



PRESS KIT

*Only two hours away from Paris, an escape to discover “**Authentic Normandy**”
for a long weekend or a stay in the countryside.*

Prepare to be revitalised in an authentic, natural landscape!



WELCOME | BIENVENUE

*authentic***normandy.fr**

Introduction

Although Lisieux, capital of the Pays d'Auge, is internationally known for its basilica, there are also great places to have lunch, see concerts or go shopping in the city centre, which is currently being renovated. Take a wander through tree tunnels in the surrounding valleys. In autumn and winter, when vegetation is less dense, you will be able to see beautiful, perfectly preserved Norman houses, beautiful mansions, chapels and medieval castles that will take you back in time.

Charming places and gourmet restaurants are waiting to be discovered in the villages, hamlets and lieux-dits (localities) of the region, away from the crowds of the huge Normandy seaside resorts that are easy to reach for a seaside getaway. Some well-preserved villages like Saint-Pierre-en-Auge, Orbec or Cambremer demonstrate the local architecture (half-timbered houses, town squares, private mansions, churches) and give you the chance to meet artists and craftspeople or taste the finest Calvados specialities such as cheese, cider, jam and chocolate.

Spring is the perfect season to visit the Pays d'Auge, admire the blossoming apple trees and go hiking or cycling in this bocage landscape where the sheep and cows graze peacefully. It is also the best season to roam the region's gardens and one of the oldest tree and plant fairs, bargain-hunt at the bric-a-brac trades and local markets, walk along botanical trails or take part in nature outings to discover the wildlife in hedges or ponds. Early in the morning, horses can be seen training in the many stud farms scattered around the region. Several equestrian centres offer horseback excursions. In summer, the region remains lush with pleasant temperatures. It is possible to go kayaking to travel along the Touques and the Dives rivers. There are also several festivals to be enjoyed throughout the season (Festival des AOC/AOP, Jazzitudes, etc.).

Children and teenagers will take delight in visiting medieval castles, cider estates, the chocolate factory and the Cerza zoo with its rare animals: rhinoceroses, bears, wolves, otters or armadillos live in semi-freedom in an area that visitors can peacefully wander through. You can even stay for the night in lodges, listening out for animal noises.

Outdoor activities and discovery trails (Route des Haras, Route des Caves, Route des Manoirs et Châteaux, etc.) will help you fully discover a land that combines economic dynamism, art of living and environmental protection throughout the year. To put it simply, this is a destination with a low environmental impact and a high oxygen level!

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AN ECO-FRIENDLY REGION

From the vast plains to hills of the bocage, from wild rivers to bright marshes, from growing hedges to discreet ponds, “Authentic Normandy” has a wide range of landscapes and environments which help foster its rich biodiversity. Still, like everywhere else, wildlife is harmed by human activity, which is why Lisieux Normandy has embarked on an ambitious environmental policy.

The “Trame verte, bleue et noire” (Green, blue and black belt network) project, in collaboration with the Normandy Region and many associations and local institutions, aims to bring back and preserve hedgerows, woods and meadows, river networks, ponds and marshes and reduce night-time light pollution.

Another important project consists in the inventory and the restoration of the region’s ponds, in partnership with the Conservatoire des Espaces Naturels de Normandie (Conservatory of natural areas in Normandy) which helps restore these reservoirs of biodiversity that are too often unknown or damaged, if not destroyed. Taking care of the limestone Coteau du Billo—a remarkable ecological site—is also a priority.

Finally, in order to raise awareness and encourage us to be responsible, the urban area community, for instance, has some of its members speak more than 300 times every year in the region’s schools, and organises free monthly nature outings for everyone.

Good idea

For a weekend, visitors can learn how to make shelters for wild animals, visit the mushroom farm in Orbec, admire amphibians, learn how to identify animal tracks, taste wild plants, learn about beekeeping and more.



VARIETY OF ACCOMMODATION OPTIONS AND GOURMET RESTAURANTS

For quality time for couples, family or friends, visit the Pays d’Auge - its natural green surroundings and many places to recharge will take you away from the hustle and bustle of the big cities. From a luxurious hotel to the charming guestroom in a former press room as well as a cosy room in a farm, the region has all types of accommodation for all budgets. Historical houses, rooms decorated with collector’s furniture or designer pieces, contemporary and elegant gîtes for a tranquil stay... everybody will be happy, whether you want a warm, cosy place or some quality time to yourself!

Now, let’s go to the **Domaine du Coq enchanté** in Cambremer. This guesthouse offers you to stay in a bubble room with a glass roof in a calm and relaxing garden. Or if you’d prefer to dream with your head in the stars, you can stay in **the highest hut in Europe**, 22 metres up in a tree in Mézidon Vallée d’Auge.

