

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

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

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## Develop your Bakery, Pastry and Confectionery business by taking part in SIAL 2012!

Meet buyers who come especially for you:



- More than **30,000 visitors** stated that they had an interest in Bakery, Pastry and Confectionery products in 2010.
- **96%** discovered products that they did not know of before the show.
- **90%** of visitors to the Pastry and Confectionery 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 a foodservice offering

In 2010, exhibitors in the Bakery, Pastry and Confectionery sector welcomed **150 visitors** per stand on average, **52% of whom were new contacts.**

## 22% of visitors come only to SIAL

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

**Jean-Luc BRUSTOLIN** - CORA - France : "SIAL gives us a snapshot of our work for the two-year period ahead. The show enables us to anticipate and respond to our customers' demand".

- **1,000 exhibitors** from 35 countries, an offering up by 30%,
- A highly international sector, boasting **70% international companies**,
- **80% of exhibitors** in the Bakery, Pastry and Confectionery sector **were satisfied** with their SIAL 2010 event.

## A comprehensive range of Bakery, Pastry and Confectionery is on display at SIAL:

- Sugars, artificial sweeteners, confectionery, crystallised fruits, marrons glacés, chocolates, spreads, fancy breads and dry biscuits, bakery and viennoiserie/pastry products, entremets, mousses and desserts, sweet biscuits, pâtisseries/cakes, aperitif bites, honey and royal jelly, etc.



### Exhibitors displaying Bakery, Pastry and Confectionery products at SIAL 2010 included:

ANDROS (FR), APIDIS (FR), BIP HOLLAND (NL), BISCUITERIE DE PONT-AVEN (FR), BISCUITERIE JULES DESTROOPER (BE), BISCUITERIE MÈRE POULARD (FR), CABRIONI BISCOTTI (IT), CHOCOLATERIE MICHEL CLUIZEL (FR), DOBLA BV (NL), DOLFIN SPA (IT), EL PEQUEÑO MOLINO (ES), FIORENTINI ALIMENTARI (IT), FIZZY DISTRIBUTION (FR), FREDDI DOLCIARIA (IT), FRULACT (PT), INPANASA (ES), KAVLIN INTERNATIONAL (NO), LA TRINITAINE (FR), LOC MARIA (FR), MICHEL & AUGUSTIN (FR), MONA LISA (US), PAIN JACQUET (FR), PIDY (FR), PEETERS PRODUKTEN BV/PENOTTI (NL), RIEGELEIN (FR), SAET SWEETS (ES), SOLEN ÇIKOLATA (TR), UNITED FOOD INDUSTRIES CORP. (SA), ...



## 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](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 PASTRY AND CONFECTIONERY:

- ↳ **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 DERUES - 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

## Bakery, Pastry, Confectionery and Innovation

82% of exhibitors in the Pastry and Confectionery 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:

**Croc' Légumes** vegetable wafers, rich in fibre **PÂTISSERIE DES FLANDRES** (FR), **Cuisimiel/La Petite Récolte** honey and spice preparation used in cooking **MIEL CRETET-LES RUCHERS DU GUE** (FR), **Honeyed Preserve** fruit jam made with honey **HELIOS** (ES), **Les Aristocades** a range of biscuits with unusual flavours **BISCUITERIE DE PROVENCE** (FR), **Simple fruit, squeezable jam** an 80% fruit natural jam in a soft black container **BELBERRY PRESERVES** (BE).

### A SELECTION OF THE NEW SWEET PRODUCTS:

**All Natural Turrón** natural, gluten-free turrón made with choice almonds **TURRON 1880 Y EL LOBO** (ES), **Aristi** fruit spread, sugar-free **MAKEDONIKI S.A.** (GR), **Bagels longue conservation** bagels that are storable for 60 days in a cool dry place **ALYSSE FOOD S.A.** (BE), **Balparmak Regional Honey** natural regional honey in sophisticated packaging **Balparmak Winnie The Pooh Child Series** honey for children, in small tubes with pictures of Winnie the Pooh characters **BALPARMAK-HONEYBUNCH** (TR), **Aunt Berta's biscuits** extra fine and crunchy hand-made biscuits **BETH-EL FOOD Ltd** (IL), **Claudette** low-fat snacks with iodine-enriched salt **VALLEDORO S.p.A.** (IT), **Collection Agrumes Essentiels** three selected citrus fruit jams, rich in fruit **COMTES DE PROVENCE (AGRO'NOVAE)** (FR), **RUF Cup Cakes** cup cake preparation with small moulds included **RUF LEBENSMITTELWERK AG** (DE), **Duo Penotti Spéculoos** triple taste and colour spread **PEETERS PRODUKTEN BV PENOTTI** (NL), **Les douceurs de marrons-Cueillette Descours** chestnut purée for spreading **CONCEPT FRUITS** (FR), and more.

## SIAL D'OR



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

- **Honey Drops** solid honey pastilles **ISLAND ABBEY FOOD Ltd** (CA),
- **Pudim de leite, Brigadeirão e Quindim** ready-prepared liquid mixture in three different dessert flavours **AB BRASIL** (BR),
- **SnackZ** several snacks packaged in individual portions to enable consumers to make their own mixtures **ZELECTED FOODS Aps** (DK),
- **Fit's** chewing gum with a soft texture and long-lasting taste **LOTTE Co. Ltd** (JP),
- **Smartfood Popcorn Clusters** flavoured pop-corn in a single serving for women wanting extra fibre and calcium **PEPSICO/FRITO-LAY** (US).

## 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.

- **Peppersmith** chewing-gum with natural ingredients made from natural chicle, sustainably sourced from the rainforests of Latin America **NAIVE FOODS S.A.S.** (FR),
- **Croc' Légumes** vegetable wafers, rich in fibre **PÂTISSERIE DES FLANDRES** (FR),
- **Les douceurs de marrons – Cueillette Descours** chestnut purée for spreading **CONCEPT FRUITS** (FR).

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