

**www.sialparis.com - Your contact for exhibiting:**

The SIAL teams are available to help you prepare your event.

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## Develop your Beverages business by taking part in SIAL 2012!

### Meet buyers who come especially for you:



- Some **35,000 visitors** stated that they had an interest in Alcoholic and Non-alcoholic Beverages at SIAL 2010, the demand having risen since the previous exhibition (+16%).
- **97%** considered that their visit had enabled them to discover products they did not know of before the show.
- **89% of visitors** to the Alcoholic and Non alcoholic Beverages sector were satisfied with their visit.

### SIAL means:

- 5 days to get known, to boost your export business and to develop sales leads
- 136,381 visits in 2010, 62% of which were by international visitors, from 200 countries
- 66,827 retail visitors
- 23,185 foodservice visitors
- 5,838 exhibitors in 2010, 81% of whom were international exhibitors, from 106 countries
- 1,800 exhibitors stated that they had products to offer for foodservice

In 2010,  
exhibitors in  
the Beverages sector  
welcomed **250 visitors  
per stand on average**  
(compared with 157 average  
for the exhibition overall),  
**58% of whom were  
new contacts.**

## 22% of visitors come only to SIAL

### Visitors can talk about it much better than we can ...

Frédéric DUBROCA (Managing Director) - Poivre et Sel Restaurant - France :

*"Meeting suppliers on the spot is far more compelling; it's more human. We can taste and exchange opinions on the products at the same time, make initial contacts and discover new products and flavours. Pleasure, ideas and novelty combined!"*

- **600 exhibitors** displayed Alcoholic and/or Non-alcoholic Beverages (excluding wine) at SIAL 2010,
- **60% international** exhibitors (42 countries represented),
- **80% of exhibitors** in the Beverages sector **were satisfied** with their SIAL 2010 event.

## A comprehensive range of Beverages is on display at SIAL:

This sector comprises three parts:

- Non-alcoholic beverages: syrups, mineral waters, energising drinks, fruit juices, fizzy drinks, etc.
- Alcoholic drinks: spirits (vodka, rum, whisky, cognac), ciders, beers, aperitifs, (pastis, bitters, liqueurs, etc.).
- Fruit preparations and concentrates, mixes, ingredients, flavours, etc.



## Exhibitors who displayed Beverages at SIAL 2010 included:

AGRIMI (IT), AIMIA FOODS (UK), ALLANASONS (IN), APOLLINARIS EXPORT (DE), ARROW JUICE FACTORY (AE), AROMA BURSA FRUIT JUICES (TR), BLU DRINKS INTERNATIONAL (IL), BOESCH BODEN SPIES (DE), BRASSERIE MÉTÉOR (FR), DEVEUROP (FR), DÖHLER (DE), FORSTER CLARK (MLT), FRUITÉ (FR), GAN SHMUEL FOODS (IL), KERRY BEVERAGES (FR), MAXI SEC (FR), NANUMEA EXPORT (ES), PFANNER HERMANN GETRÄNKE (AT), RAUCH FRUCHTSÄFTE (AT), SPUMADOR (IT), 5-HOUR ENERGY (USA), VITZ DRINKS (IE), VIVA BEVERAGES (US), ...



## SIAL communicates with the visitors before, during and after the exhibition:



### Before the show with:



- **International promotion** via a network of **60 Agents** covering 120 countries and acting as true professional and institutional relays,
- **Direct marketing campaigns** targeting **mass retail** (central purchasing groups, large- and medium-scale retail stores, hard discounters), specialty retail (wine merchants, gourmet food stores, etc.), trading (wholesalers, import-export), **commercial and institutional catering** and foodservice retail/wholesale,
- **A media plan**: 700 articles or mentions in the French and international trade press (400 publications spanning 42 countries) specialising in retail (LSA, LARGO CONSUMO, RUNDSCHAU FÜR DEN LEBENSMITTELHANDEL, DISTRIBUTION ACTUALIDAD, SUPERMARKET NEWS, THE GROCER, etc.) and foodservice (NEORESTAURATION (France), L'HOTELLERIE (France), CATERING (Belgium), CATERNEWS (Spain), CHEF MAGAZINE (USA), TRADE NEW RESTAURATEUR (Russia) and CATERER & HOTELKEEPER (UK), etc.),
- **A special media plan targeting the specialist magazines for Beverages**: EUROSIRIT (France), SOMMELIER INTERNATIONAL (France), RVI (France), BAR BUSINESS (Italy), DRINK'N FOOD (Italy), GRANDI VINI (Italy), BEVERAGE INNOVATION (UK), THE DRINK BUSINESS (UK), BEVERAGE (Germany), WINE SPECTATOR (USA), WINE NOW (Hong Kong), FOOD & DRINK BUSINESS (Ireland),
- **6 press conferences in France**: wide-ranging, nutrition, food design, wines, retail-foodservice, and innovations,
- **Press conferences in 20 countries** (Germany, Brazil, Belgium, Spain, Canada, China, etc.),
- **Internet**: spotlight on Retail and Foodservice on [www.sialparis.com](http://www.sialparis.com),
- **E-communication**: a monthly e-news and special issues on target markets (retail, foodservice, etc.).