Travelling across the land—or “pays” as it sometimes called in French—is also a great opportunity to discover great places to eat such as an Italian inn (Sogni d’Italia in Coquainvilliers), a Norman inn (L’Orbecquoise in Orbec), a tea house next to the moat of the Château de Saint-Germain-de-Livet (Aux 3 gourmands du Château) and even more gourmet restaurants (in Saint-Pierre-en-Auge: A la grâce de Dieu, in Lisieux: La Coupe d’Or and Au Bistrot Gourmand), etc.

Les Soeurs Pinard.

A BRASSERIE WITH A BERLIN ATMOSPHERE IN LISIEUX.

The Sœurs Pinard (Pinard Sisters) brasserie is located in the centre of Lisieux, between the Basilica and the Carmel. At this lively bar, you can eat local dishes for lunch, enjoy fine wine in the evening or brunch on Sunday mornings. At the front, you will find a space with a stage for concerts, and then a room filled with mismatched pieces of furniture, sofas and vintage knick-knacks. In the back, you can have lunch on a large, semi-covered terrace with a hut, a beach, hens and rabbits for children.

The Sœurs Pinards is also a place dedicated to exhibitions and entertainment (permaculture, yoga, etc.). For the complete programme, visit: www.lessoeurspinard.fr/



ROUTE DES COLOMBAGES

ARCHITECTURAL HERITAGE & REMARKABLE VILLAGES

Staying in Normandy, you will discover an exceptional heritage. Calvados is renowned for being one of the French departments with the most protected historical monuments.

Walking in the town or country, you'll be enchanted by the distinctive houses dotted across the landscapes in the southern Pays d'Auge. The façades of houses are decorated with half-timbering—usually called “colombage” in French—both in town and in the country.

The most beautiful and oldest half-timbered houses dating back to the Middle Ages can be admired in the old town of Lisieux, such as the Manoir Desmares along with its chocolate factory or the Maison Saint-Laurent and Maison Sainte-Catherine. For a similar experience, wander the long narrow streets of Orbec, an authentic and traditional village of the Pays d'Auge, before taking a break at the place de Moyaux, flanked by half-timbered houses, to take a look at the Saint-Germain church and its curious crooked spire.

Towards Mézidon Vallée d'Auge and Saint-Pierre-en-Auge, on the west side of the region, at the edge of the Caen Plain, half-timbered houses are gradually replaced with stone houses. Smaller or bigger stones give a more opulent appearance to houses and farms. Around Livarot, the brick farmhouses elegantly show how the territory became wealthier thanks to dairy and cheese production.

As a result of the development of textile industry and the increasing number of nearby seaside resorts in the 19th century, more and more luxurious houses have been built. Visitors will be amazed by castle-like houses in the heart of the city, large bourgeois houses in small town centres or beautiful, stately seaside villas.

Route des caves

With more than 30 cider producers and distilleries and 13 cheese dairies, discover the authenticity of the land by following our Route des caves. Experience new tastes and flavours! Meet producers who will share the little secrets of their expertise with you. Take some time during your visit to taste products before purchasing them on site, at markets or small local shops.





ROUTE DES HARAS

NORMANDY IS THE ULTIMATE LAND OF HORSES, "AUTHENTIC NORMANDY" IS ITS BIRTHPLACE

Every horse taking part in horse races comes to the Pays d'Auge for at least one stage of their life: birth, training, strengthening, competition or care. The land, with its rich grass, makes them stronger. The stud farms are numerous here but many of them are hidden away, as the secrets to making horses champions need to be well kept. However, a few are very welcoming to visitors.

Depending on the season, you can see mares and their foals, as well as yearlings (horse between one and two years old) outside in the paddocks (fields for horses). Morning is the best time of day to watch horses train, as they rest in the meadows in the afternoon.

The bocage landscape is gradually replaced with gardens in the stud farms whose long wooden stables are built in well-kept pasturelands surrounded by wooden fences: a well-designed landscape where horses reign supreme and where half-timbering is blended with a more contemporary style.

FOCUS ON

The Aga Khan Stud

His Highness the Aga Khan has been a racehorse breeder and owner since 1960, when he took over the family stud farm established in the 1920s. Thoroughbreds are bred for flat gallop races in four stud farms in Normandy, two of which are located 20 minutes away from Lisieux, in the heart of the Pays d'Auge. The first one, the Haras de Saint-Crespin, was bought by the actual Aga Khan's grandfather, Aga Khan III, in 1927 and is the oldest stud farm owned by the family in France.

Around a hundred mares belonging to the stud farm graze in the meadows surrounded by typical white fences. These mares give birth to generations of future racehorses every year. Among them is Zarkava, undefeated Champion that won two of the most prestigious races in Europe: the Prix de Diane and the Prix de l'Arc de Triomphe in 2008. A few hundreds of metres away is the Haras de Bonneval: built in the 1970s, this stud farm is home to the Aga Khan stallions, including the current best stallion in France, Siyouni.

