

Under the High Patronage of  
Mr Emmanuel MACRON  
President of the French Republic

**SIAL**

**PRESS  
KIT**

**THE INTERNATIONAL  
FOOD INNOVATION EVENT**

**15-19 OCTOBER 2022  
PARIS NORD VILLEPINTE-PARIS**

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# EDITORIAL

**JOIN US ON 15 TO 19 OCTOBER 2022  
AT THE PARC DES EXPOSITIONS  
DE PARIS NORD VILLEPINTE  
FOR SIAL PARIS**

**In this era marked by transitions, reinventions, and social responsibility on a global scale, now more than ever SIAL Paris seeks to serve as a space for the encounters and debates that shape and inspire the food ecosystem around the major transformations that are taking place in the agrifood industry.**

SIAL Paris is proud to be **the one must-attend event for the entire international agrifood industry**, and the sector's first global event to be held in-person since 2019. SIAL Paris is simultaneously a reflection of the market and an opportunity to take stock of its transformation, a transformation that has only been accelerated by the crises and tensions that have rocked every link in the supply chain.

**Retaining the same theme launched in 2020 – Own the change – the exhibition is once again shining the spotlight on change and evolution.** This year's exhibition will analyze the need for a transition in the agrifood sector on a global scale; changing consumer habits; strategies to deliver agriculture and transformations that are kinder to wildlife and the environment; and the growth of startups who are inventing new ways of doing business.

**Here are some highlights among the exhibition's many events and key moments:**

- The **SIAL Innovation Space**, which offers a look at the innovative products and services that are shaping, and will continue to shape, our mealtimes today and in the future, as well as the Grand Prix awards for the very best innovations.
- **SIAL Insights:** releasing three major international studies into the public domain, studies that provide unrivalled analysis of consumer expectations and trends in agrifood and restaurant innovation on a global scale. The results are available as a white paper, and will provide plenty of fodder for the debates and conferences scheduled as part of the **SIAL Talks** programming.
- A dedicated startup space to showcase proven and emerging tech solutions.
- Not to mention **SIAL Future Lab** and **SIAL La Cuisine**.

More important than ever as a forum for debate, exchange, innovation, and business, SIAL Paris is the place to be for the discussions that drive the much-needed agrifood transition take place, as it happens.



**AUDREY ASHWORTH,**  
*Director of the SIAL Paris trade fair*



**NICOLAS TRENTESAUX,**  
*General Director SIAL*

With **#Own The Change**, SIAL Paris 2022 is about much more than product innovation. We will always need to eat, which is why agriculture and the agrifood industry both represent sectors of the future. However, major changes are afoot in these growth industries, and immense challenges lie ahead. Achieving food security demands innovation. And this innovation must take the new paradigms into account: producing more while polluting less, exploring new **supply sources**, and moving towards greater transparency...

Nicolas Trentesaux

In 2022, SIAL Paris is encouraging the Food community to seize the reins of change and to work together to imagine the solutions of the future, to benefit both the industry and consumers. We are delighted that the **3 Michelin-starred chef Mauro Colagreco**, who goes to great lengths to do his bit in the way he works every day, **has agreed to be the sponsor of this year's event.**

Audrey Ashworth

# A WORD FROM THE PATRON

**MAURO COLAGRECO,**  
Chef at Le Mirazur restaurant  
and patron of SIAL Paris 2022 \*

"SIAL is back, and I am delighted to be the patron.

**Each time we eat, we decide what kind of world we want to live in.**

The international vision of food that SIAL offers, and its commitment to improve consumption and production modes to make food better for people and the planet, are very important to me: I take them to heart in my own daily business.

The "Own the change" theme of this edition of the trade fair resonates with me. The need for transformation is becoming inevitable, considering the challenges we now face. Chefs and restaurants have an essential role to play in this change.

The world has already changed... It is up to us to catch up."

***The need for transformation is becoming inevitable, considering the challenges we now face. The world has already changed... It is up to us to catch up.***



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## **ABOUT MAURO COLAGRECO**

Mauro Colagreco has followed his passion from his native Argentina to the French Riviera. His path has been filled with travels, discoveries, ambitions, and the unrelenting efforts that have led him to the peak of his art. His bold approach and innovative vision reflect his cuisine, which transcends the seasons and the region. Convinced of the benefits of short supply chains and supported by the bonds that he has established with the natural environment, the chef is committed to saving the planet. This extraordinary, ethical chef has definitively broken with conventions, and he works tirelessly to participate in the fight against climate change. A chef without frontiers, he is always on the move, seeking out excellence in all its simplicity.

\* Awarded "Best Restaurant of the world" by the World's 50 Best in 2019, 3 stars Michelin and 18/20 for Gault&Millau

1

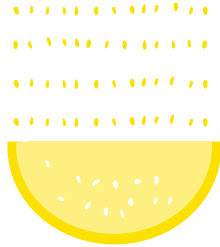
OWN  
THE CHANGE

#

# #OWN THE CHANGE

“Own the change:” taking on the challenge of changing today for a better world tomorrow. This is, above all, a call to join forces in employing better practices. The determination to support change and guide it in the right direction. A time for the community to gather to design the food of tomorrow.

## Designing the food of tomorrow



Inspired by a society whose expectations and lifestyles are evolving at a rapid pace, and by an agrifood industry challenged by economic, environmental, and social issues, the theme of **#Ownthechange** is today more than ever sending a strong message that a radical change of course is needed if we are to achieve an agrifood transition that works everywhere, for everyone. It also expresses the belief that this transition will be a collective effort, and that every industry player, through their actions and their innovations, holds the future of the agrifood industry in their hands.

## Uniting professionals based on consumer expectations and habits from all over the world



The food industry faces a great number of circumstantial and structural challenges: the ecological and environmental transition, new consumer expectations, employer attractiveness, the recapture of market shares, modernization, and digitalization, to name a few. **#Ownthechange** expresses the need for change and to reassess former models. **This call aims to guide all food industry professionals toward a positive collective movement**, providing all the keys to creating tomorrow's food in order to address expectations and initiatives all over the world.

While progress in the agrifood transition may sometimes seem (too) slow and complex, today we are seeing things pick up pace in the right direction: towards consumer expectations. Brands and restaurants are coming up with new, more virtuous products in reply to increasing demands from consumers whose choices, all over the world, are also growing more mature.

Today, developments are accelerating in the right direction: that of consumer expectations. The result is new, more virtuous products and services from brands and at restaurants.

## Federating the whole world's food community



And so for SIAL, a source of inspiration for the entire worldwide food community, it is essential to showcase these expectations and initiatives in order federate the food industry. All its participants, from farmers to distributors to restaurant professionals, may actively take part in the food transition.



