Bulot's priorities. "In my mind, luxury lies above all in the quality of the reception. Obviously, the clients must be offered all modern comforts and conveniences, but it is equally essential to know how to listen to them, to understand their needs, in order to establish a unique relationship with them."

A convinced partisan of the Nespresso attitude, he manipulates his gleaming



GREAT MOMENT

# PRESIDENT OF SAVOIR VIVRE

## The art of living à la française

A brilliant career leading Relais & Châteaux is reflected in private: Régis Bulot has a taste for pleasing others. This morning he is in a splendid mood and offers Nespressos all around – and pretty strong ones at that.



machine with a master's hand: "I come from the north of France where they serve disgusting coffee! Before the Nespresso machines arrived I never drank coffee at all because it reminded me of wrung out wet socks. Now that I have the possibility to enjoy genuine espresso at home or in the office, drinking coffee has become a real passion for me. After breakfast I treat myself to a first cup to get going, then a second one some time during the morning, plus one or two after lunch. These moments of relaxation have quickly become genuine rituals for me."

When it comes to the various flavours available, the Michelin star-studded maître de cuisine loves surprise and diversity. "I love variation, I love the discovery of new tastes. When it comes to coffee, or indeed anything else, I expect to be surprised." The range of flavours offered by Nespresso tickles

the curiosity of the hedonist in search of new experiences. Ristretto, Roma, Capriccio, Arpeggio, Volluto, Così – Grands Crus, Limited Editions ... Régis Bulot has no set preferences. When the taste is strong and the crema is smooth, he allows himself to be seduced. "The rooms of all Les Relais & Châteaux establishments are equipped with small machines and capsules that are reserved for the hotel chain exclusively. What luxury for our guests to be able to prepare themselves an espresso whenever they feel like it! This is the genius of Nespresso, to give everyone the possibility to enjoy a genuine coffee whenever they want."

His adventures with Relais & Châteaux hardly over, Régis Bulot already contemplates his next moves. "I don't know precisely what I will do yet, but I know what I would like to do. I'd love to make myself useful and let others

profit from my experiences, especially to help train young people in matters related to tourism." His pleasure: to see the employees of his hotel and his two bistros grow in the job and to watch them learn how to fend for themselves. He has always loved communicating his savoir-faire to others, the taste for beauty and knowledge of business that made his success, and today he would like to take a more active role in this ambitious undertaking.

Charming, quick of mind, and curious about others, Régis Bulot is someone who appreciates the good things in life. Without any preconceived notions he is open to all and sundry new experiences. What further evidence is needed but to see that this man, so well settled in his groove for fifty years, has so suddenly discovered a hitherto unsuspected passion for coffee!