Always striving for excellence and performance, the Aga Khan stud enjoys excellent lands and breeding conditions typical of Normandy which help its horses to win often at French and international racecourses.



ROUTE DES CHATEAUX & BELLES DEMEURES

The Normandy region, divided into many seigneuries since the Middle Ages, is studded with castles and manor houses, many of which were built after the Hundred Years' War.

The most famous among them, the **Château de Saint-Germain-de-Livet**, is open to visitors from spring. A true jewel in the crown of the Pays d'Auge with its traditional shape and stonework, it combines sculpted half-timbered architecture with refined Renaissance style. The Château de Crèvecœur will transport medieval history lovers back in time. Discover medieval games and an exhibition on the life of the Schlumberger brothers whose family restored the place.

The more modern **Château de Carel in Saint-Pierre-en-Auge** and **Château de Canon** are worth visiting as well. In Canon, entertainment and walks in the park and the Chartreuses (walled gardens) are a nice way to spend the day.

For something more rural and picturesque, visit our surprising different manor houses: the **Manoir de Bellou** along a guided tour; in Glos—the town of ten manors—to admire from the road the **Manoir de la Quaize** or the **Manoir de Franqueville** and its clay. Along the footpath and cycle lane that goes from Le Mesnil-Mauger to Livarot, wander from the path in **Coupesarte** to stroll along the moat of the manor of the same name.

Many unique churches, all very different from each other, have been built in the Pays d'Auge, revealing their stories and their charms. Remarkable architecture, elegant church furnishings, precious stained-glass windows, monumental altarpieces, touching statues, and an enchanting atmosphere... Here, the religious heritage will take you on a journey. Along the way, many calvaries and oratories of the Blessed Virgin indicate crossroads. They used to guide the faithful who crossed themselves upon their arrival and let farmers pray to the sound the bell of the nearest church without having to go too far from their farm.

CHURCHES AND ABBEYS

Another stop is a must to admire three beautiful examples of Norman architecture:

- In Saint-Pierre-en-Auge, the former Benedictine abbey with its Notre-Dame abbey church and its recently restored conventual buildings,
- In Lisieux, the Basilica of Saint-Thérèse, often compared to the Sacré-Coeur of Montmartre, is classified as a Historical Monument,
- Finally, the Saint-Pierre cathedral in Lisieux, one of the first Gothic buildings in Normandy. The church in Saint-Désir, also a Historical Monument, surprises people with its concrete building and its typical 1950s architecture.

In addition to this monumental heritage, visitors will also be thrilled by the architecture of the houses, the little town halls and the former schools next to them, by the washing places and other small rural buildings.



The castles in the Pays d'Auge

CHÂTEAU DE SAINT-GERMAIN DE LIVET

A true jewel in the crown of the Pays d'Auge, next to Lisieux, the Château de Saint-Germain-de-Livet, classified as a Historical Monument, is remarkable for its architecture. Surrounded by a moat, it is made up of a half-timbered manor house from the late 15th century and a building made of stone and glazed brick from the Pré d'Auge which dates back to the late 16th century. The pantry is must-see when exploring the castle, as it houses amazing frescos from the late 16th century.

In this castle, classified as a Musée de France ("Museum of France"), pieces of furniture and collections belonging to the family that gave the estate to the city of Lisieux in 1958 are displayed. Combining pieces of furniture and works of art, the interior is a beautiful demonstration of the refinement and the way of life in the 19th century, allowing you to discover the artistic and private life of the painter Léon Riesener, cabinetmaker Jean-Henri Riesener's grandson and Eugène Delacroix's cousin.

CHÂTEAU DE CRÈVECŒUR

The Château de Crèvecœur is a must-see for medieval history lovers. This little seigneury has been miraculously well preserved and its oldest parts date back to the 12th century. Surrounded by water, it is composed of a chapel and half-timbered buildings in the outer bailey and the Lord's dwelling in the fortified inner bailey. Nowadays, collections are displayed, illustrating medieval everyday life, traditional half-timbering and oil-prospecting techniques developed by the Schlumberger brothers (Crèvecœur is the only place in France where they are shown).

