

Mille Fleurs

August 2007

Country Elegance and Charm, World Class Cuisine
Nestled Away in Rancho Santa Fe
Backgrounder

Similar to surprise discoveries of two- and three-star restaurants hidden in small villages in France, Mille Fleurs has garnered a reputation that extends far beyond the environs of its home in the tiny enclave of Rancho Santa Fe. Bertrand Hug, French-born restaurateur, has created a dining experience that blends old and new, elegant and casual, country and sophisticate in an appealing setting that serves as a special stage to show off the talents of Chef Martin Woesle.

Accolades abound, from being named “The Best of The Best” by readers of San Diego Magazine, to one of the top 25 restaurant in America according to Food and Wine Magazine, to regular honors from Wine Spectator for its impressive wine list combining the best of new and old world wines.

Although it seems isolated in time and space from its Southern California environs, this quaint, quiet village is just seven miles inland from the Pacific Ocean. The road (County Road S-8) starts as Lomas Santa Fe Drive and then meanders into town, where it is named Paseo Delicias, Spanish for walk of delight, the street through the village. Mille Fleurs is tucked away inside a courtyard just past the first stop sign in the village, through an archway and a trellised patio set for outdoor dining to the handcrafted double French doors into the restaurant, where guests are greeted by Bertrand.

Inside, Chef Woesle orchestrates his assistant chefs and delicately melds European culinary traditions with local California ingredients to his daily-changing menu. Each morning, he selects the ingredients for the entrée’s of the day, plus fresh fruits and vegetables picked that morning at nearby Chino Family Farm, just a mile down the road from Mille Fleurs and purveyor to some of the best restaurants in the west.

Woesle said the signature dishes for the restaurant include: an olive crusted wild striped bass with mussels, braised fennel and tomatoes with a saffron sauce; Broken Arrow Ranch antelope loin with chanterelle mushrooms, spaetzle and cacao in a juniper berry sauce; and sautéed foie gras in apples with fried sage, caramelized shallots and cognac.

Enduring History and Reputation

Mille Fleurs

Owner, Bertrand Hug



Born in rural southwest France, Bertrand studied economics at the University of Toulouse. After college, his studies took him to America where he made his way to the west coast where he waited tables in French restaurants from San Diego to Seattle.

He started his own restaurant career in La Jolla in 1973, as the managing partner of Le Cote d'Azur. In the next decade, Bertrand became involved in the management and ownership of several restaurants, including the highly-rated Mon Ami, La Mediterranee, Bertrand's, and La Maison du Lac.

In 1984, Bertrand bought the property he coveted for years: Mille Fleurs, in Rancho Santa Fe. With Mille Fleurs' success, Bertrand saw an opportunity to add a metropolitan restaurant to his portfolio when the legendary Mister A's became available in 2000. The restaurant was known for its spectacular views of the San Diego downtown skyline, bay and all the way to Mexico and the Coronado Islands from atop the Fifth Avenue Financial Center at 2550 Fifth Avenue, but the reputation for its cuisine had faded along with the 1970's style. Bertrand purchased the lease in 2000 and completely redesigned the restaurant and spectacular bar area. Diners, drinkers and those on the outside veranda can watch approaching jets pass by Balboa Park between them and the city high rises at eye level. With a significant upgrade to the cuisine, wine list and ambience, Bertrand proudly notes that Mister A's is now the toughest reservation in city.

In between spending time as host at both his country and city dining establishments, Bertrand writes a wine column for the local newspaper and enjoys golf, tennis, horseracing, and traveling with his wife Denise.

For Mille Fleurs' Chef Martin Woesle, fine dinning means fine detail and fresh ingredients. Born in Southern

Mille Fleurs

Chef Martin Woesle



Germany, Woesle began cooking at the age of 16. Underage for culinary school, his talent persuaded administrators to admit him anyway, a move for which they were soon rewarded as Woesle graduated first in his class. Woesle went on to train under Eckart Witzigmann at Munich's three-star Aubergine, and later worked at renowned Ma Maison in North Hollywood. He has been the Chef de Cuisine of Mille Fleurs since 1985.

Chef Woesle's many awards include the prestigious James Beard Foundation's Great Regional Chef in America.
