

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 Frozen Foods and Ice Cream business by taking part in SIAL 2012!

Meet buyers who come especially for you:



- More than **24,000 visitors** came especially to the Frozen Foods sector at SIAL 2010.
- **90%** considered that their visit had enabled them to discover products they did not know of before the show.
- **88%** of visitors to the Frozen Foods 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 visitor
- 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 Frozen Foods and Ice Cream welcomed **149 visitors** per stand **on average**, **55%** of whom were **new contacts**

22% of visitors come only to SIAL

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

Alvaro LOPEZ-ROBLES (import/export department) - GROUPE CARREFOUR CPI - France:
"Extremely clear visibility in terms of numbers working in one or several markets. Not forgetting the new trends".

Annabel COOK (import/export department) - FROSTS - United Kingdom:
"A good place to see a wide variety of goods and services under one roof. Seeing new and innovative products that are on the market".

- **More than 900 exhibitors** at SIAL 2010, forming the best showcase in the frozen foods market!
- A **constantly growing** sector with exhibitors **up by 43%** in 2010!
- **75% international** exhibitors – **25% French** exhibitors.
- **Massive presence** of the **Belgian** frozen vegetable processing industry.
- **83% exhibitors** in the Frozen Foods sector **were satisfied** with their SIAL 2010 event.

A comprehensive range of Frozen Foods is on display at SIAL:

- Fruit (coulis, fruits, fruit juices), all types of vegetables, mixed vegetables, potatoes, aromatic herbs, ready-made dishes, meat, poultry, game, fish, molluscs, shellfish, breads, pastries, patisseries, desserts, ice creams, sorbets, etc.



Exhibitors who displayed Frozen Foods and Ice Cream at SIAL 2010 included:

AGRARFROST (DE), AGRISTO (BE), ALYSSE FOOD (BE), ARDO (BE), AVIKO (NL), BEAUMARAIS (FR), BAGEL BAKERY (DE), BAKKERIJ VAN DIERMEN (NL), BELGIAN ICECREAM GROUP - IJSBOERKE (BE), BRIDOR (FR), C-FOOD INTERNATIONAL (LB), CHAMPI'MER SCELTA MUSHROOMS (NL), CLAREBOUT POTATOES (BE), CONGELADOS DE NAVARRA (ES), CREAPAN (BE), CROP'S (BE), DAREGAL (FR), D'ARTA (BE), DESCOURS (FR), DIRAFROST (BE), FRANCE EUROPE DUJARDIN (FR), FUTURE ENTERPRISES (SG), GELAGRI (FR), GELPASS-FRANCEP (FR), G7 GELATI (IT), GIE PASQUIER (FR), GLACES ERHARD (FR), GUNNAR DAFGÅRD (SE), ICE CREAM FACTORY COMAKER (ES), LA CHARLOTTE (FR), LA LORRAINE BAKERY GROUP (BE), MYDIBEL (BE), NEUHAUSER (FR), NICHIREI FOODS (NL), PANELUX (LU), PONTHER (FR), POMONA PASSION FROID EXPORT (FR), ROLLAND (FR), SLOTHOUBER SEAFOOD (NL), SOFRINO (FR), SURGITAL (IT), SWEET STREET DESSERTS (US), UNIFOOD (EG), VIRTO (ES), WESTFRO (BE), YSCO (BE), ...



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



Before the show with:



- **International promotion** via a network of **60 and 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 FROZEN FOODS:

- ↘ **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 DESRUJES, AG2F - France, and Fabienne BISTER, MOUTARDES BISTER - France.
- ↘ **In the Nutrition Village:**
How can consumption of fruit and vegetables be leveraged?
Speakers: Jean SALES, INTERFEL APRIFEL - France, Lucie GRANGE (Account Manager), HOOGSTEDER - Netherlands, Andréia GENTILINI MILAN (Project Coordinator), WINES OF BRAZIL - Brazil, Jean François EZQUERRA (Director), ÉVIDENCE DE LA NATURE - France, Aline PERRAUDIN (Journalist), SANTÉ MAGAZINE - France, Raquel ROHDEN (Project Coordinator), GRAPEJUICE OF BRAZIL - Brazil.

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

Frozen Foods and Innovation

A particularly innovative sector:
81 % of exhibitors in the Frozen Foods 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:

Frozen food supplements with plants DAREGAL (FR).

A SELECTION OF THE NEW FROZEN FOODS:

20 mini cheeseburgers small appetisers on a special microwaveable tray **BRETZEL BURGARD (FR)**, Banakitt frozen pre-fried plantain banana slices **KITTFood FRANCE (FR)**, Bûches 1848 ice cream log with fine layers of cocoa flakes in the centre and **Coupes Glacées Andros** ice cream sundae with fruit **R&R ROLLAND (FR)**, Fruit Freezie natural 100% real fruit ice lolly **IT'S ONLY NATURAL (GB)**, Gamme de Pain d'Antan traditional breads with Belgian chocolate chips, Canadian cranberries, etc. **DIVERSI FOODS (BE)**, Pinguin salades: Defrost & Serve frozen salads made with recipes from all over the world **PINGUIN LANGEMARK (BE)**, Sauce Saint-Jacques au Chablis frozen scallop sauce in individual microwaveable servings **TIPIAK (FR)**, Calisson frozen dessert whose shape and flavour is inspired by the Calisson d'Aix **TRAITEUR DE PARIS DISTRIBUTION (FR)**, Fruity Fritty small spring rolls coloured with fruits **OVI (BE)**, Mélange herbes spécifiques a mixture of aromatic herbs for sauces **DAREGAL (FR)**, and more.



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

- **Bits O' JUICE** individually frozen lemon segments without pips **DYNAMIC COMMODITIES PTY LTD (ZA)**,
- **Tilman's Toasty** - Der Geflügelsnack zum Toasten a frozen chicken snack developed for toasters **TILMAN'S FLEISCH & CONVENIENCE GmbH (DE)**,
- **Lahanompoukies** 12 breadsticks with mixed vegetables **VIVARTIA S.A. (GR)**,
- **Mirsa Quick Frozen Bear Garlic** wild garlic flakes **MIRELITE MIRSA Co. Ltd (HU)**,
- **Aloo Tikki** frozen potato snacks **McCAIN FOODS INDIA Pvt. Ltd (IN)**,
- **Sooshi Ice Cream** fruit product, a concept based on the Japanese sushi **EMERALD FOODS LTD (NZ)**,
- **Frutini Pineapple Fruit Sticks** Del Monte pineapple spirals on a stick **DENUO FOODS (GB)**.

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

