SIAL Paris, the trend guide for catering!

In 50 years, SIAL Paris, global player in the food trade, has become the largest international catering market. A dynamic boosted by consumers all over the world whose pursuit of pleasure and cosmopolitan diversity to add a little colour to their life is ever-growing!

Considering this demand and the search for restaurateurs, SIAL Paris has clearly established itself as the trend guide for caterers! The message is loud and clear to chefs who have been choosing this fair as their largest international market for a long time: they come consistently to roam the aisles in search of inspiration and new products for it should be noted that 82% of our exhibitors present an activity associated with the catering industry!

Today there is a lot of talk about fusion cuisine and New York or Sydney are often self-proclaimed capitals of this new world cuisine. Hybrid, creative and fashionable cuisine. However, this internationalisation is not new: cinnamon, cardamom and ginger made their way to our plates centuries ago! Chefs here and elsewhere have always refused to confine themselves to exclusively local gastronomy. They have very much undertaken to explore their creativity by travelling around the world and SIAL Paris complements these trips. Here they find an increasingly significant offer in catering.

Today, nearly one third of its exhibitors offer products related to catering – from ingredients to processed products including fresh produce – And a breakdown of specific restaurant and catering product innovations, which explains the presence of players in the catering industry from all over the world and from all areas of the industry: mass catering (10.8%), commercial catering (36%), restaurant and catering retailers and wholesalers (44%), caterers (9.2%). So many advantages bring the professionals together at this huge crossroads, to identify the trends of their market (the primary goal of 70% of visitors is to understand the international trends in catering and to follow the developments in this market) and take advantage of the tools dedicated to them.

It is a known fact that food testing begins in the restaurant. This is where consumers hungry for innovation discover new flavours that tickle their taste buds only to be found in their kitchen cupboards the very next day! Just as it has done for 50 years, the fair has inspired and unveiled innovations which go from the chef’s kitchen to that of consumers, for this special jubilee edition SIAL Paris, which proudly bears the stars of catering invites 50 chefs from all over the world to take to the floor in their way. To the chefs!

Nicolas Trentesaux, SIAL Group Director.

About the visitors from the catering industry:

Among the 150,000 visitors expected to attend in 2014, almost 20% (approximately 30,000), are restaurant and catering professionals (86% of them satisfied with their visit in 2012)

- 44% are coming to see poultry meat products
- 42% are coming to see delicatessen products
Monday 20 October, 50 years... 50 chefs gather to honour SIAL Paris

The year 2014 marks fifty years of this mythical fair. SIAL Paris reveals some of the guests who will come to celebrate its half-century in a day of “50 years, 50 chefs”. These are 50 starred chefs who will honour the fair with their presence and visit the largest market in the world to discover fresh produce and innovations.

Led by Christian Le Squer, a sponsor of great reputation and widely recognised by his peers. The three-starred chef says he is ‘honoured’ to have been invited, “firstly because this is a historic fair which is not only about agri-business and mass market retail products, but also the fresh produce which I like to use. Furthermore, it is a way of keeping up to date with the trends and developments in the food sector and not just in France, but on an international level. Cuisine must be ever-changing whether through creativity, the pursuit of flavours or the different materials and textures and also technique. This is where SIAL Paris is a potential source of inspiration and it offers modernity which is essential for our development. SIAL Paris is already 50 years old and is still an important meeting for the profession where my colleagues and I like getting together”.

The entire day dedicated to the fifty years of SIAL Paris will be marked by different events involving the fifty gastronomy masters. The programme will be revealed on 20 October with the following highlights:

