

www.sialparis.com - Your contact for exhibiting:

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

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Develop your Gourmet Foods business by taking part in SIAL 2012!

Since 2008, the Gourmet Foods sector,

whose offering is separate from the Grocery, Pastry & Confectionery, and Tinned & Preserved Products sectors, is dedicated to manufacturers and retailers of high quality food and non-food products for fine food shops, wine merchants, concession stands in medium- and large-scale retail stores, foodservice, central purchasing groups, import-export, and alternative channels.

This sector is for you if your products can be described as...

upscale, premium, original, rare, refined and sophisticated, giftware, gift baskets, festive goods, special and top quality packaging and/or fair trade.

What is the typical visitor profile in this sector?

Fine food stores, wine merchants, mass retail, department stores, concept stores, central purchasing groups, duty free shops, import-export, dealers, wholesalers, commercial caterers, fine food shop-in-shop concessions, foodservice distributors, interior decoration stores, specialty retail (confectioners, delicatessens, cheese merchants, charcutiers, chocolate makers, etc.), tearooms, culinary workshops, food e-commerce, sommeliers, business gifts, works councils, alternative retail channels (garden centres, gift shops, amusement parks, and many others).



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 Gourmet Foods sector welcomed 146 visitors per stand on average, 62% of whom were new contacts.

22% of visitors come only to SIAL

Visitors to the Gourmet Foods sector in 2010 included:

Accor, Air France, Alice Délice, Alinéa, Atelier des Chefs, Auchan, Au Régal Bourguignon, Autogrill, Aux Saveurs Authentiques, Avenance, BHV, Biocoop, Buddha Bar, Côté Maison, Dean & DeLuca, Delicatessen, Galeries Lafayette, Gamm Vert, Gate Gourmet, Harrods, Hilton, John Lewis, Kaufland, La Grande Épicerie de Paris, Monoprix, Nature & Découvertes, Picard, Pierre Hermé, Pullman, Raynier Marchetti, Servair, Sodexo, SSP, Tesco, Transgourmet, and Whole Foods Market ...

- **More than 25,000 visitors** to SIAL 2010 stated that they had an interest in Gourmet Foods.
- **97%** considered that their visit to SIAL enabled them **to discover products they did not know of prior to the show.**
- **89% of visitors** to the SIAL Gourmet Foods sector **were satisfied with their visit.**

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

Brigitte MATIVAL (Chairman) - LES SAVEURS DU MARCHE - France

"Just the right exhibition for fine foods. It's very important to have your ear to the ground to learn about new products and the latest market trends".

Valérie COUPIAT (Chairman) - L'ÉPICERIE DE LEONIE - France

"A vast, very attractive, and extremely interesting show: I gleaned lots of ideas and met new suppliers".

Now a sector in its own right, Gourmet Foods is a great success:

- **350 exhibitors** display fine food products.
- **25 % of exhibitors** are **French companies.**
- **A confirmed international showcase:** the 3 countries best represented are France, Italy and Spain.



Visitors to the Gourmet Foods sector in 2010 included:

A L'OLIVIER (FR), ANDRÉSY CONFITURES (FR), BUR DISTRIBUTION (FR), CAVIALE (IT), CAVIAR DE FRANCE (FR), COTTAGE DELIGHT (GB), DICARCONO (ES), FATTORIA SILA (IT), FAUCHON (FR), DALMA FOOD (SE), GUSTO MUNDIAL BALEARIDES (ES), KEREX TERRE EXOTIQUE (FR), LA COLLINA TOSCANA (IT), LE PALAIS DES THÉS (FR), MEDITERRANEAN BRANDS (GR), MEMMI (FR), MONVA (ES), NANKAI (JP), NEW ENGLISH TEAS (GB), OTSUKA GREEN TEA (JP), ROGER & ROGER (BE), RUSSIAN PRESTIGE (RU), TERRA PREMIUM (PT), WISSOTZKY TEA (IL), ...



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 specific Gourmet Foods media plan:** FLAVOUR FROM FRANCE (France), L'ABCD GOURMAND (France), GOURMET RETAILER (USA), SPECIALITY FOOD (UK), THE BEST OF MADE IN ITALY (Italy), GOURMET & FOODSERVICE (Brazil),
- **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 GOURMET FOODS:

- ↘ **During the Trends & Innovations conferences:**
Gourmet Experience, Fine & Selective Foods - Themes: Innovation, Consumer trends, Business & Markets, Store labels. Speaker: Rémy LUCAS, CATE MARKETING (France).
- ↘ **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.
- ↘ **In the Nutrition Village: Herbs and spices: traditional properties and scientifically proven benefits.**
Speaker: Michael VAN STRATEN, Health Journalist/Writer - Great Britain.