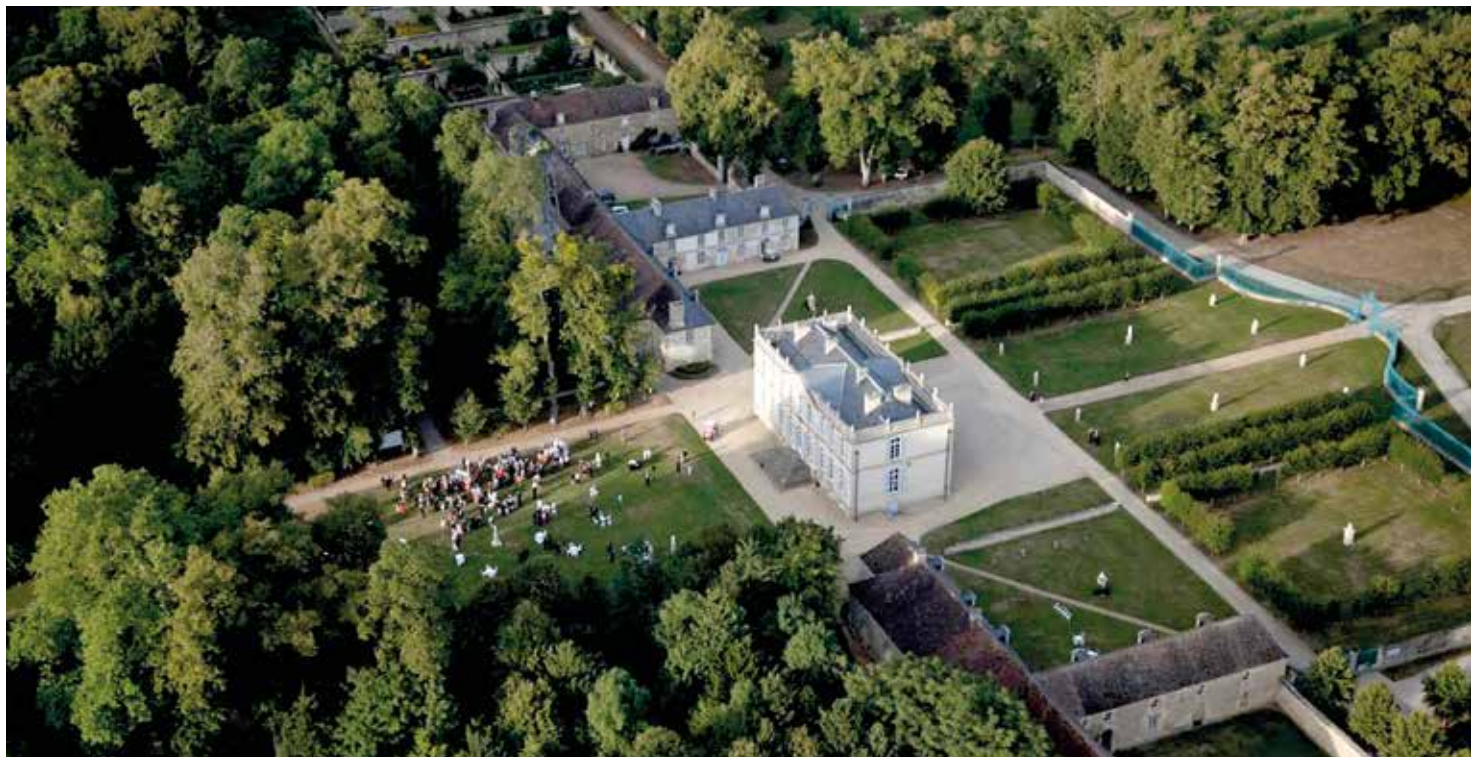
CHÂTEAU DE FERVAQUES

Built in the valley, Château de Fervaques is the symbol of the power gained by Guillaume IV de Hauteemer, Marshal of France serving Henry IV. The architect François Gabriel turned it into an avant-garde monument, introducing the classical architecture of modern castles for the first time in the local countryside. The majestic brick and stone facade is reflected in the waters of the moat, like a mirror. A symbol of romanticism, the building was the meeting place for the lovers Châteaubriand and Delphine de Custine after it was purchased by the latter.

Come take a walk and admire the huge and remarkable Oriental plane trees.

LE CHÂTEAU DE CAREL À SAINT-PIERRE-SUR-DIVES

Built upon a former fortified house in the late 17th century on the banks of the Dives, this castle and the buildings surrounding it constitute an exceptionally elegant classical ensemble which highlights the pure lines of the majestic 16th-century dovecote.



ROUTE DES JARDINS ET BOTANIQUE, LAND AS SOURCE OF WEALTH

In an environment characterised by bocage landscapes, there some green spaces have been designed with these pleasant views in mind. Discover the gardens in “Authentic Normandy” for a moment of real revitalisation.

The gardens of **Château de Canon** in Mézidon Vallée d’Auge, combining flowerbeds à la française and an English-style park where the tidy plants surprise walkers, are ideal for taking a walk and listening to the sounds of nature. The wind in the leaves of the groves, the Laizon flowing from waterfalls to canals, the singing of the birds accompanying the walkers... This stroll, with a break every now and then in the shadow of the original follies, ends with the Chartreuses, a row of thirteen walled gardens displaying perennial plants just like an open-air greenhouse—the only one in France!

