

The Tour de Romandie (30 April - 5 May 2019) unveils its new yellow jersey

From 2019, the leader of the Tour de Romandie will be known as... *Le Maréchal du peloton* (Marshal of the pack)!

Payerne / Granges-Marnand, 27 September 2018 / The keenly awaited news will be music to the ears of cycling fans and supporters of the Tour de Romandie. This morning at Payerne, the Tour revealed the name of its new main sponsor. It is the cheese Le Maréchal, produced by the company with the same name based in Granges-Marnand, which will be featured on the yellow jersey, for the 2019 edition, with an option of renewal for the following years. The presentation of the new image of the leader's jersey went along with the official naming of the starting points for each stage of the 73rd TdR (30 April to 5 May 2019), with the Prologue in Neuchâtel, then Neuchâtel-La Chaux-de-Fonds, Le Locle-Morges, Romont-Romont, Lucens-Torgon and Geneva (time trial).

The head of the organisation, Richard Chassot, and the TdR Foundation are thrilled by the arrival of this new partner. Firstly, as their contribution makes it possible for the UCI World Tour to return to an amount of sponsorship that is required for an event of this scale, which is more than CHF5 million, two-thirds of which are covered by sponsorship. But also, because Le Maréchal is a dynamic, independent company from French-speaking Switzerland, with a rich and authentic history—the name of this cheese that is traditionally produced in La Broye Vaudoise is a homage to the great grandfather Émile Rapin, a blacksmith (in French '*maréchal-ferrant*')—that relates directly to the area. This makes it a perfect match for the image and the appeal of the Tour de Romandie.

Le Maréchal and the family of Jean-Michel Rapin feel that the Tour de Romandie is an ideal platform for developing the brand in Switzerland. Moreover, they are going to refocus their communication strategy and plans on the TdR.

Another factor that the organisers of the TdR are pleased about is the history behind the partnership. Mathias, one of the younger generation of the Rapins, is very familiar with the ambience and the impact of the Tour as he has already attended many stages as a VIP guest. This confirms the value of the care taken in hosting officials, partners and guests at the start and end of the stages, with reception areas in special coaches.

Le Maréchal, World Champion in 2018, is thrilled to be joining the Tour de Romandie

Le Maréchal, winner at the World Championship Cheese Contest 2018 USA, in the Hard Cheese category, has kept its gold medal for the second year running, and can therefore claim the sponsorship of the yellow jersey in 2019 as well.

Because in fact, even a small family business can set out on such a great adventure, which is not restricted to big companies with large marketing budgets.

Just like a cyclist, who trains rigorously and with perseverance, Le Maréchal is matured over months and requires daily care. All the milk producers are an integral part of the concept. They comply with the Swiss IP standards for sustainable development. Also, the cows that produce milk to make Le Maréchal enjoy specific fodder, with an addition of linseed, which increases the rate of omega 3 and reduces methane emissions.

Ultimately, Le Maréchal is like cycling, it is good for your health and good for the environment.

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