

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

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

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## Develop your Delicatessen business by taking part in SIAL 2012!

Meet buyers who come especially for you:



- Some **25,000 visitors** visitors stated that they had an interest in Delicatessen products.
- **94%** considered that their visit had enabled them to discover products they did not know of before the show.
- **88% of visitors** to the Delicatessen 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 Delicatessen products welcomed **193 visitors** per stand on average (compared with the 157 average for the exhibition overall), **56% of whom were new contacts.**

## 22% of visitors come only to SIAL

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

**Jean-François MONDY** (Chairman) - Madras Traiteur - France : "As for food, you can find almost everything in one place. It's useful for my company to get to know the new products to be marketed so that we can react accordingly. As always, the contacts we made were excellent, enabling us to find new sources of raw materials, sometimes unknown by the sourcing services".

- **460 exhibitors at SIAL 2010**, namely +58% compared with 2008.
- **60% international exhibitors** primarily European (Belgium, Italy, Netherlands, etc.) but also Asian (Thailand, Japan).
- The 5 major market activities represented: cooked dishes, deli salads, fresh pasta, ready-prepared seafood products, sandwiches, etc.

## A comprehensive range of Delicatessen products is on display at SIAL:

- Hot and cold cured meat starters, sweet and savoury pancakes, pizzas, fresh salads, spreads (tapenades made with olives, anchoïades with anchovies, etc.), marinated fish, vegetables in oil, cooked vegetable, meat and fish dishes, sauces, stuffed and non-stuffed fresh pasta, snacks, sandwiches of all types, etc.



## Exhibitors who displayed Delicatessen products at SIAL 2010 included:

ANTICO FORNO A LEGNA (IT), BLUE ELEPHANT CATERING (BE), CASTAING FOIES GRAS (FR), CIPAL (FR), CAMPIFOOD (FR), COMEXO & SAUCES (FR), CRÉAPAIN (FR), CRUSCANA-JOUNEAU (FR), DE CICCO (IT), DELIVA (BE), FIRMA ITALIA (IT), GUYADER GASTRONOMIE (FR), KING CUISINE (NL), JEAN LARNAUDIE (FR), LŒUL & PIRIOT (FR), PIERRE MARTINET (FR), NV OSFA / CENA SALADES (BE), PASTIFICIO AMBROSIANO (IT), PÈRE OLIVE (BE), REGGIANA GOURMET (IT), RENNA (IT), SUSHI RAN (NL), THAITAN FOODS INTERNATIONAL (TH), TREO (FR), ...



**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.

### A FEW EXAMPLES OF CONFERENCES AND ROUND TABLES ON DELICATESSEN PRODUCTS:

- ↳ **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 DESRURES, 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

## Delicatessen products and Innovation

A very innovative sector: 83% of exhibitors in the Delicatessen 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 AWARDS were received by:

**Ricewich** a rice sandwich in a plastic container with a sachet of sauce **SUSHI RAN BV** (NL),  
**Marinades liquides prêtes à cuire, prêtes à l'emploi** a range of ready-prepared marinades for meat, fish, vegetable and other dishes **FRANCE CULINAIRE DEVELOPPEMENT** (FR),  
**Croque Monsieur Micro-ondable Claude Léger** a toasted sandwich that can be prepared in 2 and a half minutes in the microwave **SAPRESTI TRAITEUR** (FR).

### A SELECTION OF NEW DELICATESSEN PRODUCTS

**Sauces salées et sucrées sur-mesure en bouteille squeeze** sweet and savoury sauces in squeezable bottles **CAP DIANA** (FR), **Coraya & Saint Moret** a fish and cheese spread with no colouring or preservatives **ALLIANCE OCEANE** (FR), **Dipping Sauces** fresh dips in a compartment container and **Drizzling Sauces 100ml Jumbo Exclusif** fresh sauce for decoration in a soft, squeezable bottle **KING CUISINE BV** (NL), **Mayonnaises** fresh homemade-style mayonnaise with no preservatives **PSMA LA SABLaise** (FR), **"Mes souvenirs de voyage"** – **Soupes Marie-Amélie** fish soups made from worldwide recipes **OLIVES & Co.** (FR), etc.

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