

www.sialparis.com - Your contact for exhibiting:

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

Email: exhibit@sialparis.com - Tel: +33 (0) 1 76 77 13 33 - Fax: + 33 (0) 1 53 30 95 15

Develop your Cured Meats business by taking part in SIAL 2012!

Meet buyers who come especially for Cured Meats:



- Some **20,000 visitors** stated that they had an interest in Cured Meats at SIAL 2010.
- **91%** considered that their visit had enabled them to discover products they did not know of before the show.
- **88% of visitors** to the Cured Meats 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 displaying cured and salted meats welcomed **178 visitors** per stand on average (compared with 157 average for the exhibition overall), **36% of whom were new contacts.**

22% of visitors come only to SIAL

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

Emmanuel VIGNOLLE (Marketing, Communication) - CARREFOUR MARKET - France

"You can go on a world tour of cuisine and taste in a day. For my company, it's the opportunity to discover new trends".

- **More than 300 exhibitors** displayed Cured Meats at SIAL 2010,
- **56% non-French exhibitors with an extensive offering from Europe** (Italy, Spain, Germany, Austria, Belgium, etc.),
- **81 %** of exhibitors in the Cured Meats sector **were satisfied with their SIAL 2010 event.**

A comprehensive range of Cured Meats is on display at SIAL:

- Cooked hams, cured, salted, smoked and dried meats, cooked charcuterie, regional dishes, etc.



Exhibitors who displayed Cured Meats at SIAL 2010 included:

ALCISA (MX), AXURIA (FR), BERETTA (IT), CASADEMONT (ES), CHARCUTERIE BORDELAISE (FR), CHARCUTERIE VENDÉENNE (FR), C. MARION (FR), CITTERIO (I), COMBIER (FR), CONSORCIO DEL JAMÓN SERRANO (ES), CONSORTIUM DU JAMBON DE BAYONNE (FR), CONSORZIO DEL PROSCIUTTO DI PARMA (IT), DEKO (BE), DELITIV (BE), DETRY (BE), DOBBELS MEAT (BE), DS FRANCE (FR), DV FOODS (BE), GEORGES THIOL (FR), GIRONA FOODS (ES), GOIKOA (ES), GRILLY (AT), HENRI RAFFIN (FR), H & E REINERT (DE), JEAN HÉNAFF (FR), JOMI (IT), LA BELLE HENRIETTE (FR), LEONCINI (IT), LOSTE GRAND SALOIR (FR), MADEOFOODS (FR), MENDELSPECK (IT), MONTS INTERNATIONAL (ES), NOBRE (PT), NOEL ALIMENTARIA (ES), PIERRE MILLERET (FR), RASPINI (IT), RENZINI (IT), REVISAN (ES), RUGGER-LENTI (IT), SACOR-BASTIDES SALAISONS (FR), SAGEM (IT), SALAISONS DES OLLONNES (FR), SAN VINCENZO DI FERNANDO (IT), VERONI (IT), VOLYS STAR (B), ...



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.),
- **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,
- **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 CURED MEATS:

↘ 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

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

Cured Meats and Innovation

78% of exhibitors in the Cured Meats sector display 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!

A SELECTION OF THE NEW CURED MEATS:

Mini Chorizo stick to nibble **BERNI (FR)**, **Salami Zero24** range of dried sausages for a tasty aperitif or at any other time, **Le Spalmose Zero24** creamy ham spread **SALUMIFICIO FRATELLI BERETTA SPA (IT)**, **Spécialité de Chorizo Délice de St Agaune** – Bordeaux Chesnel a 100% ham chorizo speciality **SOUCHON d'AUVERGNE (FR)**, **Guanciale Cubetti** pork breast in small cubes **Ham Cotto** cooked hamburger with no gluten or glutamate **RASPINI SPA (IT)**, **Titours** cured meat for children with no artificial additives **REINERT (DE)**, and more.

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