The chefs’ basket: 50 baskets containing the starred chefs’ 5 favourite products

Addressing the public on the set of SIAL TV

Networking opportunities between agribusiness industry exhibitors and the chefs

Photograph session with the starred chefs

The day of the stars

Joël ROBUCHON – Groupe Robuchon ***
Jean Georges KLEIN – L’Arnsbourg ***
Jérôme NUTILE – Castillas **
Marc MENEAU – L’Espérance **
Simone ZANONI – Trianon Palace **
Patrick JEFFROY – L’Hôtel de Carantec **
Laurent ANDRE – Hôtel Royal Monceau *
Laurent TROCHAIN – Numéro 3 *
Pierre RIGOTHIER – Le Burgundy *
Patrick PIGNOL – Le Relais d’Auteuil **
Christian TETEHOE – Restaurant Ch. Tetedoie *
MOF Philippe JOANNES – Fairmont Hôtel
MOF ** Fabrice PROCHASSON – Le Nôtre
MOF * Claire VERNEIL – Fairmont Hôtel*
Jean-Pierre CLEMENT – Fauchon *
Frédéric JAUNAUT MOF *
Sébastien BRAS – Maison Bras ***
Arnaud FAYE – Auberge du Jeu de Paume **
Jean-Luc RABANE – Restaurant Rabanel **
Michel ROTH – Le Ritz **
Eric BRIFFARD – Le Cinq Georges V **
Philippe MILLE – Les Crayères **
Nicolas ISNARD – Auberge de la Charme *
Alain PEGOURET – Le Laurent *
Julien ROUCHETEAU – Hôtel Lancaster *
Christophe MOISAND – Le Cédar *
Reine SAMMUT – Auberge La Fenière *
Jérôme NUTILE – Castillas **
Claire VERNEIL – Fairmont *
Frédéric LALOS – Boulangeries Lalo *
MOF* Christian LE SQUER
Jean-Michel LORAIN – La Côte Saint Jacques ***
Philippe LABBE – L’Abeille **
William LEDEUIL – Ze Kitchen Galerie *
Jean SULPICE – L’Oxalis **
Jacques POURCEL – Le Jardin des Sens **
Olivier BELLIN – L’Auberge des Glazicks *
Ronan KERVARREC – La Chèvre d’or **
Hervé RODRIGUEZ – MaSa *
Guillaume GOMEZ – Présidence de la République
MOF* Jean-Pierre CLEMENT – Fauchon *
Zdenek POHLREICH – Hôtel Impérial – Prague *
Cyril ARACHEQUESSNE – Grand Véfour *
Léa LINSTER – Léa Linster *
Jean-Yves LEURANGUER – Fouquet’s*
MOF Christophe BOUCHER – Dessance...
La Cuisine by SIAL: an activity proven by the stars

This is one of the key elements of this fair and is certainly the event most valued by the catering professionals. SIAL Paris tailors and further develops “its cuisine” for each of its editions.

The VIP restaurant came on the scene in 2012, revealing bold and creative recipes to the exhibitors and their guests. This year, SIAL Paris is in partnership with Rungis so that the starred chefs including Frédéric Jaunault, Cyril Arachequesne, Laurent André, Nicolas Isnard, Hervé Rodriguez, who will make themselves comfortable behind the range cooker of this enormous kitchen, can work with the most innovative products at SIAL Paris and incorporate them in gastronomic menus.

Demonstrations and exhibition

La Cuisine by SIAL also offers daily culinary demonstrations lasting 30 minutes and carried out by reputed chefs - Jérôme Nutille, Pierre Rigothier, Claire Verneil, Frédéric Lalos, Christophe Boucher, Jean Pierre Clément, Cyril Arachequesne - ready to reveal the food they will prepare using the products and developments at the fair.

... And an exhibition to further delve into the world of catering and highlight the fresh produce through a series of photographs by Franck Hamel on fruit and vegetables presented in the VIP restaurant and on La Cuisine by SIAL”

With feet on the set of SIAL TV and head amongst the stars of the kitchen

In addition to meetings and new findings at the fair, SIAL TV will broadcast live and online numerous programmes entirely dedicated to the catering sector. Its set will bring together professionals, experts, politicians and personalities who will speak about subjects relating to the current agribusiness sector.

See the chefs live in the studio on SIAL TV on Monday 20 October at 3pm
A fair which makes DNA innovation synonymous with that of catering

Innovation occupies a prominent place in the agribusiness sector and that’s a fact! It also has a real impact on the catering professions. It is essential for a chef to know how to be innovative in his cooking and in his methods. The products at SIAL Paris are, therefore, priceless, ideal for perfecting their cooking and to assist them in their daily tasks.

The chefs will be able to discover fresh or natural products which are an ideal base and are of high quality for their work (in 2012, 65% of visitors from the catering sector found new products). As part of SIAL Innovation, SIAL Paris, source of inspiration for catering, selects close to 100 products specifically dedicated to catering and introduces a catering price for the first time. Christian le Squer, sponsor of the “50 years, 50 chefs” day is of course a member of the restaurant and catering grand jury.

The main reason for going to a restaurant is to discover new products

- Discovering new products is still the main desire of consumers worldwide. Half of them take advantage of going to a restaurant to try new things and 40% are then inspired by their findings and have a go at making them at home.

Source: The TNS Food 360 study of 1,700 individuals aged over 18 and representative of the national population - April 2014
Beyond the successful concepts (open kitchens, digital everything from the reception to the on-screen menus) there are methods used elsewhere which have been a success in 2014... in anticipation of the restaurants where the insect is king!

Exotism on the menu for 2014

For the first time in France, traditional catering has given way to fast food since it currently represents 54% of out-of-home food consumption. New ideas are constantly flourishing to satisfy the greatest gourmards: slices of pizza sold by the metre, all types of food vans or even gourmet burgers. Today, however, a real trend is making its appearance: exotism. More commonly known as “ExoStreet” or the “Snacking globe-trotter”, this new trend is emerging from vans and other mobile outlets. Inspired by street kitchens in different countries around the world it nonetheless favours Latin America. The influence of the football World Cup is predominant.

