

SIRHA+ EUROPAIN

PARIS PORTE
DE VERSAILLES
FRANCE
HALL 1

26-29 MARCH 2022



ACCREDITATIONS

+ SIRHA EUROPAIN: PROMOTING A MODERN AND REASONED PASTRY INDUSTRY

26-29 MARCH 2022, SIRHA EUROPAIN – THE INTERNATIONAL BAKERY-
PASTRY TRADE FAIR PROMOTING FRENCH KNOW-HOW WILL ALSO FOCUS
ON SWEET CREATIONS.

Introducing the new **Sweet Creations Section**: visitors will find all the players in the pastry industry, the innovations presented by the exhibitors, and the chefs who are committed to increasingly responsible pastry.

In addition to masterclasses, workshops and roundtables featured on the different stages, the trade fair will once again welcome the **European Pastry Cup**, and, for the first time, the **French selection event** for the World Pastry Cup, which grand finale will take place in January 2023 as part of the Sirha Lyon trade fair.

A STAGE TO LEARN

Recent evolutions in our lifestyles and eating habits have brought about changes in the bakery-pastry

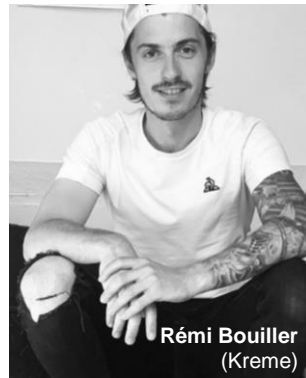
industry that has had to adapt to these new requirements.

Expert contributors will take part in the **Sirha Europain Forum** to share their solutions in the face of the current developments in pastry today:

- *'Understanding chocolate labels'*
Blaise Desbordes (Max Havelaar), **Sylvia Touboulic Barreteau** (La Mie Caline)
- *'What sugar for what usages?'*
Luc Baudin (Chocolaterie La Mutinerie), **Cyril Gaidella** (Zest), **Philippe Reiser** (Cultures Sucre)
- *'Volatility in the price of raw materials'*
Benjamin Bichon (Cooperative La Tricherie), **Virginie Ciesla-Maudet** (Assertis)



Victoire Christine
(Bo&Mie)



Rémi Bouiller
(Kreme)

Lechat (Royal Monceau), **Marie Simon** (Pâtisserie Marie Simon), and **Johanna Le Pape**.

Over the course of the three remaining days of the fair, this stage will welcome top women professionals, including **Tess Evans-Mialet** (Le Clarence), **Vittoria Nardone** (Mosuke), **Anne Coruble** (Peninsula). Boasting a resolutely modern programme, Sirha Europain is keen to reflect the growing importance of women in the pastry world. Creative and pugnacious, the new generation of French women pastry chefs are asserting their place in a male-dominated environment and will demonstrate their talent and creativity at the Sirha Europain fair.



A MOUTH-WATERING STAGE

Mainly focused on bakery and pastry skills and techniques, the **Bakery-Snack food Stage** will also welcome sweet demonstrations presenting indispensable products found in bakery shops, including:

- 'Chausson aux pommes' - **Rémi Bouiller** (Kreme)
- 'Cookie brioche with white chocolate insert' **Yasmine Moussouni** (Chez Meunier)
- 'Galette des rois' **Lionel Bonnamy** (La Fabrique aux gourmandises)
- 'Chocolate & orange puff pastry brioche' **Mathieu Pulicani** (Boulangerie Bacillus)
- 'Kouign-amann' - **Victoire Christine** (Bo&Mie)
- 'Madeleine' **Gwendal Pecher** (Clem & Gwen, Clichy)
- Canelé - **Joël Defives** (Boulangerie Baptiste)
- Saint-Honoré, **Alban Kuntz** (Maison Kuntz)

A STAGE TO UNDERSTAND

For the first time on the **Sweet Creations stage**, Sirha Europain proposes the **Thuriès Workshops**, Saturday 26th, March, on the first day of the fair. A hybrid event where chefs, experts and nutritionist will exchange on a product or a free topic. *Chocolate, alternative sugars, vegan, additive-free* are some of subjects that will be addressed, in particular by **Florian Grad** (Pâtisserie Florian Grad), **Quentin**

A STAGE TO SURPRISE

The **Sweet Creations stage** will also be hosting selection events for the **Pastry World Cup**, the leading contest for all professionals in the trade. Two highlights not to be missed:

- The **European Pastry Cup** (Monday 28 March), in which Denmark, the United Kingdom and Sweden will demonstrate their skills during 5 hours, under the honorary presidency of **François Perret** (Ritz) and in the presence of the Italian team, the current holders of the title.
- The **French selection contest for the Pastry World Cup** (Tuesday 29 March), in which 4 young French pastry chefs will compete in the Chocolate category, and 3 others in the Sugar category. After these tests, one participant from each category will be chosen to join the French team for the next final of the **Pastry World Cup**, held as part of Sirha Lyon, January 20-21, 2023.



THE FULL
PROGRAMME

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