©Stockfood

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**SIAL  
INSIGHTS**

**#**

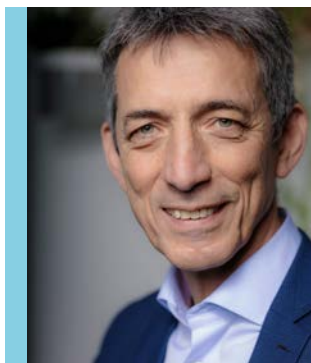


## UNDERSTANDING THE KEYS TO ADDRESSING TOMORROW'S CHALLENGES

The SIAL's expert partners – Kantar, ProtéinesXTC and NPD – **offer visitors direct access to an unprecedented analysis of the world's major consumption trends and their developments: SIAL Insights.** This analysis is the result of the synergy of three sources: the biennial Food 360 study, conducted every two years by Kantar; the worldwide innovation panorama presented by ProtéinesXTC; and the restaurant trend studies conducted by NPD. Based on the **#Ownthechange** theme, this analysis makes it possible to apprehend the reality of food challenges faced by eleven countries and markets: France, China, Germany, the Middle East, the United States, Russia, Southeast Asia, Spain, the UK, and two additional countries for this 2020 edition: India and Italy.

This unique study is based on three principles:

- **Consumer expectations**
- **Product innovation**
- **Restaurant behavior**



### PROTÉINESXTC

ProtéinesXTC is a strategy, innovation & communication consultancy for companies of the food and agricultural industries. Xavier Terlet, General Director of ProtéinesXTC, has been working with SIAL for many years, most notably in creating the Paris-based SIAL Innovation observatory, but also other SIAL hubs. ProtéinesXTC examines product innovation expertise, selects the exhibitor innovations to highlight, and presents the trend book of features to discover at the trade fair. The results of the trend book are taken from the Global Innovation Barometer, which is compiled each year by listing and analyzing all the innovations in mass food consumption that have been launched throughout the world from January to December.

**Xavier Terlet**, *Innovation Expert of ProtéinesXTC*

**ProtéinesXTC**  
creative scientists & brand activists



### KANTAR

Since 2012, Kantar has been guiding SIAL in conducting a consumer study called Food 360™, highlighting food consumption trends on the rise worldwide. The investigation is presented every two years – exclusively and in a world première – in the SIAL Insights trend book. It offers a broad overview of consumer expectations, particularly in terms of food innovation.

**Karin Perrot**, *Expert Food Director – Kantar Division of Insights France*

**KANTAR**



### NPD GROUP

NPD Group is an international company specializing in the examination and analysis of restaurant consumption behavior. NPD features a department devoted to the food industry: the Food Service division, established in 13 countries, is accompanying the SIAL for the first time this year. Its mission is to elucidate restaurant trends throughout the world through quantitative and qualitative research.

**Maria Bertoch**, *Business Development Director – NPD Europe & Russia Food Service*

**npd**



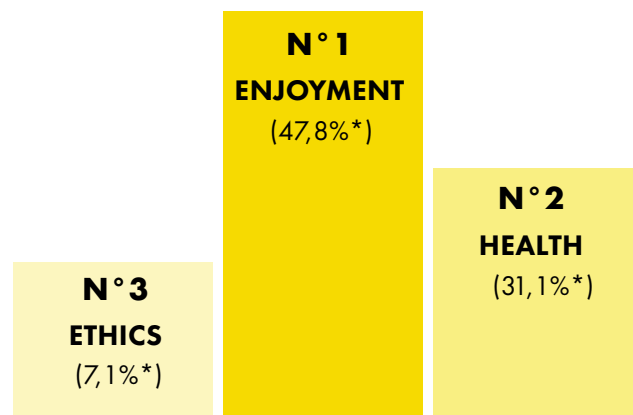
# You are what you eat

Enjoyment and health, sharing and status symbolism, matters of convenience, culture and budget... **Food choices go far beyond simply satisfying a basic daily need.** And the challenges are becoming more complex today, now that questions are arising from all sides about production models and access to resources. The three worldwide studies performed for SIAL clearly show that. The pandemic did not turn the world on its head; quite the contrary. In this uncertain global context, **consumers as sure as ever that what they eat defines the world in which they live.** For them, for their loved ones, and beyond, for all the species with which they share this world.

**Despite – or because of – the pandemic and our uncertain perspectives, food choices remain a vector for commitment to a better world.**



Ethics are appearing in the top ranking of worldwide innovation<sup>2</sup>



\* percentage of worldwide innovations

**Acknowledgement of effort made by industry players...**

**+2pts**

The score per item "Companies make successful efforts to guarantee the safety and innocuousness of the products" has only gone **from 20 to 22% in 2 years.**<sup>1</sup>

**... but the perception of risk is still there:**

**70%\***

**of participants believe that food can pose a risk for their health.**

With the score rocketing in China (+10pts), and European consumers generally having more peace of mind.<sup>1</sup>



<sup>1</sup> Area covered by the Kantar Food 360 Insight 2022 study performed before the product recalls of Ferrero and Buitoni products in Europe  
<sup>2</sup> ProtéinesXTC – 2022 "Offre innovante alimentaire" study

# The four cardinal points of food trends

Fundamental, structural lines of force that were just emerging two years ago are now taking shape. Some more intensely and rapidly than others, depending on our cultural and economic disparities, our paradoxes and contradictions... But inexorably just the same.

## ■ 1 - MORE NATURAL

**Health is, more than ever, a subject on everyone's lips!**

You don't have to look far. When it comes to your health and the health of your loved ones, look no further than food. Even though the pursuit of performance can be a short-term driver, our vision of health today is holistic and preventative. So how can a consumer eat healthier? By opting for **ever more natural ingredients and ever simpler ingredient lists and processing**. When it comes to reassuring consumers about food safety and reassert its health benefits... Less is more!



## ■ 2 - MORE ENVIRONMENTALLY AND ETHICALLY RESPONSIBLE

**CSR comes to the table**

A label or appellation is no longer enough to guarantee that a product is not having too much of a negative effect. Neither on the air, nor the earth, nor the water, nor the animals or people involved in its production. **Ethics and responsibility are becoming more complex, and are being examined from end to end**, since we are progressively becoming more accustomed to claims of a reduced impact "from field to plate" or "from farm to fork." Consumers are – and will continue to be – increasingly discriminating in their choices, demanding ever more clear, tangible proof that companies are living up to their promises... But that doesn't mean they are ready to spend more money.