## During the exhibition:



- **Visiting guides, designed for specific targets** (retail, foodservice, etc.),
- **Theme trails** (Halal products, Kosher products, Rare and exceptional products, Responsible approach and fair trade products, Organic foods, Officially certified quality labels, Store brands, Takeaway foods, Ready-prepared dishes, Nutrition, Semi-processed food products and ingredients, etc.),
- **A Pictogramme to easily find exhibitors** with a foodservice offering,
- **SIAL Innovation Book** to discover the exhibition's innovative offering, including an analysis of foodservice consumer trends (jury of foodservice experts)
- **Conferences, events and features:**  
**LA CUISINE BY SIAL:** an area where chefs demonstrate how exhibitors' products can be used and where products are tasted at the new VIP restaurant, **SIAL INNOVATION OBSERVATORY**, **SIAL D'OR**, **DISNEY-SIAL AWARD**, **SIAL TV:** the brand new SIAL television set with all the global food news transmitted live.

### AN EXAMPLE OF CONFERENCES AND ROUND TABLES ON ALCOHOLIC AND NON-ALCOHOLIC BEVERAGES:

- An entry ticket to mass retail in France - Why don't foreign products easily find their way into French facings?

Speakers: Laurent LOCURCIO - LSA - France, Alain DESRUES - AG2F - France, and Fabienne BISTER - MOUTARDES BISTER - France.

## After the exhibition:

- Store visits scheduled,
- Restaurant visits scheduled,
- Exhibitor list published on the SIAL website: [www.sialparis.com](http://www.sialparis.com)

### MEDIA COVERAGE, GENERATING IMPACT BEFORE, DURING AND AFTER THE EXHIBITION MORE THAN 2,000 PRESS SPIN-OFFS IN FRANCE AND WORLDWIDE

Spotlight on France: 1,306 press articles - 40 TV appearances - 61 radio slots

## Beverages and Innovation

A highly innovative sector:  
78% of exhibitors in the Beverages  
sector displayed new products.



### SIAL Innovation Observatory: looking ahead



How to interpret the exhibition's innovative  
offer and analyse consumer trends.

**Visited by 2 out of 3 visitors!**

### SIAL INNOVATION AWARD given to:

**Tatratea Liqueurs** a tea liqueur with fruit and herb extracts **KARLOFF S.R.O** (SK).

### A SELECTION OF THE NEW BEVERAGES:

**Belvoir Pressés** freshly-squeezed fruit and flower juice drink **BELVOIR FRUIT FARMS LTD** (GB),  
**Blanc moelleux de banane** alcoholic drink made from bananas **JPL AGRO-TECH** (GP), **Celtika**  
**Princess Cranberry** a light Celtic ale on the theme of the devil **BRITT-BRASSERIE DE BRETAGNE**  
(FR), **Champagne Energy Drink** a 100% natural chilled energising drink **DEVEUROP S.A.** (FR),  
**Elixia Or** traditional lemonade with 24-carat gold glitter **LIMONADE ELIXIA** (FR), **Tesseire**  
**Fraicheur de fruits** natural fruit-rich drink made of concentrate to be diluted **FRUITE ENTREPRISES**  
(FR), **Fruit Nectar - Compal Vital** tea and red berry drink rich in antioxidants **SUMOL+COMPAL**  
**DISTRIBUIÇÃO, SA** (PT), **Kidibul Bio** certified organic sparkling apple juice made from  
concentrate for children **STASSEN** (BE), and more.

## SIAL D'OR



A world tour of commercially successful foods in supermarkets in 30 countries.

**Green-up** energising drink made solely with natural ingredients **HERBAPOL-LUBLIN SA (PL)**, **Martini Soda** a Martini Bianco and sparkling water mix with a modern flavour **MARTINI & ROSSI SpA-GRUPPO BACARDI-MARTINI (IT)**, **Maes Pils Tapvat** a practical system for serving draught beer **BROUWERIJEN ALKEN-MAES BRASSERIES (BE)**, **Magners Pear** a Bulmer's perry **MAGNERS (IE)**, **Shandy apple beer** apple-flavoured beer with low alcohol content **TEMPO (IL)**, **Jilz Cider** apple cider as an alternative to beer and wine for women **HEINEKEN NEDERLAND (NL)**, **Seftali-Kyrmzyz Havuc Nektar** fruit nectar consisting of a mixture of peach and red carrot juice **DIMES FOOD INDUSTRY AND TRADING Inc. (TR)**.

## MONOPRIX selection



Groupe Monoprix selected 10 Trends & Innovations products and offered to sell them in Monoprix stores throughout France during Les Jours Essentiels, from 17 to 28 November 2010.

**Belvoir Pressé** freshly-squeezed fruit and flower drink prepared with 100% natural ingredients **BELVOIR FRUIT FARMS Ltd (GB)**.

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