Mono product restaurants

Whether you are a fan of the famous spreads, mozzarella, hummus or even meatballs, our favourite products might just become the star of a restaurant! Mono product restaurants only have one single product on offer, but it comes in a range of recipes.

Mono product restaurants are springing up more and more in France, inspired by ideas across the Atlantic: a restaurant specialising in baked potatoes in Canada or hummus in Philadelphia. A Nutella bar is also set to open its doors in Chicago. The concept is a little less common in France, but there is already a Mozzarella restaurant, Mozzato, or La Cocotte, dedicated exclusively to chicken and Balls, where only dumplings can be eaten. Popelini offers a range of flavoured cabbage while L’atelier de l’éclair is solely devoted to a selection of éclairs, going as far as to offer a salmon dish.

Spicy Authentic Twist

Foreign touches continue to awaken and reinvent recipes that are still very “safe” in our restaurants. Innovation is the emergence of elaborated flavours bringing with them a world of culinary tradition. 2 examples: Sriracha sauce from the city of Si Racha on the Eastern coast of Thailand is made from garlic, a paste of chilli peppers, distilled vinegar, salt and sugar. It is a new fad in the United States and is used to flavour everything from peanuts to bread and salad dressings. Za’atar a blend of sesame, thyme, oregano, salt and sumac is very popular in the Middle East and is enjoying a rise in the region’s cuisine, as shown by the international success of the cookery book by Yotam Ottolenghi, Jerusalem, featuring local Jewish and Muslim family recipes.

Feature written by Anne-Claire Paré for Bento, French leader in concept trends and innovations for catering. More information, news and inspiration on http://www.bento.fr/blog
Vegetarianism

Following the health and food problems in 2013, we can see a real increase in the popularity of vegetarian dishes and restaurant chains offering them. Some establishments are even offering tofu as a substitute for meat.

Consumers are increasingly worried about the quality of products on their plates and are turning towards extremely healthy products.

We pay close attention to what we eat, fruits and vegetables must be fresh and of a good quality.

Health Shots

Well-being in a bottle: here is what cold-pressed juices promise, new elixirs of well-being that detoxify, energise and make you healthy in just a few sips. Juice bars which are easy to set up in city centres are proliferating in Western capitals: Liquiteria in New York, Root & Bulb in London and Juice It in Paris sell carefully blended juices at high prices. In these magic goblets fruit and spices such as ginger are to be found, but also vegetables: roots such as beetroot or carrots, fennel, cucumber or Kale, the famous savoy cabbage whose unrivalled nutritional goodness no longer needs to be explained...

Source Bento
Catering in just a few tweets

#Catering A decrease in restaurant visits in 2013 is common in Europe:
- 2.9% in Spain, - 2.1% in Italy, - 1% in Germany, - 1.3% in France.

#Catering The French chain La Boucherie is seeking international growth. Next zones: North Africa and Germany.

#Catering Opening in Villeneuve la Garenne of the first Burger Bar by Quick. A compact fast food restaurant (150m²)

#Catering One in 5 customers spends less than €5. One in 20 customers spends more than €30 (source: Kucher & Partners)

#Catering The leading restaurateur in France? Is and always will be Mc Donald’s: €4.4 billion in turnover in 2013, + 2.5%.
Source: Néo Restauration

#Catering Going out to a restaurant? A “festive event” for 88% of French people. Source: Gira

#Catering There is at least one burger on the menu in 7 out of 10 restaurants!
Source: Gira
It won’t be long before the Kebab has its own brand as well: the first “Kebab Party” will open this autumn in Mans.

#Catering “Click and collect” is also used in catering.
After McDonald’s is la Brioche Dorée. #multi-channel

#Catering Wine bars are continuing to attract new enthusiasts.
The Frères Blanc group (Au pied de Cochon…), has just opened Le Chai d’Adrien in the République neighbourhood of Paris.

#Catering In France, the restaurant budget is suffering even more than the shopping budget (47% of people surveyed said that this budget is less than last year’s). Three out of four French people (74%) restrict eating out as a result of the crisis.
Source: Sofinco/Opinion Way barometer

#Catering Monoprix is launching the card “one year of dining out by Monoprix”. A meal offered (for at least two people) in 1,300 restaurants.
SIAL Group is the leading international network for agribusiness fairs. It brings a unique savoir-faire and expertise to identify the most dynamic food markets and to create business opportunities in a B2B environment. Years of experience has made SIAL the meeting point, and now amounts to 8 professional fairs, with around 12000 exhibitors from 100 countries, and more than 280000 visitors from 200 countries. Innovation is the DNA of SIAL, at the forefront of food trends and food innovation, with more than 1,500 food innovations presented in the SIAL Innovation event, and always present in every SIAL fair worldwide. With an international representation in every continent, SIAL Group offers worldwide coverage and a locally based approach to markets.