

SIRHA+ EUROPAIN

PARIS PORTE
DE VERSAILLES
FRANCE
HALL 1

26-29 MARCH 2022



+ COMMITTED BAKERY IS ON SHOW AT SIRHA EUROPAIN

SYMBOLISING GOOD TASTE AND FRENCH TRADITION, BAKERY – AND BAGUETTE IN PARTICULAR – HAS BEEN THE FOCUS OF MUCH ATTENTION AT THE START OF 2022: GIVE-AWAY PRICES, INFLATION IN PRICE OF RAW MATERIALS, PRODUCTION METHODS, STANDARDISATION, DEEP-FREEZING... ALL THESE TOPICS WILL BE ADDRESSED AT SIRHA EUROPAIN IN MARCH 2022.

Driven by its ambition to promote and highlight this typically French know-how that is recognised in France and exported around the world, from **March 26 to 29, 2022 Sirha Europain will boast a broad exhibitor offering and a rich programme**, combining technique and innovation with a reflexion on the mutations in the French Bakery market.

Conferences, contributions, success stories... At Sirha Europain, visitors will find answers to the latest topical issues: **ingredients** (seeds, raw materials, yeasts), **environmental concerns** (CSR, 3R, short circuits...), **the tradespeople** (recruitment, training, vocation, loyalty building, women in bakery...). Over 4 days, top specialists and rising stars, institutional and leading business, will attend the event to celebrate French Bakery.

With the **Sirha Europain Forum** and Bakery-Snacking Stage, **Sirha Europain** proposes a programme focusing on responsible, modern and committed bakery.



Anthony Courteille
(Sain bakery)

At the **Sirha Europain Forum**, top specialists will address the major topical themes, in particular concerning the environment: artisan and local know-how, sourcing, eco-responsibility and reuse. It will also be an opportunity to reflect on the women and men who drive the trade, the wellbeing of the artisans and employees.

The Bakery-Snacking Stage will focus more on the fundamentals (responsible approaches, recipes and methods) and natural products (organic agriculture, local flour, natural leaven).

PROGRAMME:

SATURDAY 26 MARCH

Sirha Europain Forum

- *How to promote my CSR actions to my customers?* **Timothée Elkihel** (R3 Impact France), **Ouasya Chaouchi & Jhemima Desfoux** (Urban bakery)
- *Baker/miller: I do everything!* **Henri de Pazzis** (Terre et Blé)
- *Farm seeds, what's new?* **Julien de Clédad** (Domaine des Bruyères)
- *Top testimonial: my 100% bio bakery in Barcelona!* **Benjamin Brabant** (Le Pain d'Éric & Benjamin)

Bakery-snacking Stage

- *Leaven, the recipes.* **Christel Regis** (Bakery Persephone)

SUNDAY 27 MARCH

Sirha Europain Forum

- *Reduction, reuse and recycling: preparing for decree 3R.* **Paul Boivin** (FEB) & **Sophie Wolff** (Adelphe)
- *Bakery by women.* **Marjorie Farina, Pascale Bernard** (Cordon Bleu Paris) & **Christel Regis** (Boulangerie Persephone)
- *What baker for 2030?* **Jean-François Bandet** (Bo & Mie) & **Jean François Feuillette** (Boulangerie Feuillette)

MONDAY 28 MARCH

Sirha Europain Forum

- *Short circuits: identifying the producers.* **Célia Tunc** (Collège Culinaire)

Bakery-snacking Stage

- *Farm seeds.* **Damien Larderet** (La Carioca)



Christel Regis
(Boulangerie Persephone)



Adriano Farano
(Pane Vivo)

"BOULANGER DE FRANCE": A TOKEN OF QUALITY, FROM THE INGREDIENTS TO THE SALE

Revealed at Europain 2020, the **Boulangier de France**, brand created by the **Confédération Nationale de la Boulangerie-Pâtisserie Française (CNBPF)**, aims to promote the know-how of artisan bakers-pastry chefs who respect the commitments of a Quality Charter bearing the identity of artisan bakery (manufacturing, wellbeing and hygiene, hospitality and accessibility and social responsibility).

To date, the brand has around one thousand **Boulangiers de France** artisans. For its second anniversary, the brand will be present in a dedicated space on the CNBPF stand.

- *Recruiting and building employee loyalty in the bakery industry.* **Christophe Girardet** (Victor & Compagnie) & **Pascale Solona Tremeau** (Vitaminée)
- *Price volatility of raw materials.* **Virginie Ciesla-Maudet** (Assertis) & **Benjamin Bichon** (Coopérative Tricherie)

Bakery-snacking Stage

- *100% country wheat baguette.* **Anthony Courteille** (Boulangerie Sain)
- *L'oiseleur.* **Nicolle Baghdiguian-Wéber** (Pain Salvator)

TUESDAY 29 MARCH

Sirha Europain Forum

- *Bio Breads: a booming demand!* **Adriano Farano** (Pane Vivo) & **Anthony Bosson** (L'essentiel)

Bakery-snacking Stage

- *The magic of natural leaven!* **Adriano Farano** (Pane Vivo)
- *Ancient wheat breads "Bordeaux red".* **Lucile Espeillac** (Les Moulins Familiaux)

FOCUS ON COMMITTED EXHIBITORS

Among the 300 exhibitors and brands, many will be presenting local products such as the 100% French Berrouga blend by **Grands Moulins de Paris**, equipment dedicated to sustainable development, such as **AMF** with their Multibake Vita oven boasting hydrogen fuels burners, or user-friendly tools making life easier for the bakers, such as Scaribac Neo by **Scaritech**.

Discover the complete exhibitor offering:

<https://www.europain.com/en/exhibitors-list>

THE FULL PROGRAMME

PRESS CONTACT

AB3C Agency

Bourlaye Cissé
+33 (0)1 53 30 74 02
bourlaye@ab3c.com

EUROPAIN.COM



Follow the latest news in the Food Service industry at www.sirhafood.com