The **Château de Boutemont** in Ouilly-le-Vicomte is also important in the remarkable French and Italian-style garden designed by the landscape gardener Achille Duchêne in the 19th century.

The Jardins du Pays d’Auge in Cambremer, carefully built over time by a nurseryman, is made up of a many different of plant environments dotted with picturesque, little half-timbered buildings. It is a real “cabinet of plant curiosities”, nicely completed by a small tools museum.

Next to these luxurious gardens, the ordinary gardens which grow edible and medicinal plants can also be visited.

At the bottom of the rural church in Saint-Germain-de-Livet, near the castle, the decoration of the former cemetery shows the importance of flowers and greenery in religious feasts and folk traditions.

Set up by the association dedicated to the Preservation of plants and their use, another garden is a demonstration of daily life in the local countryside: the conservatory garden in **Saint-Pierre-en-Auge** is a colourful place steeped in history, abound in smells and flavours, which contains more than 500 ancient plants. All these plants, whether used for medicinal, veterinary or magical purposes, are gathered, kept and traded in order to be passed down to future generations.

Lisieux is also home to one of the oldest tree fairs in France which has been welcoming, for more than 1,000 years, nursery owners and garden designers for 3 days in early March.

Park and gardens of the château de Canon

Classified as a Historical Monument, this beautiful estate, typical of the 18th century, was built by a friend of Voltaire’s, the lawyer Jean-Baptiste Élie de Beaumont, who wanted to rigorously apply the Physiocrats’ economic theories: land as the sole source of wealth. This splendid park is made up of a reflecting pool, follies (temples, Chinese pavilion), avenues, orchards and a large number of statues, as well as the Chartreuses—a famous and unique row of walled gardens. The outbuildings house an educational farm and a small shop selling farm products.



FAMILY OUTINGS: ACTIVITIES, HIKING AND ANIMAL TRAILS

The Pays d'Auge is a perfect place for hiking thanks to its numerous walking and mountain bike trails as well as its two bicycle paths from Lisieux to Livarot and from Mézidon to Lisores. There are many roads allowing people to take a stroll for a few hours or to hike for the whole day to immerse themselves in the bocage.

The region offers a wide range of bike and mountain bike trail opportunities on walking and cycling paths and long routes, from family trails to more difficult trails for experienced athletes! Some places are dedicated to their accommodation. Nature and heritage can also be discovered on horseback thanks to about sixty well-marked horse-riding trails.

In summer, sail along the Touques and the Dives and discover beautiful landscapes following a kayak or stand up paddle trail. "Le Nautil" aquatic centre in Lisieux is also an enjoyable alternative in case of bad weather.

"Authentic Normandy" includes:

- More than 600 kilometres of walking trails,
- More than 50 mountain bike trails,
- More than 15 equestrian centres,
- 2 canoe-kayak centres



Visit of the Cerza park and a weekend "in contact with animals"

More than 1,500 wild animals quietly live semi-freely in a 70-hectare area of green forests and small valleys. There, 120 species from all continents can be discovered in natural conditions thanks to two footpaths. The park is home to a large number of rare animals: rhinoceroses, bears, otters, armadillos and more. First leisure park in Normandy in regard to the number of visitors—300,000 every year—this park also offers several attractions for everyone (from children to older people), several accommodation options and a lovely panoramic restaurant overlooking the area where the animals live.

A 2-day/1-night weekend "in contact with animals" is suggested by "Authentic Normandy Tourism": discover the Canon educational park and a traditional farm in the region then spend a night in one of the unusual places in the Cerza zoo (zoobobservatories, safari lodges or safari tents) before visiting the entire estate the next day.

ROUTE DES SAVEURS A LAND OF FINE FOOD AND DRINK BY PASSIONATE PRODUCERS

« Authentic Normandy » is an exceptional region to explore to your heart's content. It is here that many AOC (Controlled Designation of Origin) products are made, including cheese, cider and apple cider vinegar with its many unknown medicinal and "detox" benefits.

Many producers welcome visitors throughout the year in their distillery and cider works and explain how their products are made from apples (cider, Calvados Pays d'Auge, Pommeau de Normandie, etc.).

The E. Graindorge cheese dairy is also open to visitors who wish to learn about the making of Livarot and Pont-l'Évêque, two Normandy AOP cheeses, along a glass corridor. In order to see the production workshops running, make sure to visit the dairy in the morning.

These traditional products are completed by more original ones: chocolate, skilfully produced by the **Mérimée Chocolate factory** in Lisieux, coffee to smell and buy at **Torréfaction du Pays d'Auge** in **Saint-Martin-de-Bienfaite-la-Cressionnière**.