## ■ 3 - MORE ENJOYMENT!

**Good taste, good to share**

**A refuge** in uncertain periods, food is a **vector of comfort and enjoyment** for so many people. At the same time, the increasing power of **societal commitment to food choices brings new taste to that enjoyment**. Making a useful choice, at home or at a restaurant, makes us feel good. In this context where the economic crisis is back for seconds, it would be difficult to reserve the best for a select few, simply for reasons of purchasing power. But that doesn't mean we accept being to made feel guilty. On the contrary, we have never been so eager to be swept away in feel-good vibes and new discoveries.



## ■ 4 - DIGITAL TRANSFORMATION: AT YOUR SERVICE!

Food and digital technology: it's not their partially consummated marriage that will tear us away from our smartphones and screens of all kinds. A pinch of creativity and fun, a generous dash of services, and a sprinkling of pertinent information: **digital technology is offering new ways to access products**, information, and nutritional coaching / consulting, hopefully in complete transparency. Discover these major trends in greater details in the SIAL Insights trend book, available by request.



Discover these major trends in greater details in the SIAL Insights trend book, available by request

3

A QUICK  
LOOK AT  
SIAL PARIS

#

# THE EVENT'S KEY FIGURES

7 000

EXHIBITORS EXPECTED,  
INCLUDING 88%  
FOREIGN EXHIBITORS\*



126

COUNTRIES  
REPRESENTED  
BY EXHIBITORS



17

NEW COUNTRIES  
EXHIBITING



3

SIAL INSIGHTS  
STUDIES:  
KANTAR  
PROTEINESXTC  
NPD



5

DAYS OF  
TRADE FAIR



250 000

M<sup>2</sup> D'EXPOSITION,  
THE EQUIVALENT  
OF 100 SUPERSTORES



10

SECTORS

Organic & well-being  
Drinks  
Grocery & bread-making  
Equipment  
Fruits & vegetables  
Seafood products  
Dairy products  
Frozen foods  
Prepared dishes & snacks  
Meats

21

SIAL INNOVATION  
GRANDS PRIX



50

MORE THAN 50 HOURS  
OF KEYNOTE SPEECHES  
AND ROUND TABLE  
DISCUSSIONS  
AT SIAL TALKS



+650

STARTUPS,  
INCLUDING 55 AT THE  
SIAL STARTUP VILLAGE



58

YEARS  
OF EXISTENCE



1 800

PRODUCTS PRESENTED  
AT SIAL INNOVATION



300 000

PROFESSIONALS EXPECTED,  
INCLUDING 75%  
FOREIGN PARTICIPANTS



276

millions d'euros  
IN INDIRECT  
ECONOMIC BENEFITS\*



2 480

millions d'euros  
IN BUSINESS  
TRANSACTIONS\*



\* Data from the CLEO / UNIMEV  
impact report based on the 2018 edition

## TOP 10 COUNTRIES

1. France
2. Italy
3. Spain
4. Turkey
5. Greece
6. Belgium
7. Poland
8. Argentina
9. Netherlands
10. United States

## TOP 10 INDIVIDUAL EXHIBITORS \*

- |                                    |   |
|------------------------------------|---|
| 1. GROUPE BIGARD (France)          | 6. SALUMIFICIO FRATELLI BERETTA SPA (Italy) |
| 2. SAVENCIA (France)               | 7. DAWN MEATS GROUP (Ireland)               |
| 3. BRF GLOBAL GMBH (Germany)       | 8. ABP GROUP (Ireland)                      |
| 4. LACTALIS INTERNATIONAL (France) | 9. LDC (France)                             |
| 5. COSTA FOOD GROUP (Spain)        | 10. ARDO (Belgium)                          |

\* List as of 15/09/2022, subject to modification

## TOP 10 NATIONAL PAVILIONS

1. Italy
2. Turkey
3. Spain
4. France
5. Greece
6. Brazil
7. Belgium
8. United States
9. Poland
10. Argentina

## 17 NEW PARTICIPATING COUNTRIES

**ANDORRA - DEMOCRATIC REPUBLIC OF THE CONGO - GABON - GRENADA - GUINEA - HAITI - KENYA - LIECHTENSTEIN - MONGOLIA - MYANMAR - NIGERIA - PANAMA - RWANDA - SAINT LUCIA - SUDAN - SURINAME - TUVALU**



## FOCUS FRANCE

More than  
**900**  
French exhibitors

### TOP 3 FRENCH REGIONS

1. Ile-de-France
2. Brittany
3. Nouvelle-Aquitaine

## SIAL ONLINE



Generating encounters and networking online

### ■ CXMP FOOD BUSINESS PLATFORM

# CXMP

BUSINESS PLATFORM

**NEW!**

SIAL Paris proposes an optimized version of its digital catalog through the B2B CXMP marketplace.

This new trade fair platform enables exhibitors to promote their businesses throughout the year. CXMP offers professionals a **high-quality showcase for their brands and products** (an unlimited number of product references with the opportunity to include full descriptions, photos and videos), **greater visibility** to visitors of the trade fair, and the option to offer products for sale through a fee-paid subscription. **The networking feature** makes it possible to arrange for in-person or virtual meetings, whether before, during or after the trade fair.

CXMP also makes it possible for visitors to consult the list of the exhibitors and products presented at **SIAL Paris**, free of charge.

### ■ SIAL LIVE STREAMING

This year, **SIAL Paris** makes it possible for anyone who was unable to attend the trade fair to enjoy a replay of the principal lectures presented at SIAL Talks, the event's official ceremonies, documentaries filmed at the trade fair exhibition, and exclusive live interviews with various personalities... All are available on the trade fair website.



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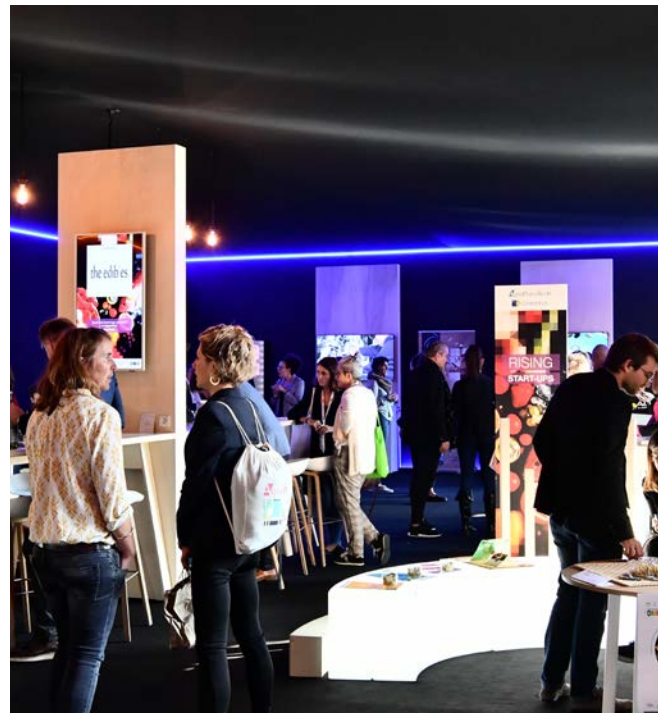
## SIAL ONSITE



