

PRESS RELEASE



FRENCH AMERICA LINE™
DELUXE VOYAGES THROUGH AMERICA'S WATERWAYS

French America Line Selects Chic French Brands as Luxurious Guest Amenities



(L to R: Vosges Haut-Chocolat®, Ladurée macarons, Hermès® bath amenities)

GREATER NEW ORLEANS - July 14, 2016 - [French America Line](#), the world's newest cruise line designed to offer refined experiences on America's waterways, has chosen an array of celebrated French and French-influenced brands as signature guest amenities aboard the elegant *Louisiane* that begins her inaugural season September 30.

"We wanted to reflect the same French flair and joie de vivre that define our flagship's gracious public and private spaces in the many small, thoughtfully orchestrated touches that guests will discover daily during their cruise tours. By offering our guests the finest selections of carefully crafted products, such as House of Ladurée macarons upon embarkation, Hermès and L'Occitane en Provence bath amenities in their suites and staterooms, and delicious Vosges chocolates at turndown, we aim to delight their senses in ways that enhance their onboard experiences at every opportunity," said Tom Markwell, President, French America Line.



Famed House of Ladurée® Parisian-style macarons flown in fresh from the company's New York City boutique will be offered upon embarkation. The recipe is the same today as it was when created by Pierre Desfontaines in the 1950s in Paris, who first thought to take two macaron shells and join them together with a delicious ganache filling. The famous *maison* founded in 1862 now features a restaurant and tea salon on Paris' elite Champs Élysées and U.S. Houses in New York and Miami.

Every evening will feature nightly turndown service of gourmet Vosges Haut-Chocolat® chocolates. Katrina Markoff founded Vosges Haut-Chocolat in 1998 with the concept of Travel the World through Chocolate, using chocolate as a medium to tell stories of her travels, and the people, music, and culture she encountered along the way. As the innovator in the luxury chocolate category, Vosges was first to combine exotic indigenous spices, herbs, flowers, roots, and liqueurs with premium, ethically sourced chocolate to create transformational, sensory chocolate experiences that nurture awareness of and appreciation for diverse cultures around the world.

Complementing breakfast, lunch, afternoon tea and dinner service will be selections of Dammann Frères® loose-leaf teas. Since 1925, these master French tea blenders have been offering the world's finest loose teas, including a classic black tea, lively green tea and sumptuous flavored varieties. Dammann Frères teas realize the calming ritual of releasing the hidden flavors and aromas of a sachet of blended leaves, one perfect cup at a time.

Guests in the two Richelieu Suites will enjoy the luxury of Hermès® bath amenities. The French luxury goods firm, known for its high style and celebrated workmanship, was established in 1837 and today specializes in a variety of collectible lifestyle goods and accessories. The classic Eau D'Orange Verte line of bath products was created from the original Hermes cologne, a fragrance that represents the casual elegance of the classic Hermes style and is emblematic of the House of Hermes.

Six categories of 73 staterooms will feature L'Occitane en Provence® bath amenities. Since 1976, the company has drawn inspiration from French and Provençal joie de vivre, using techniques to create skin and body products dedicated to beauty and well-being. The products are rich in natural active ingredients and essential oils, which are often organic and always of controlled origin.

Guests will experience selections from the company's Verbena and Shea Butter product lines. Verbena is a shrub that grows abundantly in the Mediterranean basin. When baskets are piled high with freshly harvested green verbena leaves, its distinctive fragrance fills the air around the markets of Provence. Its fresh, lemony fragrance is carried for miles around. Organic Verbena extract is used in this refreshing collection. It is a vibrant, radiant amenity range to revitalize both body and spirit. Guest accommodations will include Verbena Shower Gel, Verbena Body Lotion, Verbena Shampoo, Verbena Conditioner and Verbena Leaf Soap.



In addition, the staterooms will also include L'Occitane en Provence Shea Butter Hand Cream, Shea Butter Refreshing Cloth and Shea Milk Soap. Shea Butter is an ideal beauty ingredient to help nourish and protect skin and hair. The company uses Butter from Burkina Faso, harvested in a sustainable and fair-trade partnership with the women who produce it. The refined collection of 100% plant-based soaps are enriched with Shea Butter, known for its nourishing, softening and regenerating properties, and producing a rich, cleansing lather that helps maintain the skin's natural moisture levels.

L'Occitane en Provence Lavender Pillow Mist is a specialty item to enhance guests' selections from the *Louisiane* Pillow Menu, with eight different options that include down, memory foam and buckwheat pillows. This refreshing and relaxing spray is intended to inspire deep sleep (and sweet dreams).

About French America Line's *Louisiane*

French America Line was created to introduce a new era of premium U.S. river voyages with the launch of the elegant flagship *Louisiane*. The intimate ship accommodates a maximum of 150 guests in 75 stylish suites and staterooms with unobtrusive service from a U.S. crew of 64. Inaugural sailings begin September 2016 aboard the charming ship brimming with French flair and signature experiences celebrating regional food, music and history. Engaging itineraries on America's most iconic waterways ranging from five to 10 days will present guests with unique insights into life along the Mississippi, Ohio, Tennessee, Cumberland and Red rivers, visiting places where larger riverboats simply cannot navigate. Departures aboard *Louisiane* for fall 2016 are now on sale, and 2017 will be available late summer 2016. Pricing is virtually all-inclusive, with pre-cruise one-night deluxe hotel stay; all meals and free-flowing hand-selected beverages, beers, wine and spirits; nightly live entertainment,

informative cultural and historical talks, and memorable Traveler Collection shore excursions in every port of call included in the tariff. To reserve or learn more from the U.S. and Canada, visit www.frenchamericaline.com or call [1-888-387-1140](tel:1-888-387-1140).



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