A weekend in Normandy is also a chance to take a gourmet stroll at the local markets. On Monday morning in Saint-Pierre-sur-Dives, walk to the market building to explore a rural market steeped in history! On Saturday mornings, everyone gathers in Lisieux. The alleys of this market—the biggest in the Pays d'Auge—are always crowded. Traders are mingled among the smallest producers, both with the same things common: passionate expertise to make delicious high-quality products.

The Pays d'Auge is also famous for its cheeses whose very names bring to mind cheese heritage.

LIVAROT - AOP* labelled since 1975. The five stripes of the Colonel rank. Livarot cheese was the first one to be certified "Appellation d'origine Normandie" (Designation of Origin Normandy). Its orange rind wrapped in five strips of sedge makes it easily recognisable. Its flavours give this cheese a strong taste and a lasting finish.

PONT L'ÉVÊQUE - AOP* labelled since 1976. The full-bodied square cheese. Found in records dating back to the 12th century, it became the most renowned cheese in the kingdom in the 15th century. It is a yellowish washed rind cheese with a pale yellow, soft and moist texture. This cheese, with its slightly nutty flavour, is a perfect combination of subtlety and character.

CAMEMBERT - AOP* labelled since 1983. The ultimate Norman cheese. The Camembert de Normandie is essentially made of raw milk from Normandy cows. Hand and ladle moulding allow it to drain slowly and regularly and creates a smooth texture with a thin white layer in the centre.

AOP : (Protected Designation of Origin)*

Organic food consumers can purchase products directly from a large number of producers.



Nice family adventures and wonderful stories:

A 12-hectare organic family farm in Saint-Laurent-du-Mont where traditional standard orchards are planted and where organically reared oxen graze,

An educational donkey farm where you can learn about the benefits of donkey's milk, near Saint-Pierre-en-Auge,

Orely, a master soap maker who makes cold process soap made mainly with essential oils for a nice fragrance, vegetable oils, clays, herbs, and spices for a wide range of colours and scents. Orely carefully selects her products and the local producers with whom she works to ensure the quality of her products,

The Lieu Chéri cider estate is run by a new generation. Only 5 minutes away from Lisieux, this business, managed by Pauline and Alexandre Desfrièches, has been in the family for four generations. There, they produce—traditionally and as naturally as possible—cider, apple cider vinegar, Pommeau de Normandie (pre-meal alcoholic drink or apéritif) and Calvados AOC Pays d'Auge in order to respect the terroir expressed through these different products.



PORTRAITS OF FAMOUS FIGURES AND EXPERTISE

Many famous figures, athletes, craftspeople and producers have chosen the Pays d'Auge to settle or display their talents.

Séverina Lartigue says it with flowers. Having been settled in Lisieux for 20 years, her studio is renowned in Europe among fabric flower makers. Using traditional 200-year-old techniques, she makes roses, forget-me-nots, camellias or anemones bloom. These beautiful flowers will later be used by fashion houses, the Palais Garnier or haute couture shows. Séverina was awarded the regional SEMA prize—awarding artistic professions—in 2002 and the Médaille de la Reconnaissance mondiale in 2003.

The Lécuyer ribbon weaving factory was founded in 1725. After being at its height during the Second French Empire, the weaving factory (specialised in cotton, linen and hemp) serves as an example of Normandy's prosperous past in the textile industry. Since 2002, in addition to its traditional ribbon production, the company has been manufacturing a larger range of products for various industrial applications such as watch straps, halyards, bungee cords, tie-down and carrying straps, leather goods, braids, cords and lace

Matthew Impey, wood designer. This English designer who graduated from art school in 1990 started his career in England before settling in La Vespière. A true painting, cabinet-making and Japanese draughtsman, he designs unique contemporary pieces of furniture such as desks, tables or bookcases, almost always using wood—his favourite material. His neighbour, **Christian Dubois**, lives in his native town of Orbec. This designer specialises in textiles which he uses to upholster chairs, armchairs and sofas: he designed the Poppy chairs, one of his most famous works.

Georges Leroy boxes cheese. In the late 19th and early 20th centuries, Georges Leroy created a machine making long, thin and curved wood shavings from poplar logs, an ideal material to make round cheese boxes, as this variety leaves no smell and enables its precious content to “breathe”. Since then, the CIBEM factory, which replaced the former Etablissements Leroy, has continued to manufacture these boxes without which cheese would not have been so popular in France.

Lagrive: the brick kingdom. In Glos, near Lisieux, the tall chimney of the Lagrive brickworks in rue de Paris cannot be missed. Erected as a totem, it is a symbol of the Norman industrial heritage of the 19th century. Since 1928, four generations have been running the family factory located on an 8-metre-thick clay bedrock. This perfectly preserved brickworks house some remarkable tools including a rare 1880 charcoal Hoffmann kiln shaped like a long tunnel which can hold up to 250,000 bricks. Today, the Lagrive factory offers a wide range of products, from traditional to classic bricks, as well as material for cladding, floor covering and so on.

