

SIRH/+ EUROPAIN

POST-SHOW REPORT

21-24 JANUARY 2024
EUREXPO LYON, FRANCE

A BREAD BLAST

With more than 30,000 visitors and 27% growth compared with 2022, this edition marks a turning point in the history of the trade exhibition. Sirha Europain reconnects with modern bakery – a trade that is keen to deliver quality made in France – and fully embraces the era of bakery food offerings and snacking.

The return of exports (17% international) illustrates that, both in terms of offering and content, the event managed by GL events is truly a worldwide reference for the bakery and pastry industries.

31,960 PROFESSIONALS (+**27%** vs 2022)

INCL. **17%** INTERNATIONAL VISITORS

534 EXHIBITORS & BRANDS

79 NEW PRODUCTS & INNOVATIONS

8 SIRHA EUROPAIN AWARDS

4 STAGES

110 CONTRIBUTORS

70 MASTERCLASSES,
ROUNDTABLES & INTERVIEWS

3 NATIONAL & INTERNATIONAL CONTESTS
WITH **115** PARTICIPANTS



VISITORS

32,000 PROFESSIONALS

INCL. **38%** DIRECTORS/MANAGERS
18% CHEFS
15% TRAINING/EDUCATION
12% USERS
6% MARKETING / R&D

105 COUNTRIES
REPRESENTED
(VS 89 IN 2022)

TOP 10 VISITOR COUNTRIES

- | | |
|------------|-------------------|
| 1. BELGIUM | 6. UNITED KINGDOM |
| 2. GREECE | 7. NETHERLANDS |
| 3. SPAIN | 8. SWITZERLAND |
| 4. CANADA | 9. JAPAN |
| 5. ITALY | 10. MOROCCO |

VISITOR BREAKDOWN PER INDUSTRY



THEY ATTENDED THE 2024 EDITION

SUPERMARKETS

- AUCHAN
- BIOCOOP
- CARREFOUR
- INTERMARCHÉ
- LECLERC
- MONOPRIX
- PICARD
- SYSTÈME U

BAKERY CHAINS

- BOULANGERIE LOUISE
- LA CROISSANTERIE
- LA MIE CÂLINE
- LA PANIÈRE
- MARIE BLACHÈRE
- PAUL
- POMME DE PAIN
- POULAILLON