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

Market information

The gourmet food market is booming. Despite the lack of statistics available, fine foods are riding high. Luxury goods markets overall seem to defy the economic climate as sales of champagne, foie gras, salmon, spirits, chocolates and so on are soaring.

The gourmet food market, estimated to be worth 5 billion, continues to grow. (Source: Xerfi survey - February 2010)

Differentiation and originality

The food retail and commercial catering professions are increasingly on the lookout for rare and original foods, wines, spirits and accessories that offer strong added value, stand apart and assert their difference!

They seek appropriate products that respond to the wider-ranging, changing demand from younger consumers, who are keen on niche products: culinary, terroir, original, exotic, rare and innovative, new flavours ... so these professions tend to work with precise categories of new suppliers.

A core offering formed of small businesses

SMEs are the preferred suppliers for specialist shops, supermarkets and e-commerce websites. Gourmet food stores are definitely selective when choosing their suppliers in order to stand out from the crowd. The market is therefore buoyant for small businesses and artisans.

89% of fine food stores believe that their turnover will grow in the next two years.



Gourmet food products and Innovation

A highly innovative sector:
89% of exhibitors in the Gourmet Foods 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!

SIAL INNOVATION AWARD given to:

Truffle perlage truffle juice pearls imitating caviar from **TARTUFLANGHE** (IT).

A SELECTION OF THE NEW FINE FOOD PRODUCTS:

Boost a tea that stimulates both body and mind, presented in a metal box **KUSMI TEA** (FR), **Concassé d'aubergine et tomate séchée**, soubressade et origan crushed vegetable spread with dried tomatoes, aubergines, soubressade and oregano **DUCS DE GASCOGNE** (FR), **Confiture Olive Gingembre** a natural, olive and ginger jam **MOULIN DU CALANQUET** (FR), **Écorces d'agrumes du Japon** citrus peel nibbles from the island of Shikoku, Japan **SUR LES QUAIS** (FR), **Freshburst Pearls** an outer skin incasing a liquid centre to use as garnish or decoration **IMAGINATIVE CUISINE Ltd** (GB), **Manuka Honey** from New Zealand, with antiseptic, antibacterial properties either to eat or to apply on the skin **COMPTOIRS ET COMPAGNIES** (FR), **Leaf pepper** black pepper leaves for foodservice **NANKAI CO Ltd** (JP), and more.

GOURMET EXPERIENCE, FINE & SELECTIVE FOODS



An overview of upscale, rare and original gourmet foods displayed by exhibitors.

A SELECTION OF PRODUCTS:

« Choc, Made in F » - Les numeros et recettes a visual, taste and emotional shock... a delicious trilogy from the new chocolate collection declined by numbers and recipes **FAUCHON** (FR), **154 Miel de Thym romarin de France** a subtle mixture of thyme and rosemary honeys **MIELS VILLENEUVE** (FR), **Boite poisson métal** a fish-shaped metal box containing two tins of sardines in olive oil **CONSERVERIE GONIDEC** (FR), Burrata a mozzarella ball with a notch on top, containing a soft and creamy centre **COOPERATIVA ALLEVATORI PUTIGNANO** (IT), **Caramel au beurre salé** a caramel made with fresh butter and salt from the Guérande marshes **LA MAISON D'ARMORINE** (FR), **English breakfast tea – Ridgways of London** excellent quality fair trade black tea **TYPHOON TEA Ltd** (GB), **Foie gras d'oie entier millésimé** a vintage goose foie gras with no preservatives or other additives **LAFITTE FOIE GRAS** (FR), **GALETTES DE PONT AVEN** sweet biscuits in small gift baskets or other types of packaging for gourmet food shops and luxury restaurants **BISCUITERIE TRAOU MAD** (FR), **Jamon ibérico de bellota admiración** pure Spanish ham selected for its top quality **JAMONES BLAZQUEZ** (ES), **NIHONSHU** Hiroshima's Nihonshu, by far the best producer of sake in Japan **NANKAI Co. Ltd** (JP), **BRUM'** natural, certified organic sprays for flavouring dishes **MB AROMES** (FR), and more.

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.

- **BOOST** a tea that stimulates both body and mind, presented in a metal box **KUSMI TEA** (FR).

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