### ■ TOUR CIRCUIT

Innovation is at the heart of SIAL. We therefore propose nine theme circuits at SIAL Paris that showcase innovative companies:

- Taste France
- Sustainable development
- Halal products
- Kosher products
- Natural foods and alternative products
- Ready-made and takeout
- Intermediary food products
- Private labels
- Restaurant and catering services



# ACTIVITY SPACES

**SIAL INNOVATION**

**SIAL STARTUP**

**SIAL TALKS**

**SIAL LA CUISINE**

**SIAL FUTURE LAB**



# SIAL INNO- -VATION

## Deciphering the food of tomorrow



HALL 6

With SIAL Innovation, the trade fair demonstrates its role as a forerunner for market trends, providing visitors with up-to-date expert content on market development and innovation on a worldwide scale.

This forum for invention, transition, re-invention and futurology decodes the new concepts and trends in the food industry's consumption throughout the world.

### THE SHOWCASE OF THE FUTURE

This international observatory for food innovation has been a world reference for more than 20 years. It is presented in partnership with ProtéinesXTC, which selected some **550 products this year among more than 1,800 application submissions.**

What makes the selection so incredible is that, all over the world, stakeholders in the food industry are innovating to address these new demands for change. They are boldly reinventing the industry's practices by developing new ingredients and packaging to make tomorrow's food healthier.

The most inspiring new products will win one of **21 category awards.** Top of the list are the sector awards, with winners for dairy, seafood, frozen, and out-of-home catering products, to name but a few, as well as an equipment and technology award, an intermediate food product award, an **"Own The Change" award, a Startup prize and, new for this year's exhibition, the public choice award!**

[Click here](#) to find out more about SIAL Innovation



### HIGHLIGHT

#### SIAL Innovation Grands Prix awards ceremony

The hugely desirable SIAL Innovation Bronze, Silver and Gold prizes, as well as the "Own The Change" prize and the people's choice award will be awarded at the exhibition as part of a ceremony rewarding all of this season's winners. Not to be missed!

Saturday October 15th, 4.30 p.m.  
to 6 p.m. - SIAL Talks



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# THE SIAL INNOVATION AWARDS 2022

## 14 PRODUCT CATEGORY PRIZES

Gold, Silver and Bronze prizes awarded at the trade fair



### MEAT & FISH

**LA TRUITELLE**  
France



### MEAT & SEAFOOD PRODUCT SUBSTITUTES

**LEGGIE PLANT BASE**  
Spain



### ALCOHOLIC BEVERAGES

**OLIBA GREEN BEER - THE EMPETRE ONE**  
Spain



### NON-ALCOHOLIC BEVERAGES

**MATÉ TARAGÜI  
FIRST  
EXPERIENCE  
KIT**  
Argentina



### SAVORY DRY GOODS

**KIMCHI V KIMCHI  
BLOCK**  
South Korea



### CULINARY AIDS & CONDIMENTS

**TOMATO CRYSTALS**  
Italy



### SWEET DRY

**TOOGOOD  
BARBE À PAPA**  
France



### FRUITS & VEGETABLES

**100% FRESH  
FROZEN WOLFFIA**  
Thailand



### DAIRY PRODUCTS & ICE CREAM

**CHESTNUT CREAM ICE  
CREAM WITH GLAZED  
CHESTNUT CHIPS**  
France





**DAIRY PRODUCT  
SUBSTITUTE**

**NEW PLANT-BASED  
SOON RANGE**  
France



**FROZEN PRODUCTS**

**IO' DÉS**  
France



**INTERMEDIARY FOOD  
PRODUCTS/INGREDIENTS**

**VEGETABLE COLLAGEN(H)**  
South Korea



**RESTAURANT  
& CATERING PRODUCTS**

**VEGAN FLAVOR  
AND TASTE**  
Denmark



**EQUIPEMENTS  
& TECHNOLOGY**

**ROASTINSTEP**  
France



**3 SPECIAL PRIZES**

A people's choice award awarded at the trade fair



**PACKAGING**



**ORGANIC UHT  
STERILIZED  
SEMI-SKIMMED  
COW'S MILK**  
France



**OWN THE CHANGE**

awarded  
at the trade fair



**STARTUP**

**BUBBLE IT!**  
France



Learn more about the award winners in the press release dedicated to them, available by request

# SIAL START UP

## Transcending the product-centric approach and creating the solutions of the future



HALL 6



**650**  
startups expected  
including **55**  
at the SIAL Startup Village

For the first time, SIAL Paris welcomes some sixty startups – up-and-coming movers-and-shakers in the food ecosystem – to a SIAL Startup area especially dedicated to them.

Here, visitors are sure to discover budding companies whose visions align with the “Own the Change” theme. These innovative companies from France and abroad – each under five years old and exhibiting for the first time at SIAL – enjoy an increased visibility during the five days of the event. This is a unique opportunity to create business opportunities and to gain recognition.

[Click here](#) to find out more about SIAL Startup



### TEMPS FORT



**SIAL Invest** In 2022, for the first time, SIAL is ramping up opportunities and business boosters for startups through its launch of SIAL Invest.

The new event will take place during the trade fair, offering the opportunity for 25 startups to each make a three-minute pitch to a panel of international investors.

*Monday October 17th, 2:30 p.m.  
to 6 p.m. on stage 1 of SIAL Talks*

In the current food business drive to “eat better”, you’ll find, for example, startups involved in the food industry:



**KOKOJOO**, France  
Beverages

KOKOJOO explores the diversity of cacao fruit and the properties of this super food. This innovative Black-Owned Food-Tech startup offers a range of healthy, nutrient-rich, extremely flavorful foods, snacks and beverages which contain byproducts from chocolate production (the cacao bean hull). An admirable example of circular economy and the combat against food waste.



**PROFILE PRINT**, Singapore  
Tech

ProfilePrint addresses the challenges of the food ingredient industry by assisting them in preventing errors of taste, inconsistencies in quality and even misrepresentation. It offers a quick way to verify that the raw ingredients are consistent with the finished products. Gone are the days of expensive, complex methods involving instruments and tasting panels, thanks to this artificial intelligence-powered solution.



**ORBISK**, The Netherlands  
Tech

Orbisk provides guidance to professional kitchens in taking control of their food waste. This new essential tool for managing and reducing waste automatically identifies the type of food wasted, its quantity, and the time of day that the food was wasted.