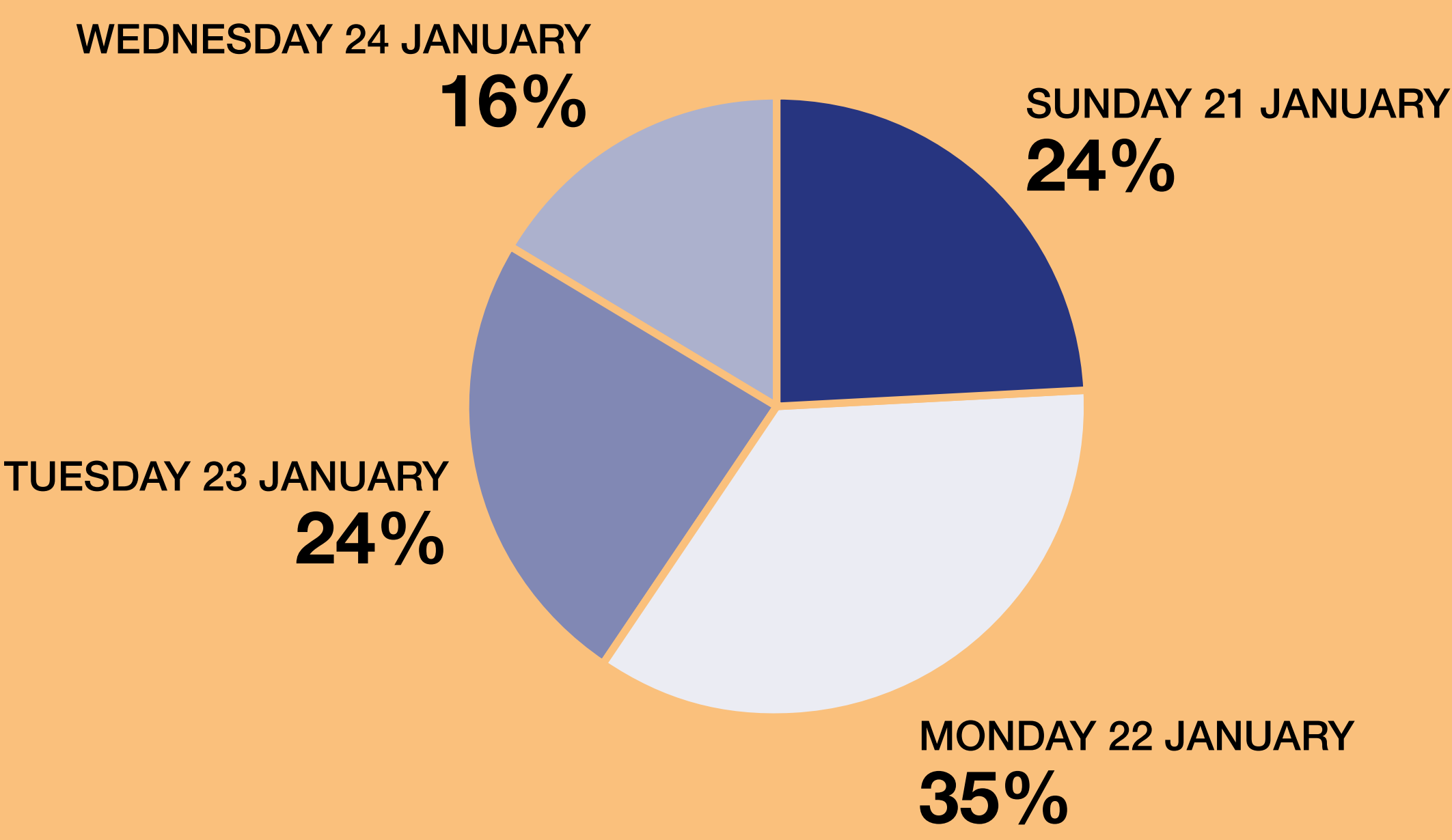
FOOD SERVICES

- ACCORD
- BURGER KING
- DISNEY
- ELIO
- QUATAR
- SNCF
- SODEXO
- 3 BRASSEURS

BAKERY, PASTRY, BISCUIT INDUSTRY

- JACQUET BROSSARD
- MONDELEZ
- NEUHAUSER
- PASQUIER
- ST MICHEL
- VANDEMOORTELE

VISITOR DISTRIBUTION PER DAY



‘For a young company like ours, attending Sirha Europain represents a decisive step for our business. The rich exchanges we had with the other professionals at the event hold the promise of fruitful collaborations between Indonesia and Europe.’

Simeone Kalantary, Kone Spice

AUDIENCE

62,929 VISITS TO SIRHA-EUROPAIN.COM (JANUARY 2024)

32,174 SUBSCRIBERS ON SOCIAL MEDIA

223 JOURNALISTS ACCREDITED

12,857 'SIRHA FOOD' APP ACTIVE USERS

VISIBILITY

170,984 PAGES VIEWS ON SIRHA-EUROPAIN.COM (JANUARY 2024)

3,274,384 DIGITAL PRINTS

122 PUBLICATIONS

636 MENTIONS IN THE PRESS

+ 369 MILLION OPPORTUNITIES TO BE SEEN IN THE MEDIA



SOCIAL MEDIA



TOTAL | **3,274,384** PRINTS
32,174 SUBSCRIBERS
34,904 INTERACTIONS



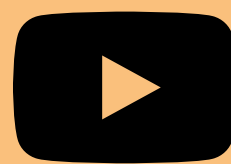
1,120,824 PRINTS
15,312 SUBSCRIBERS
9,650 INTERACTIONS



66,592 PRINTS
4,077 SUBSCRIBERS
9,577 INTERACTIONS



2,079,033 PRINTS
11,424 SUBSCRIBERS
15,556 INTERACTIONS



7,935 PRINTS
1,361 SUBSCRIBERS
121 INTERACTIONS

PRINTS & INTERACTIONS: 21-24 JANUARY 2024

MEDIA COVERAGE

636 PRESS MENTIONS

INCL. 19% INTERNATIONAL IN 16 COUNTRIES

INCL. 29 TV RADIO (FRANCE)

INCL. 21 INTERVIEWS

THEY MENTIONED SIRHA EUROPAIN



franceinfo:

Gault & Millau





EXHIBITORS

534 EXHIBITORS & BRANDS

INCL. **15%** INTERNATIONAL FROM **17** COUNTRIES

16 START UP

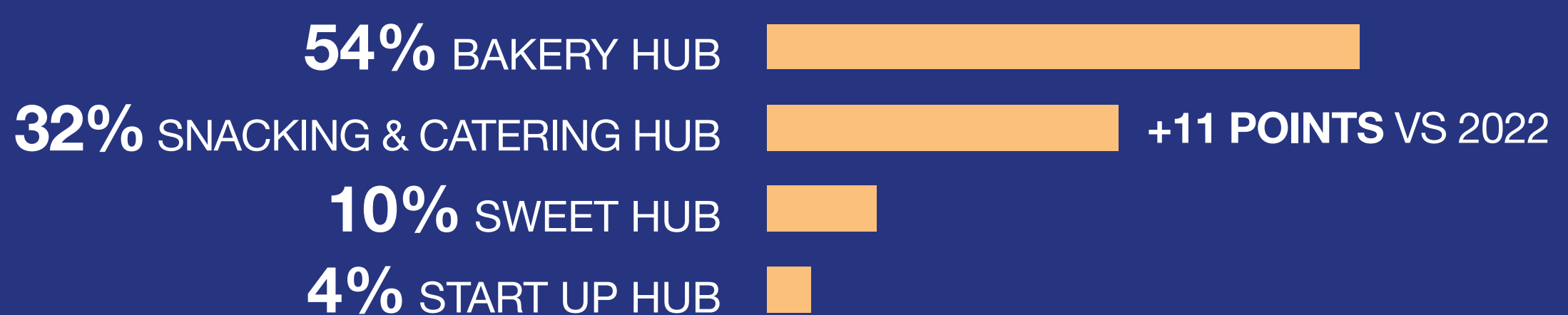
155 EXHIBITORS REPORT EXPORT ACTIVITY

TO **42** COUNTRIES

TOP 3 COUNTRIES FOR EXPORTS

1. BELGIUM
2. GERMANY
3. UNITED STATES

BREAKDOWN OF EXHIBITORS - % PER HUB



NEW PRODUCTS & SIRHA INNOVATION AWARDS

79 NEW PRODUCTS & INNOVATIONS

8 SIRHA EUROPAIN AWARDS

CATEGORY: EQUIPMENT, APPLIANCES,
TECHNOLOGIES, BAKERY-PASTRY SERVICES

DIGITAL SIGNATURE SOFTWARE – COMBO

EVENTABLE, THE TABLE DESIGNED FOR EVENTS – EURALUX

SWITCH REFRIGERATED/POSITIVE DISPLAY CASE – SEDA

CATEGORY: PRODUCTS & INGREDIENTS
FOR THE BAKERY-PASTRY INDUSTRY

LAGER BREWERY GRAIN 210 – MALTIVOR

VERY AQUAFABA (ALTERNATIVE TO EGGS) – VERY FOOD CO

YACON SYRUP – YACON & CO

CATEGORY: PRODUCTS & EQUIPMENT
FOR SNACKING AND LIGHT CATERING

PAPER CUTLERY (RECYCLED PAPER) – ELAG EMBALLAGES

GREEN TEA, BIRCH SAP & WHITE PEACH – MÉ-MÉ



SIRHA COLLECT

1,870 KG BREAD, VIENNOISERIES, FLOUR,
& PIZZA DOUGH COLLECTED BY
LA CHORBA

110 KG BAGUETTES COLLECTED BY
EMMAÛS

+ 50 KG FLOUR, SUGAR, & FRUIT POWDER
COLLECTED BY **REFETTORIO**

150 KG BREAD RECOVERED FOR **132 KG**
PROCESSED TO MAKE BEER BY
PAIN DE MINUIT

170 KG BREAD & **50 KG** FLOUR COLLECTED BY
LE CHAINON MANQUANT

1,200 L BIO-WASTE COLLECTED BY
TRYON - MILLÉNIUM



A SIRHA FOOD EVENT

Inspire the world of hospitality and Food Service, surf at the forefront of influences, understand our changing world and make sense of it to better support the industry and its players, such is the mission of Sirha Food. New umbrella brand and new global media, Sirha Food caters to both professionals and the general public. It brings the whole Food Service sector together via its trade exhibitions: Sirha Lyon, Sirha Européen, Sirha Omnivore Paris, Sirha Omnivore Le Touquet, Smahrt Toulouse, and Egast Strasbourg, and contests: Sirha Bocuse d'Or and Sirha Pastry World Cup.

Today's world of Food can only be approached and understood in terms of porosity, vibrant and moving territories.