Gaël Even, the king of fly fishing. This expert fisherman of Lisieux is one of the first professional fishermen in France. Spotted and sponsored at the age of 15, he is also a professional fishing guide. He fishes and shares his love for this activity along the Touques, the best river to catch sea trout in France or even Europe. Gaël also works as a tester for the most famous fishing tackle brands, as a consultant for TV channels dedicated to fishing and he runs a blog followed by thousands of fly fishing lovers. Every year, between April and September, 5,000 to 7,000 lively and aggressive fish swim up the river: this period is referred to as the “run” by the French fly fishermen and women. Sea trout usually weigh about 1 kg and can be more than 80 cm long. As a result, the Touques is a renowned river among fly fishing lovers from all over Europe. This sport is accessible to everyone, including amateurs.



SPORTS, MUSIC AND FOOD EVENTS

THE UNMISSABLE PARIS-CAMEMBERT RACE IN APRIL AND OTHER SPORTING EVENTS!

There are many events to be enjoyed by cycling lovers: **Paris-Camembert**, an international professional cycling race created in 1934, is a 200 km race with a difficult ending made up of 7 climbs with a gradient of 9 to 17%. This race, which ends in Livarot, constitutes a nice occasion to see the greatest professional racing cyclists of the French peloton. The race is included in the French Road Cycling Course.

The post-race **Critérium de Lisieux** is the place to be for spectators of the Tour de France. Two days after crossing the finish line of the Tour de France on the Avenue des Champs-Élysées, about thirty cyclists race across the city for two entertaining hours!

NIGHT TRAILS AND HIKING WITH ANIMALS AT CERZA PARK

Experienced sports lovers will enjoy different trails and short or long-distance hikes. Our land with its small valleys and woods is a perfect place for many diverse trails in a remarkable environment. Night or day, these trails attract more and more runners looking for new adventures: try the **Trail du Billot** and the **Trail nocturne de Moyaux**, both taking place in spring.

While the “**Pom’haies Vergers**” trail run in Cambremer is a “nature race” that will make you cross wine cellars, the **Raid Cerza** is a unique occasion to go hiking or go for a mountain bike ride, surrounded by giraffes, rhinoceroses and other zoo animals.

“JAZZITUDES” FESTIVAL AND SUMMER MUSIC EVENTS

Music is an important part of the cultural life of “Authentic Normandy”. In exceptional heritage surroundings or within the city centre, many different concerts are held from classical and jazz, to gospel and pop. Created in 1999, the **Jazzitudes festival** takes place over a week in late August. Jazz and modern music concerts and jam-sessions are held every night in different places in the city of Lisieux and around it. Jazzitudes includes a festival managed by the Sibémol association and a training course open to musicians—regardless of their experience—organised by the regional conservatory. In the middle of summer, July and August, amazing concerts are held in exceptional heritage places during the Promenades musicales du Pays d’Auge (musical walks in the Pays d’Auge).

MEETINGS IN CAMBREMER FESTIVAL DES AOC/AOP 4 & 5 MAY, 2019

For this 25th edition sponsored by the Normandy starred chef Virginie Basselot, the Festival welcomes producers from all French regions with their AOC/AOP products. For the first time, 45 AOC/AOP cheeses are to be tasted and sold. More than 30 apple cider, pommeau, poiré and Calvados producers will also help you discover their drinks and cocktails. The festival will also welcome **wine, champagne, olive, olive oil, walnut, butter and cream producers.**

On the weekend of 4-5 May, the story of regional products as well as their traditional means of production will be present, for instance, through tasting activities for children and adults. Children will not only make and taste products, but also play and learn about them: cheese moulding, apple juice tasting, and food games are planned, among others.

There are many other activities: guided walks to meet producers, tours of wine cellars or a hay-drying barn, learning about techniques - and taste products at the end of the walk! Finally, several renowned chefs will talk about the regional products and recipes which inspire them. They will prepare, cook and reveal some of their tips and techniques before serving their delicious food.



*An enjoyable, attractive region to live in
throughout the year*

The Lisieux Normandy urban community covers a vast territory of 939 km² and includes about 77,000 inhabitants, 54 towns and 111 historical communes. Representing the southern Pays d'Auge, "Authentic Normandy" is a perfect illustration of Normandy, structured around the urban centre of Lisieux and of a few little rural towns such as Orbec, Livarot, Saint-Pierre-sur-Dives, Mézidon-Canon and Cambremer.

Lisieux Normandy is home to several business clusters in a range of sectors. From agri-food industry to planning, as well as architecture, mechanics, metallurgy or the equine industry, companies, inhabitants and visitors enjoy the vicinity of Paris, of major roads and the quality of life offered by the region.

