

EUROPAIN PARIS

11. 14 JANVIER 2020 PORTE DE VERSAILLES

For the Bakery-Pastry Entrepreneurs

PRESS RELEASE
December 2019

BEING A BAKER IN 2020: A SUBTLE BALANCE OF TRADITION AND MODERNITY

Being an excellent artisan today entails exploring new territories to ensure the success of your bakery business: customer loyalty, information and transparency on the raw materials used, enhanced in-shop experience and digital services are but some examples.

Europain – the leading trade fair in the bakery-pastry industry – presents an exhaustive review of the “eco-responsible” (ingredients, equipment, CSR) solutions that are available to today’s bakers to help them face these new challenges.

Eco-responsibility: an excellent opportunity for bakers to stand out

To satisfy expectations in terms of authenticity, taste and quality, but also respect for our planet, bakers must promote values that will help them stand above the competition: choice of local products and short circuits, use of noble raw materials that are both seasonal and more environmentally friendly (bio, reasoned agriculture, eco-labels...).

They must also propose an innovative offering that attuned to current trends (healthy, gluten free, local...) without neglecting the traditional values that are core to their trade. However, in order to fully comply with such commitments, bakers must also adopt CSR measures and endeavour to limit food wastage for their production and sales.

Eco-responsibility is at the heart of Europain 2020 animations

Considering the growing role of eco-responsibility in baker-pastry chefs’ everyday activities, Europain has decided to explore its different aspects through all of the animations and events proposed at the trade fair.

The professionals and managers who will be speaking at **Forum** over four days will share their expertise and provide feedback addressing:

- **equipment and appliances**: the first concept of shared kitchen in France (Les Camionneuses), rental of baking ovens (Thibaud Ferard), renewable and biodegradable food packaging (Solia).
- **ingredients and raw materials**: ancient wheat platform (Moulins Viron), 100% flour-mill (Moulins Bourgeois).
- **CSR approach**: responsible purchasing for mass catering (Agrilocal/Restau’Co), little processed sustainable seasonal products (Maison Foucade), optimizing unsold products (Too Good To Go).
- **concepts**: 100% bio bakery (Fabien Delamare/Axiane Meunerie), pastry and naturalness (Claire Damon).

Bakery & Snacking stage: a series of masterclasses will address three ‘sustainable’ themes, illustrated by renowned professionals who have implemented innovative methods and concepts:

- **Gluten free and vegetal:** vegan burger (Julia & Tom, Burger Theory), gluten free pastries (Coralie Lecomte, pastry chef, restaurant Spoon2 by Alain Ducasse Paris 2^e), vegetal 'brioche des rois' and vegetal cake (Land & Monkeys), vegan hot-dog (Paws Hot-Dog);
- **Artisanal:** natural bread (Paume de Pain), maple syrup and hazelnut powder rolls (Perséphone by Christel Regis), rye bread (Sain Bakery - Anthony Courteille), organic tourte de meule bread (L'Essentiel);
- Delicious bread, good for your health: ingredients bread (Olivier Boudot, Le Cordon Bleu Paris training centre), charcoal and curcuma soft dough bread (Bakery Louis Lamour).

Finally, **Europain Lab** will also illustrate that the bakery lab can adopt an eco-responsible approach for:

- **Equipment and appliances:** equipment Made in France (VMI, Sofinor, Robot Coupe...), clean fluids (Sorema), natural decorative materials (Solia).
- **Short circuits:** local artisan lemonade (Elixia), supporting fruit-growers (Andros)...
- **Anti-waste:** managing and re-using unsold products (Too Good To Go).

Adding new strings to your bow with digital

Through the diversity of products and deals on offer at different times of the day bakers are increasing their presence in consumers' lives. In addition to a broad range of creative snacking products, they must also ensure that their shops offer a cosy environment that consumers will enjoy (offering Wi-Fi for example). Customers are attentive to the services on offer and will appreciate Click&Collect, loyalty schemes, commitment to waste reduction... All these practices will be illustrated on the Europain Lab during the 4 days of the event.

Bakers then have to communicate on their approach, their commitments and originality, both in the shop and on social media.

Europain offers sources of inspiration for professionals and suggestions for growth to help bakers select the ideas that are right for them, review the innovative concepts, imagine news creations, and create new trendy spaces.

RETRAINED PROFESSIONALS

Most often established in towns or on the outskirts, these self-made bakers-pastry chefs have typically retrained or are entrepreneurs who employ qualified staff. They are keen to rely on innovation for their recipes and manage shops that are larger than those of traditional bakers from the trade.

These business-bakers focus on boosting sales: they propose savoury products, catering, snacking and aim to ramp up their ranges. They are active on social media and manage a captive community. In their shops they regularly run promotions, events and loyalty programmes.

A survey by CHD Expert shows that business-bakers are more likely to use the Internet than traditional bakers: 97% have access to internet (vs. 90 % traditional) and 74% make purchases on line (vs. 26 %). 9 % propose Click & Collect (vs. 2 %) and 43 % a loyalty card (vs. 24 %). Finally, business-bakers have a stronger presence in the social media: Facebook (68 % vs. 29 %), Instagram (26 % vs. 9 %) and Twitter (6 % vs. 0.3 %).

EUROPAIN 2018 - A FEW FIGURES:

469 exhibitors and brands
52,000 professional visitors:
32 % international • 66 % decision-makers
+ 15,800 followers Facebook, Twitter, Instagram
+ 1,100 mentions in the French and international media

EUROPAIN

Europain – the International Trade Fair for bakery, pastry, ice cream, chocolate and confectionery - is a global and exhaustive event that combines French know-how and international innovations in products, equipment and services. The trade fair presents all the solutions for professionals in the industry, artisans and industrials, to satisfy the new requirements and consumer habits in the bakery-pastry-chocolate-confectionery sector.

11 - 14 January 2020 / Hall 1 / Paris Expo, Porte de Versailles / France

Find the latest news on Europain at the online [Pressroom](#)

www.europain.com

[@Europain](#) [@EuropainFrance](#) [#europain](#)



Press contact AB3C

Jean-Patrick BLIN - +33 (0)1 53 30 74 01 - jeanpatrick@ab3c.com

Bourlaye CISSÉ - +33 (0)1 53 30 74 32 - bourlaye@ab3c.com