

SIRHA+ EUROPAIN

PARIS PORTE
DE VERSAILLES
FRANCE
HALL 1

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SIRHA EUROPAIN PROMOTES FRENCH BAKERY NEXT JANUARY

AS PART OF THE PRESS CONFERENCE HELD ON DECEMBER 1ST, SIRHA EUROPAIN CLEARLY SET FORTH ITS NEW AMBITIONS: TO REPOSITION THE EVENT ON FRENCH BAKERY AND PROMOTE A FRENCH KNOW-HOW THAT IS RECOGNISED IN FRANCE AND EXPORTED ALL AROUND THE WORLD.

After presenting the key figures for the sector, in particular for industrial bakery (8.2 billion euros, including 2 billion for export in 2020*), Luc Dubanchet, the new Commissioner-General for Sirha Europain, presented the highlights of the leading trade exhibition in the bakery-pastry industry. Sirha Europain is naturally capitalising on the dynamism of the entire industry for its 24th edition, that will be held from January 22nd to 25th at the Porte de Versailles venue in Paris.

ALL THE PLAYERS IN THE SECTOR COME TOGETHER AT SIRHA EUROPAIN

Driven by its ambition to promote

French Bakery, the coming edition of Sirha Europain will be marked by the return of millers among the exhibitors: **Grands Moulins de Paris, Moulins Bourgeois, Dumée, Viron, Fouché, Moulins Familiaux, Foricher and Alma Pro**, will all be attending the event in January 2022.

43% of French consumers want to see a broader snack food offering**. As a result, Sirha Europain has introduced a snacking section with new players in sectors such as coffee, food, small equipment and appliances, and packaging, including **Franke, Comatec, Panasonic, Bridor and Loste**.

The Sweet hub is also consolidated and will bring together major players in the pastry industry, including **Valrhona**,

CapFruit, Enodis, Bravo, Flexipan. For the first time, with support from the **FEB** and **CCI Paris Île-de-France**, Sirha Europain has set up a real Start-Up Hub that will feature more than fifteen innovative start-ups in the bakery-pastry industry.

THE PRESS CONFERENCE
(IN FRENCH)



Sources:

*L'Essentiel 2021 – FEB

**Les Français et les commerces alimentaires de proximité Vague 2 (CSA Research for CGAD, October 2020)



FROM TECHNIQUE TO INNOVATION, 3 STAGE TO (RE)THINK FRENCH BAKERY

• **Bakery & Snacking stage:** **Bo & Mie**, **Chapel**, **Perséphone**, **Bacillus**, or **Moïse Sfez** (Homer Lobster) and **Arnaud Laverdin** (La Bijouterie, Sapna et Mr Baoshi) and many others will appear on the Bakery Stage to share their approach and methods. On each day, the morning will be dedicated to the fundamentals (baking, fermentation, puff pastry, terroir products, unmissable, fast catering and aperitif products), the afternoon will be dedicated to sweet bakery products (flan, bugne, kouign amann, cannelé pastries).

• **Sweet creations stage:** Associated with the Coupe Europe de la Pâtisserie, this stage will feature pastry chefs and sugar professionals, with alternating Workshops (in partnership with **Magazine Thuriès**), masterclasses and roundtables. A great line-up is already confirmed: **Tess Evans Mialet** (Le Clarence), **Vittoria Nardone** (Mosuke), **Anne Coruble** (Le Peninsula), **Aurélien Rivoire** (Alleno & Rivoire chocolate shop), **Tristan Rousselot** (Prince de Galles), **Pierre-Jean Quinonero** (Le Burgundy), **Eric Verbauwhede** (Maison Pic), **Brandon Dehan** (Oustau de Baumanière), **Germain Decreton** (Le Jules Verne), **Nina Metayer** (Delicatserie), **Remi Bouiller** (Kreme), **Christophe Felder**, **Mélanie** and **Arnaud Mathez** (Le Jardin Sucré).

• **Forum:** Featuring guests such as **Paul Boivin** (FEB), **Dominique Anract** (Confédération Nationale des Boulangers Pâtisseries Français), **Stéphane Lacroix** (Lesaffre), **Christophe Girardet** (Victor & Compagnie) and **Jean-François Bandet** (Bo & Mie), the Forum - the trade exhibition's 'think-stage' - will address some of the main topical themes: eco-responsibility, sourcing, wheat, fermentation, international French success stories, snacking, bakers in 2030...

3 INTERNATIONAL CONTESTS, ATTESTING TO THE SUCCESS OF BAKERY-PASTRY FOR EXPORTS

• **Bakery World Cup (22-25 January):** For its 30 years, the Bakery World Cup, organised by **Christian Vabret** (holder of Meilleur Ouvrier de France distinction), will welcome 12 teams of 3 candidates: **China-Taipei**, **South Korea**, **Costa Rica**, **Ivory Coast**, **Denmark**, **Egypt**, **France**, **Japan**, **Morocco**, **Norway**, **Netherlands**, and **Senegal**. For this anniversary edition, the participating teams will endeavour to succeed China, holder of the title in 2020.

• **Pastry European Cup (24-25 January):** This is the continental selecting event for the Pastry World Cup. It will be held for the second time as part of Sirha Européen, with **François Perret** (Ritz Paris and Best Restaurant Pastry Chef in the World 2019) as President of Honour. The participants will be vying for a place in the world grand finale in January

2023, as part of the Sirha Lyon trade exhibition. The contest promises to be intense for the 6 qualified national teams. **Belgium**, **Denmark**, **Spain**, **United Kingdom**, **Russia**, and **Sweden** will compete during 5 hours in 3 tasting tests and 2 artistic tests. France and Italy are automatically qualified for the 2023 final thanks to their place on the podium in the last final that took place in September this year.

• **French Schools Cup (22-25 January):** Education and training are crucial to the industry and will be in the spotlight thanks to this national contest organised by **EKIP** and **LEMPA**. For its 8th edition, the French Schools Cup, open to all French bakery-pastry schools, will be presided over by Raoul Maeder and will have for theme 'cult films'. 6 schools will compete over 4 days of tests in the Hopefuls category (training level 5) and 4 in the Excellence category (training level 4).

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