CITY AND VILLAGES OF « AUTHENTIC NORMANDY »

LISIEUX

Although Lisieux is now internationally famous thanks to Saint Thérèse, the city was in fact founded much earlier. In the Gallo-Roman period, its inhabitants used to be called “Lexovii”, from which their current name is derived: Lexoviens. Lisieux, a shopping city with modern cultural and sports facilities (André Malraux multimedia library, “Le Nautille” aquatic centre, Théâtre Lisieux Normandie and cinemas) is an enjoyable place to live. In the city centre, we can see a rich civil and religious heritage in buildings such as the Cathédrale Saint-Pierre, the many private mansions, impressive half-timbered buildings - especially that which houses the Museum of Art and History - and of course the unmissable Basilica and sites related to Thérèse’s life (Carmel, Maison des Buissonnets). Food lovers will surely visit “La route du cacao” Mérimée chocolate factory: located in an area spared by the bombings, the 15th century Manoir Desmares is part of Lisieux’s historical heritage. This former salt barn has been restored and turned into a chocolate making laboratory on the first floor, while you will find a shop and a tea house on the ground floor.

MEZIDON-CANON

Mézidon-Canon, between the Pays d’Auge and the Caen Plain, is the westernmost entrance to the region. The gardens of the Château de Canon—declared “Jardins remarquables” (remarkable gardens)—or the medieval Château de Crèvecœur are two major tourist attractions in the area that will delight anyone who likes history and beautiful places.

For a family day out, visit the educational farm in Canon: along a 1.5-hour-long trail, meet all the farm animals and stop to pet them. A signposted trail full of surprises will lead visitors across pens and orchards and along the river. Children can also follow an adventure trail and ride a zip line while their parents taste organic products from the farm. In the same town, different concerts and shows are also held throughout the year at the concert hall called “La Loco”.

CAMBREMER

Cambremer, picturesque village of the Pays d’Auge, is the starting point of the 40-kilometre Route du Cidre which crosses the Pays d’Auge, going from a producer to another. The Festival des AOC/AOP is held every year, on the first weekend of May.

The town’s very rich architectural heritage consists of traditional half-timbered buildings, including a former post house called “Le Cadran” (clock face).

Nature lovers will enjoy the Jardins du Pays d’Auge: lots of different plant areas in a 3-hectare hilly zone. Food lovers can visit the Huet Calvados distillery situated right next to the gardens.

A traditional market is held in the village every Sunday, on Easter and Pentecost day, in July and in August.

MOYAUX

The heritage of this typical village, home to around 1,200 inhabitants, will delight visitors. The town square and its church with a crooked spire are surrounded by beautiful half-timbered houses, very typical of the architecture of the Pays d’Auge.

LIVAROT

Specialised in metallurgical production from Antiquity to the 17th century, Livarot is mainly renowned for its cheese. This famous “Colonel” brought wealth and prosperity to the town in the early 20th century. This cheese speciality remains a source of interest and the production secrets of the AOC Pays d’Auge cheeses are to be discovered at the Graindorge cheese dairy through an interesting free visit.

In the countryside surrounding Livarot, people can also enjoy an entire network of hiking trails for experienced walkers as well as walking trails for a nice family day out. Manor houses, washing places and traditional churches decorate this green bocage. The regions many producers will be able to whet the hikers’ appetite.

ORBEC

At the border between the Eure and Orne departments, the little medieval town of Orbec (about 2,500 inhabitants) enjoys a well-preserved traditional heritage. Stroll into town to discover half-timbered houses and enjoy the quality and variety of Norman products at the local shops. Through the many hiking trails starting in Orbec, discover the best the region has to offer: manor houses, studs, small rural churches, washing places and more.

SAINT-PIERRE-SUR-DIVES

This town of 3,700 inhabitants has reason to be proud of its exceptionally rich architectural heritage which includes an abbey church, conventual buildings and a medieval market hall in the town centre in which one of the region’s most famous traditional markets is held every Monday morning.



Practical information



BY CAR:

- Lisieux, in the heart of Normandy, **30 minutes away from the sea and 2.5 hours away from Paris.**
- Lisieux is 210 km away from Paris through the A13 motorway, **2.5 hours.**
- Lisieux is 45 km away from Caen through the N13 road, **45 min.**



BY TRAIN:

- Lisieux train station
- Place Pierre Sémard – 14100 Lisieux
- Paris – Lisieux – Caen – Cherbourg line
- Paris – Lisieux – Deauville – Trouville – Cabourg line



BY AIRPLANE:

- Deauville – Normandie Airport - 30 minutes away from Lisieux
- Caen – Carpiquet Airport - 45 minutes away from Lisieux



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