**ABERYNE**, France  
Alternative food

Aberyne has created the first luxury plant-based foie gras that may be served cold but also fried. Their Foie Green is available in several flavors: original, truffle, Espelette pepper and spices, and blueberry. This vegan range should soon expand to include new products.



# SIAL TALKS

## Much more than a source of inspiration



### Entrance to gallery HALL 6


SIAL Talks is a space for the discussion and comparison of disparate expert perspectives on current or future problems. The talks take on various formats, including **interviews, debates, round tables, lectures, and more**, so that visitors may better understand, analyze and especially discuss tomorrow's food challenges and the upcoming transition that forms the backbone of the **SIAL Paris #Ownthechange** theme.

[Click here](#) to discover the program and speakers of SIAL Talks

### Among the speakers and themes on the program of discussions for this edition:

#### Food traceability: how can blockchain technology make it possible to build trust?

To address increasingly pressing regulations and the consumer need for transparency, blockchain technology is a solution that builds a trusted basis for sharing data. It can help improve visibility throughout the supply chain and the industrial process by tracing the full life cycle of a product, from the field to the supermarket aisle.

 Saturday October 15th, 1:30 p.m. to 2:00 p.m.



**BY MATTHIEU HUG,**  
Co-founder and CEO of Tilkal

A serial entrepreneur with a passion for digital technologies, Matthieu Hug sits on the board of several innovative startups.

In 2017, he co-founded Tilkal, a platform for end-to-end supply chain traceability and transparency.



**120**

international speakers




**76**

lectures

#### A sustainable planet: Getting the food industry moving in favor of sustainability

Food systems that threaten the future of humanity and the biophysical integrity of our planet; the climate crisis; wars... The current context can be discouraging even for the most optimistic among us. And yet, we (as food companies, governments and consumers) still have the power to make food a driving force that can resolve the greatest challenges facing humanity while guaranteeing massive new long-term opportunities to food companies.

 Monday October 17th, 11:00 a.m. to 11:30 a.m.




**BY FABRICE DECLERCK,**  
Science Director of EAT Foundation

Fabrice DeClerck PhD is the Science Director of EAT Foundation, which leads actions in favor of the transformation of the worldwide food management system. For the past thirty years he has led research at the interface of environment, agriculture and human health as well as on biodiversity.

## The importance of sourcing locally as part of a corporate CSR approach

While it is easy for consumers to understand the good reasons for consuming locally (reduction of merchandise transport, environmental conservation, support to the local economy, cost reduction, and so on), we question ourselves less as processors when it comes to sourcing locally. Nevertheless, if processors, as essential links in the food supply chain, begin to take an approach in favor of local sourcing, they can make a precious contribution to the protection of the farming sector and the agribusiness expertise specific to each region.

 Tuesday October 18th, 2:00 p.m. to 2:30 p.m.




**BY ISABELLE FRAPPAT,**  
Manager of the Development Center  
& CSR of the FEEF

For more than 20 years, Isabelle Frappat has been providing guidance to small, medium-, and intermediary-sized mass market companies in developing their brands and establishing CSR approaches for their businesses. The FEEF (Fédération des Entreprises et Entrepreneurs de France or Federation of Companies and Entrepreneurs of France) supports small and medium-sized companies in their relations with distribution circuits.

## The paradoxes of nutrition and health in the global dietary transition

The ecological transition, which is well underway in countries such as Denmark, is leading the changes in consumer habits and bringing new ingredients to the table; but it could also disrupt the fragile balance of our diets. How should nutritional recommendations evolve to protect – and, if possible, improve – human health in general?

 Wednesday October 19th, 10:30 a.m. to 11:00 a.m.



**BY PUK MAIA INGEMANN HOLM,**  
Head Consultant to the Danish  
Agriculture and Food Council


Nutrition and health are at the core of Puk Maia Ingemann Holm's work. For seven years, she has been advising the Danish government on the challenges facing the world of agriculture and food. With a Master's Degree in human nutrition, she has spent years endeavoring to understand and connect climate problems with their consequences on human nutritional needs.



# SIAL LA CUISINE



**25** chefs



**150**  
place settings  
at SIAL Restaurant

## Cooking with gas!



**HALL 5B**

SIAL La Cuisine showcases the restaurant professions through the La Cuisine program: a true source of inspiration for chefs, and the promise of unique gourmet experiences for the trade fair's visitors.

### SIAL THE RESTAURANT

This pop-up gourmet restaurant features a menu conceived by star-rated chefs in collaboration with promising up-and-coming chefs.

**Click here** to discover the profiles of the chefs behind the menu of SIAL Le Restaurant

### SHOWS & DEMONSTRATIONS

Join us for five days of top-of-the-line culinary shows! A program of 18 demonstrations performed by talented chefs whose work reflects today's food challenges and the themes addressed by SIAL Talks.

**Click here** to discover the program of culinary demonstrations



#### SIAL THE RESTAURANT PROGRAM

Saturday October 15th  
**Pierre Meneau** (Auberge du Jeu de Paume\*)

Sunday October 16th  
**Irwin Durand** (Le Chiberta\*)  
& **Mathieu Afonso** (Hilton Opéra)

Monday October 17th  
**Baptiste Renouard** (Ochre\*)  
&  
**Pierre Lambert** (L'Expérience)

Tuesday October 18th  
**Rebecca Lockwood** (Agapé\*)  
&  
**Julien Marseault** (Partage)

Wednesday October 19th  
**Arnaud Viel** (La Renaissance\*)  
&  
**Romain Gicquel** (La Ferme de Voisins)





# THE CHEFS ON SHOW

©Matteo Carasale



## MAURO COLAGRECO

*Mirazur*\*\*\*,  
30 Avenue Aristide Briand, 06500 Menton

A leader in cuisine without borders, Mauro Colagreco proposes a style of cookery steeped in nature. With a heightened environmental awareness, he strives for more responsible practices at his establishment, Le Mirazur, which has received three Michelin stars and an 18/20 rating with Gault & Millau, and was elected the World's Best Restaurant in 2019. In keeping with these commitments, he believes that chefs and restaurants play an essential role in improving eating habits, and that is why he was delighted to become the spokesperson of SIAL Paris 2022.



## FABIEN BORGEL

*42 degrés*, 109 Rue du Faubourg Poissonnière,  
75009 Paris

Demonstration

This gourmet aficionado has honed his skills in various restaurants in Paris, as well as in Australia, Switzerland and the United States, where he discovered the raw, living, vegan "raw food" experience. In 2014, he founded the 42 Degrés, the first vegan raw food restaurant of the French capital.



