

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 Grocery Products business by taking part in SIAL 2012!

Meet buyers who come especially for you:



→ More than **25,000 visitors** stated that they had an interest in Grocery Products at SIAL 2010, the demand having risen compared with the previous exhibition (+32%).

→ **96%** considered that their visit had enabled them to discover products they did not know of before the show.

→ **89% of visitors** to the Grocery Products 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
- 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 a foodservice offering

In 2010, exhibitors in the Grocery Products sector welcomed **172 visitors per stand on average** (compared with the 157 average for the exhibition overall), **61% of whom were new contacts.**

22% of visitors come only to SIAL

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

Philippe CHIU (Managing Director) - FRANPRIX - France *"My first time. But the show was very spacious, making you want to discover and get a taste of the global food culture. All the trends, innovations and future of our daily demand for the best products in terms of taste, colour, smell and combustibility. I'd like to come back next year to find all sorts of juicy new products".*

- **Some 1,500 exhibitors** with savoury Grocery Products on display.
- **A highly international offering**, some 30 countries taking part.
- **Italy and France head the pack** but China, the Netherlands and India were also in the Top 5 countries in the Grocery Foods sector in 2010.

A comprehensive range of Grocery Products is on display at SIAL:

- Salt, pepper, herbs and spices, vanilla, vinegar, pickled foods, olives, capers, condiments, mustards, sauces, breakfasts, soups and broths, oils, margarines and other fats, rice, semolina and couscous, maize and maize by-products, starch products, potato crisps, dried pasta, pulses and freeze-dried vegetables, teas, coffees and substitutes, etc ...



- *In other sectors: Sweet products (biscuits, fancy breads/dry biscuits, bakery/viennoiserie, confectionery, sweets) and canned products (vegetables, fruits, meats, fish, ready-made dishes).*
- *Since 2008, SIAL also has a Gourmet Foods sector gathering top quality fine foods for gourmet food shops, wine merchants, concession stands in medium - and large-scale retail stores, foodservice, central purchasing groups, import-export, and alternative channels, etc. This sector is for you if your products can be described as: upscale, premium, original, refined, sophisticated, giftware, gift baskets, festive goods, special and top quality packaging and/or fair trade.*

Exhibitors who displayed Grocery Products at SIAL 2010 included:

ACT INTERNATIONAL (TN), ACEITES BORGES (ES), AJINOMOTO (JP), ALSAEED TRADING CO (YE), A.POORTMAN (LONDON) (GB), ASSAN FOODS (TR), CACIQUE DE CAFÉ SOLÚVEL (BR), COLUSSI (IT), COVINOR (FR), DAILYCER (FR), DELVERDE (IT), DRESS ITALIAN (UK), DUMORTIER (FR), ÉPICERIE FUCHS (FR), FAZLANI IMPORTS (IN), FUTURE ENTERPRISES (SG), HAUDECOEUR (FR), HEUSCHEN & SCHROUFF (NL), HUILES ET SAUCES (FR), INSTANTA (PL), INTERNATIONAL FOODSTUFFS (UAE), ITAL FOOD (IT), ITAL TRADITION (IT), KOHINOOR FOODS (IN), LES MOULINS AMOR BENAMOR (DZ), MAXPOL (PL), MONINI (IT), PASTA ZARA (IT), POLENGHI GROUP (IT), SACLA (IT), SAN CARLO EUROPE (IT), SELVA FOOD (TUR), VALFLEURI (FR), ZOUTMAN INDUSTRIES (BE), ...



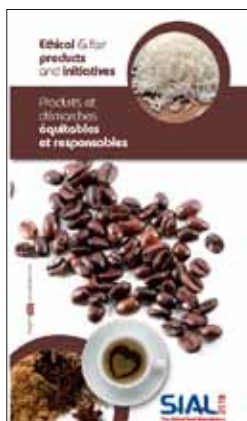
SIAL communicates with the visitors before, during and after the exhibition:



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.

A FEW EXAMPLES OF CONFERENCES AND ROUND TABLES ON GROCERY PRODUCTS:

- ↘ **An entry ticket to mass retail in France. Why don't foreign products easily find their way into French facings?**
Speakers: M. Laurent LOCURCIO - LSA - France, M. Alain DESRUES - AG2F - France, Mrs Fabienne BISTER - MOUTARDES BISTER - France.
- ↘ **In the Nutrition Village: Herbs and spices: traditional properties and scientifically proven benefits.** Speakers: M. Michael VAN STRATEN - Grande Bretagne.

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

Savoury Grocery Products and Innovation

A highly innovative sector: 87% of exhibitors in the Grocery Products sector displayed new products at SIAL 2010.



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:

Calicoktail savoury calissons for aperitifs **CONFISERIE DU ROY RENE** (FR), **Marinades liquides prêtes à cuire, prêtes à l'emploi** a range of ready-prepared marinades for meat, vegetable, fish and other dishes **France CULINAIRE DEVELOPPEMENT** (FR), **Styrian pumpikinseedoil** 100% pure pumpkin seed oil **WOLF NATURPRODUKTE GmbH** (AT).

A SELECTION OF THE NEW GROCERY PRODUCTS:

Baguette Tranchée Grillée a range of bakery products without palm oil **ROGER BISCOTTES** (FR), **Black Mustard** a product made with balsamic vinegar **MAZZETTI L'ORIGINALE** (IT), **Cornichons Spécial Sandwich Kühne** sliced gherkins **EUROPEENNE DE CONDIMENTS** (FR), **Coulis de Salidou** salted butter caramel coulis **LA MAISON ARMORINE** (FR), **La Pastilla** square-shaped filo pastry leaves **HAUDECOEUR** (FR), **Furore Fig Mustard** mustard sauce made with fruit or vegetables **FURORE HANDELS GmbH & Co. KG** (AT), **La Corbeille Tipiak Croutons** croutons in a zip lock bag and **Légumes secs gourmands et moelleux** delicious pulses **TIPIAK** (FR), **Le Pazzie' di Angelo - La Gastronomia di Angelo** pieces of dried pizza pastry with extra virgin olive oil **TREO** (FR), and more.

SIAL D'OR



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

- **SIO Actistérol** anti-cholesterol salad dressing **LESIEUR** (FR),
- **Gourmet Garden Fresh Blend** a fresh and simple solution for preparing traditional recipes **BOTANICAL FOOD COMPANY** (AU),
- **Jalea de Vino** chilean wine jellies made of different varietals, to be used as sauce **COMERC. Y EXPORT. ALIMENTOS ALMA SOL LTD** (CL),
- **Kavli mayonnaise with ajustable cap** mayonnaise with four different flavours: Traditional, light, with pepper and with chilli **O. KAVLI AS** (NO).

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