SIRHA FOOD COMMUNITY

435,000 PROFESSIONALS IN THE DATABASE

1,129,778 SOCIAL MEDIA SUBSCRIBERS

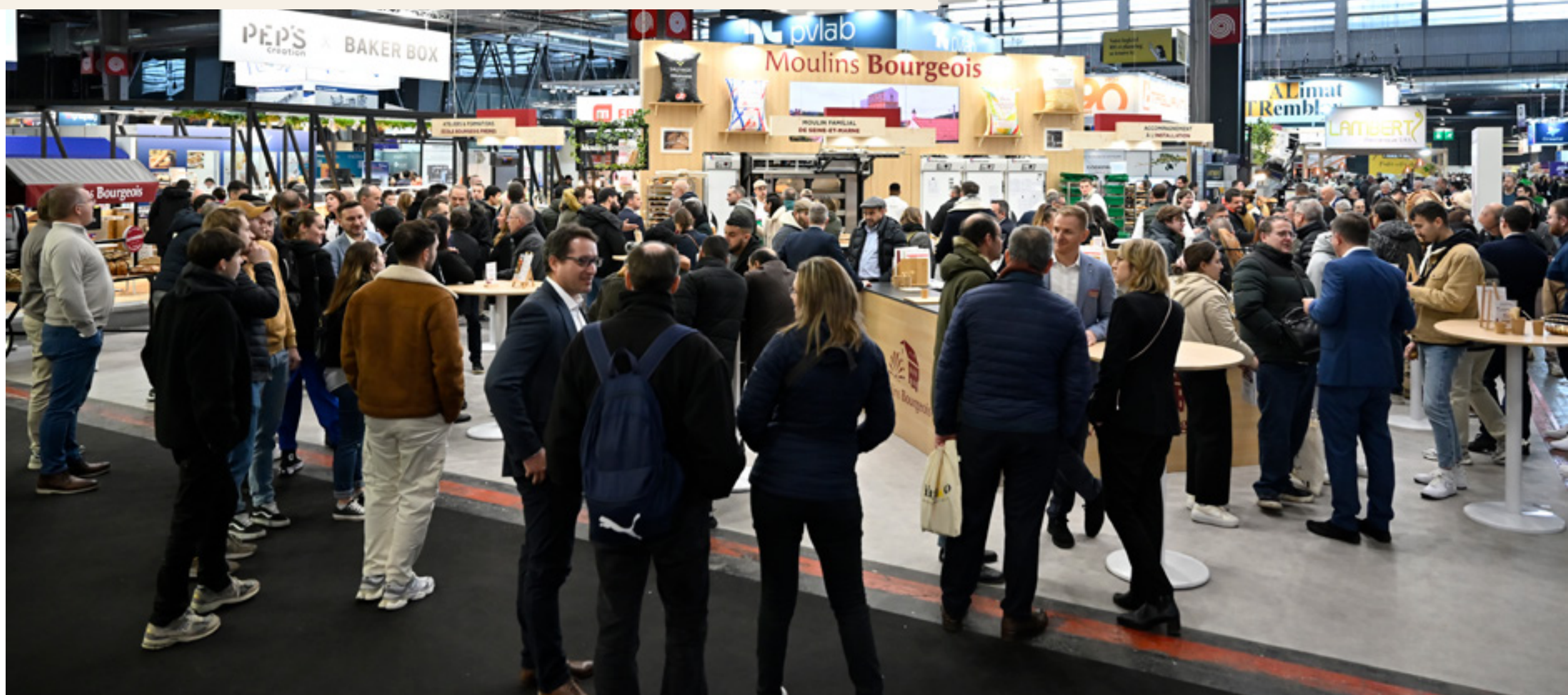
64,055,408 PRINTS

5,113,864 PAGES VIEWED ON THE WEBSITES

(JANUARY 2023 - JANUARY 2024)



The Sirha Food app reports year-round on the latest news in the Food Service industry and all the Sirha Food events. The Sirha Connect digital service is included in the app and connects exhibitors, partners, and visitors before, during and after each event.



UPCOMING EVENTS

2024

EGAST STRASBOURG

17-20 MARCH
STRASBOURG, FRANCE

SIRHA BOCUSE D'OR EUROPE

19-20 MARCH
TRONDHEIM, NORWAY

SIRHA OMNIVORE LE TOUQUET

23-25 MARCH
LE TOUQUET-PARIS-PLAGE, FRANCE

AMERICAS SELECTING EVENTS

SIRHA PASTRY WORLD CUP

SIRHA BOCUSE D'OR

11-13 JUNE
NEW ORLEANS CONVENTION CENTRE, UNITED STATES

SIRHA OMNIVORE PARIS

8-10 SEPTEMBER
PARC FLORAL DE PARIS, FRANCE

SIRHA ARABIA

1-3 OCTOBER
RIYAD FRONT EXPO, SAUDI ARABIA

2025

SIRHA LYON

23-27 JANUARY
EUREXPO LYON, FRANCE

SIRHA COUPE DU MONDE DE LA PATISSERIE

24-25 JANUARY
EUREXPO LYON, FRANCE

SIRHA BOCUSE D'OR

26-27 JANUARY
EUREXPO LYON, FRANCE

TO EXHIBIT AT SIRHA EUROPAIN

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