## PIERRE-THOMAS CLÉMENT

*Fitzgerald*, 54 Boulevard de la Tour-Maubourg,  
75007 Paris

Demonstration

Pierre-Thomas was trained by Chef Joël Robuchon and the star-rated chef and Meilleur Ouvrier de France Frédéric Simonin. Today, he is the chef of Fitzgerald, a chic bistro that strikes a balance between authenticity and modernity.



## MEHDI ABDELHAKIM

Demonstration

Mehdi Abdelhakim first fell in love with cuisine thanks to a television show, and he began learning the culinary arts at gourmet restaurants in Oran. A producer of luxury foie gras who organizes prestigious dinners, he continues to develop his career in fine foods.



## JEAN-CHRISTIAN DUMONET

*Joséphine-Chez Dumonet*,  
17 Rue du Cherche Midi, 75006 Paris

Demonstration

Jean-Christian was born into a family of restaurant owners, and he began his career alongside Eric Tabarly and Olivier de Kersauson before becoming the chef of the restaurant Joséphine Chez Dumonet, located in the 6th arrondissement of Paris. He holds the title "Maître Cuisinier de France."



## MATHIEU AFONSO

*Restaurant de l'Hôtel Hilton Opéra*,  
108 Rue de Saint Lazare, 75009

The restaurant

Mathieu began cooking at the age of 16 at the L'Ecu de France restaurant in Chennevières. He then joined the Mon Paris restaurant, at the heart of the French capital. He strives to showcase quality ingredients while updating the traditional brasserie style.



## IRWIN DURAND

*Le Chiberta*\*,  
3 Rue Arsène Houssaye, 75008 Paris

The restaurant

Irwin Durand received his first Michelin star and won the Gault&Millau Young Talent Award in 2017. He then joined the Guy Savoy restaurant, which reflects his values such as the respect of the terroir and the conviction that taste is the most important aspect of a dish.



## MAELA BERTEMONT

Demonstration

Maëla Bertemont is a newcomer at Marché Saint Quentin (Paris, 10th arrondissement), but that doesn't make her a second-rate chef. A former financial director, she made a massive career change, going from finance to financiers, and has met with success in her new direction.



## BÉATRICE FABIGNON

Demonstration

The founder of the Trophy Table Art – the first itinerant competition for excellence in the table arts, service and fine foods in the Overseas Territories and the Caribbean –, Béatrice Fabignon is a chef specializing in Creole cookery both in France and abroad.



### LUCAS FELZINE

Vesper,  
81 avenue Bosquet, 75007 Paris

Demonstration

Lucas began his career in 2008 with William Ledevil and went on to join the team of Alain Passard. He continued to hone his skills before opening his own restaurant in 2014, UMA. As part of his career development, Lucas closed the restaurant and turned a new page by becoming chef of the Fitzgerald restaurant in Paris.



### PHILIPPE GENELETTI

Demonstration

Chef Philippe Geneletti stands out for his gourmet indulgence, modernity and playful spirit. The youngest star-rated chef in 2009, he now works as a consultant chef throughout the world and is the executive chef of Luxury Hôtel Management.



### ROMAIN GICQUEL

La Ferme de Voisins,  
4 rue de Port Royal, 78960 Voisins-le-bretonneux

The restaurant

Romain Gicquel was exposed to fine foods from an early age. After training at reputable institutions, he decided to join a prestigious fine food establishment and to become the head of a company at the age of 24.



### FRÉDÉRIC JAUNAUT

Demonstration

Frédéric Jaunault, who has practiced the culinary arts both abroad and at great French establishments, was named Meilleur Ouvrier de France Primeur in 2021. He is particularly distinguished as a vegetable sculpture specialist. A great fruit-and-vegetable aficionado, he founded an academy dedicated to produce.



### MEHDI KEBBOULL

Demonstration

Mehdi Kebboull began his career at a star-rated establishment before joining the team of the Hôtel Le Bristol in Paris. He then participated in season 3 of the television show Top Chef and decided to open his first restaurant in Paris, Le Savarin.



### PIERRE LAMBERT

L'Expérience,  
215 Boulevard Saint-Denis, 92400 Courbevoie

The restaurant

Pierre Lambert is a self-taught chef who has had a great deal of experience at various Parisian establishments. He decided to open his first restaurant in Levallois-Perret, which caught the attention of the Michelin Guide, before opening a second one in Courbevoie. He also became president of the International Club des Toques Blanches.



### REBECCA LOCKWOOD

Agapé\*,  
51 Rue Joffroy d'Abbans, 75017 Paris

The restaurant

Rebecca Lockwood learned the culinary arts through a number of experiences, and she combines journalism with fine food. She is now head chef of the Agapé restaurant in Paris. She endeavors to promote indulgent cookery with a zero-waste approach favoring short supply chains and seasonal produce.



### JULIEN MARSEAULT

Partage,  
16 Rue Saint-Yves, 29290 Saint-Renan

The restaurant

As a young graduate, Julien Marseault trained alongside star-rated chefs. This aficionado of quality ingredients is now developing his own cookery style mingling Breton and Mediterranean influences.



### PIERRE MENEAU

Table du Connétable,  
Auberge du Jeu de Paume,  
4 Rue du Connétable, 60500 Chantilly

The restaurant

Pierre Meneau opened his own Parisian restaurant in 2012. He serves up classical French cuisine – sometimes with a bold touch, always flavorful – placing quality ingredients at the heart of his approach.



### DINA NIKOLAOU

Evi Evane,  
10 Rue Guisarde, 75006 Paris

Demonstration

Dina Nikolaou chose to study in Paris, but she turned her back on that path to pursue her passion of cooking and fine foods. Alongside her sister Evi Evane, she now strives to bring a fresh, modern touch to all the Greek dishes that they prepare.



### STÉPHANE PITRÉ

Louis, 23 Rue De La Victoire, 75009 Paris

Demonstration

This young Breton has been captivated with cookery since the age of twelve. In September 2014, Stéphane won the Gault & Millau grant for young talents, which gave him the little boost that he needed to open his first restaurant in Paris.



### ERIC TICANA

Goma, 15 rue d'Ariane - 77700 Chessy

Demonstration

Eric Ticana – a sushi chef since 2004 and a member of the prestigious association “Les Toques Françaises” since 2014 – devotes his savoir-faire to the development of taste and creativity. Today, he is the chef of Goma Restaurant.



### BAPTISTE RENOUARD

Ochre\* 56 Rue du Gué, 92500 Rueil-Malmaison

The restaurant

Baptiste Renouard considers that behind every dish there must be a story: each one should point to an experience, a memory, an encounter, or an inspiration, such as an exhilarating song that evokes a special voyage.



### ARNAUD VIEL

La Renaissance\*

The restaurant

Born in Normandy, Arnaud Viel always dreamed of becoming a chef. In October 1998, he and his spouse purchased La Renaissance, an establishment emblematic of the city of Argentan, and received a Michelin star in 2016.



### RUBEN SARFATI

Demonstration

Ruben is passionate about cookery, ingredients and sharing. With more than 10 years of experience, he is now a chef on a yacht that embarks passengers from France and elsewhere and takes them off the coast of Sardinia for weddings and various private events.



### GARY WILLIMONT

L'Entente, 13 Rue de Monsigne, 75002 Paris

Demonstration

Gary Willimont is the former chef of the Châteaubriand restaurant. He is the owner, manager and chef of the casual fine dining restaurant Expressbar and the gourmet restaurant Salt, recognized by the Michelin Guide. Today, he works as the chef of the brigade at the British-style brasserie L'Entente.



### RACHID SOUID

Demonstration

Born in Agadir, Morocco, Rachid Souid has held onto the memory of tastes from his childhood and a conviction that cookery is not just about respect for ingredients, but is also a sentimental matter.





# SIAL FUTURE LAB

## An immersion in the food trends from here to 2030



Galerie HALL 6

**FutureLab** invites the visitors of SIAL Paris to travel to the future and discover the food industry of 2030. This forward-looking, high-impact, immersive experience will address the major trends in the decade to come, from the earth to the table.

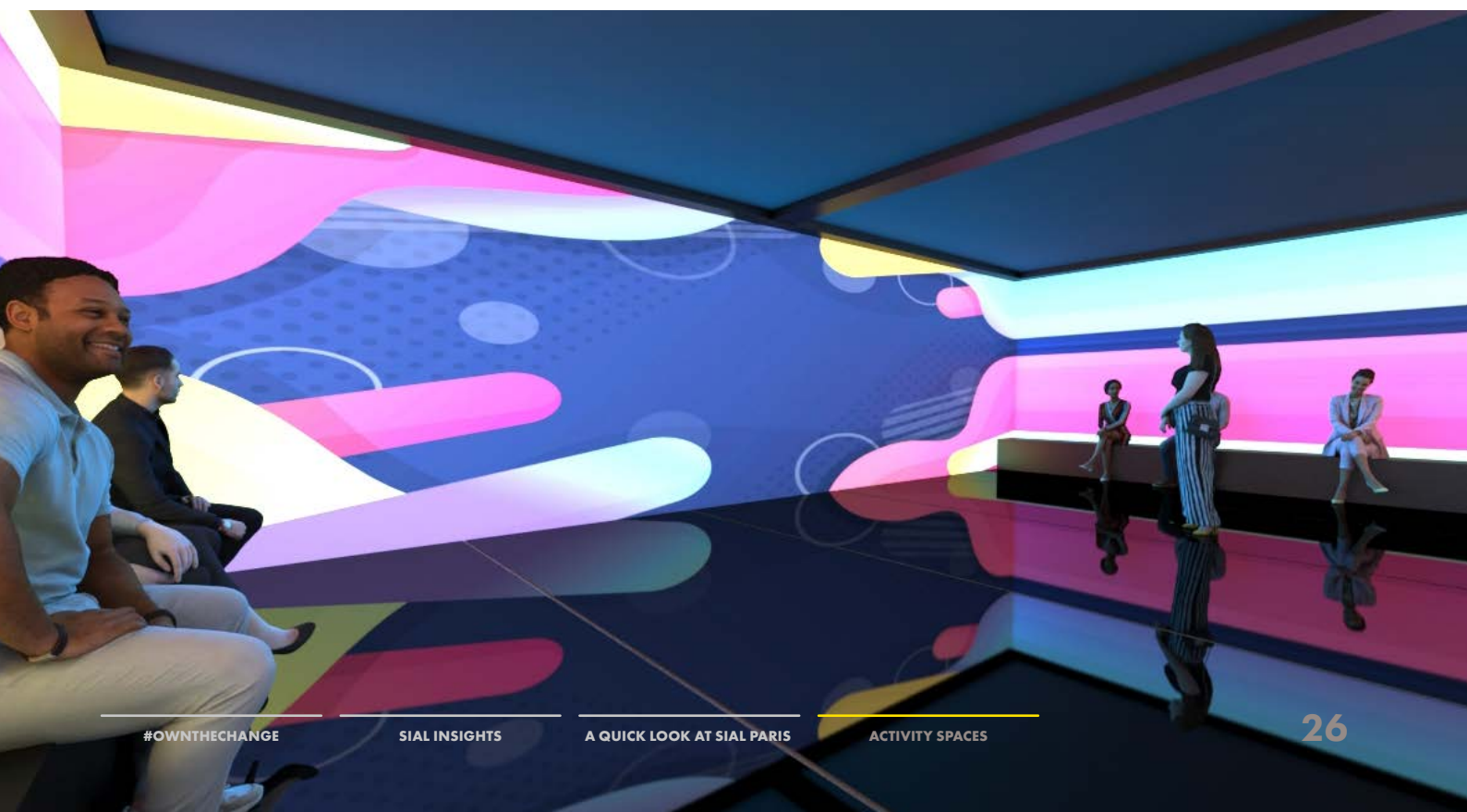
**Click here** to find out more about SIAL Future Lab



1  
three-step  
experiential circuit

### Three activities turn the focus on:

- **Agriculture in 2030:** Satisfying the food needs of the world's populations in terms of quantity and quality while limiting the negative impacts on the environment and people's health.
- **Retail in 2030:** Exploring the organization of stores of the future, from stock management to the consumer experience to the final act of purchase.
- **Food in 2030:** What will we be eating in 2030? Discover what the future will bring to the table!



# PRACTICAL INFORMATION



Saturday October 15  
to Wednesday October 19, 2022



Saturday to Tuesday: 10 a.m. to 6.30 p.m.  
Wednesday: 10 a.m. to 5 p.m.  
Last admission at 2 p.m.



Parc des Expositions de Paris-Nord Villepinte  
82 Avenue des Nations,  
93420 VILLEPINTE, FRANCE

## ACCESS TO SIAL

Get off at the “Parc des Expositions” **RER B** station.  
Take the **shuttle** departing every 10 minutes from 7:30 to 11:30 a.m. from the Paris Gare Montparnasse or Paris Porte Maillot stations to SIAL Paris Parc des Expositions Villepinte. Return shuttles depart every 10 minutes from 3 p.m. to 8:30 p.m. from the Parc des Expositions de Villepinte to the Paris Gare Montparnasse or Paris Porte Maillot stations. These shuttles are accessible upon presentation of an admission voucher and badge for the event.

### Price of the shuttle

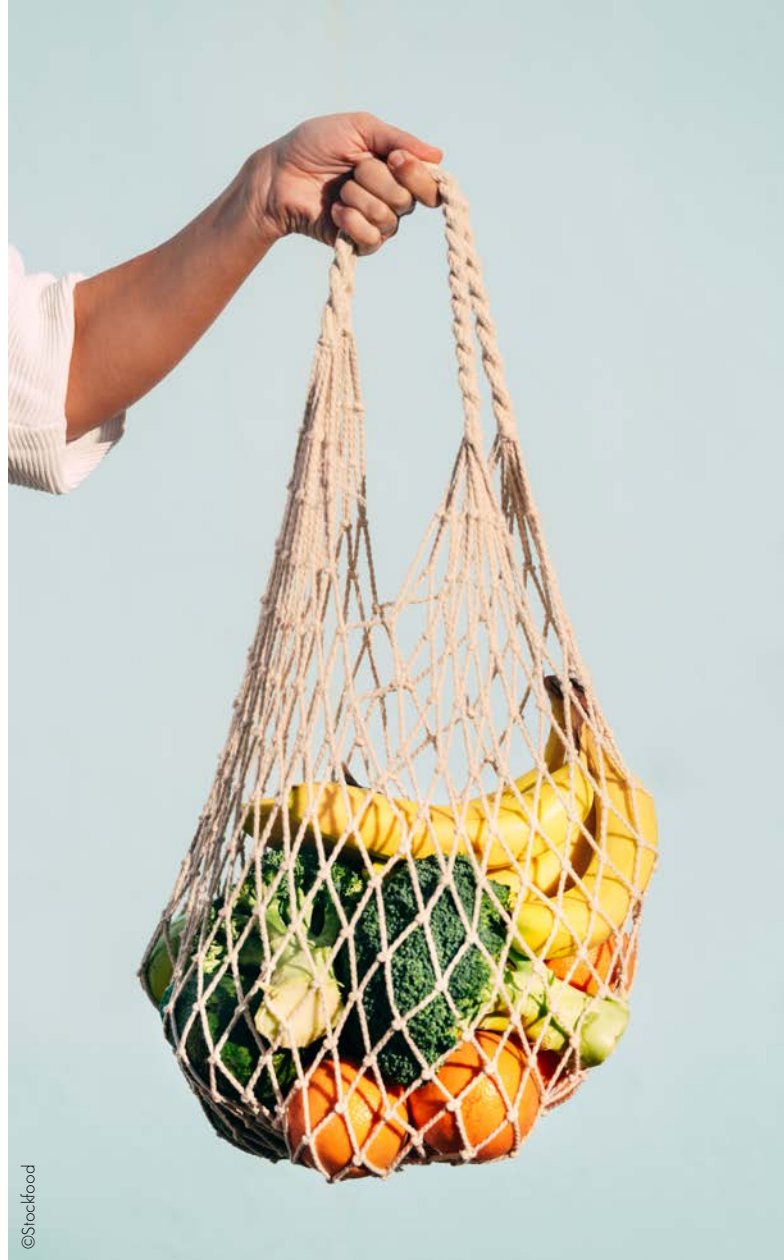
One day round-trip: €10 tax-inclusive

Five days round-trip: €50 tax-inclusive

For information about shuttle service before and after the SIAL event, please click here: <https://www.sialparis.com/Practical-info/Getting-to-SIAL>

## PRESS CENTER AT THE EVENT

The SIAL Paris press center, located in Hall 6, is accessible to journalists upon presentation of credentials (press card, media assignment letter, etc.). The team of Agence 4 septembre is delighted to welcome you, provide you with the press kit for the event, and assist you in organizing your tour, by pointing out not-to-be missed highlights among other information. Beverages and snacks are available here, and a buffet offers new products featured at SIAL Innovation. This is a true workspace (equipped with a Wi-Fi connection, printer, etc.) including quiet areas where you may hold interviews.



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## PRESS ACCREDITATION

To make a request for press accreditation, please consult [badge.sialparis.fr/en](https://badge.sialparis.fr/en). Registration > “Badge request” (or “Returning client” if you have an account). You will be asked to upload your credentials (press card, magazine credit page, media assignment letter, recent article in your name from the media outlet in question, business card, etc.) in .pdf or .jpeg format.



COMEXPOSIUM

### Free shuttles

- Esplanade - RER terminal
- P1 Car park
- P2 Car park, Bus terminal
- P3 Car park
- Hall 6
- Esplanade - RER terminal
- Hall 5c entrance
- SIAL ↔ Roissy CDG Airport

### Paid shuttles

- SIAL ↔ Paris Porte Maillot
  - SIAL ↔ Paris Montparnasse
- Paris shuttles
- 1 day round trip: €10 (incl. VAT)
  - 5 days round trip: €50 (incl. VAT)

### Transports

- Taxi
- Reserved vehicles  
Taxis, VTC, Motorbikes
- Parc des Expositions

### Services

- Information
- Handicap Welcome Desk
- Rest Area

Hotline SIAL : +33 1 76 77 13 58



SIAL Paris **Paris**  
15-19 Oct. 2022

SIAL in China **Shenzhen**  
31 Oct. - 2 Nov. 2022

SIAL Interfood **Jakarta**  
9-12 Nov. 2022

SIAL in India **New Delhi**  
1-3 Dec. 2022

SIAL in China **Shanghai**  
7 - 9 Dec. 2022

SIAL America **Las Vegas**  
28-30 March 2023

SIAL in India **Mumbai**  
4-6 May 2023

SIAL Canada **Toronto**  
9-11 May 2023

SIAL in India **Varanasi**  
Date to come

SIAL Canada **Montreal**  
3-5 April 2024

**Our vertical shows,  
members of  
the SIAL Network**

Djazagro **Algiers**  
5-8 JUNE 2023

Gourmet Selection **Paris**  
10-11 Sept. 2023

Cheese & Dairy products show **Paris**  
25-28 Feb. 2024

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FOOD  
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All SIAL news on the online press room!



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#### **ABOUT SIAL PARIS**

Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,000 exhibitors and 400,000 exhibited products. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through twelve regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi and Mumbai, SIAL America in Las Vegas, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 200 countries. The next SIAL Paris will be held from 15 to 19 October 2022 at Paris Nord Villepinte.

[www.sialparis.com](http://www.sialparis.com)

#### **ABOUT COMEXPOSIUM**

Comexposium is one of the world leaders in B2B and B2C events organization for professionals and the general public across the globe, including a number of industries such as agriculture, construction, fashion, retail, healthcare, leisure, real estate, food and drink, security, education, tourism and works councils. Established in more than 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors annually. With headquarters in France, Comexposium is supported by a network of sales representatives and employees located in 20 countries.