



## SIRHA LYON 2023: A POWERFUL 21<sup>ST</sup> EDITION, THE REFLECTION OF A SECTOR TAKING UP INTERNATIONAL, SUSTAINABLE AND TECHNOLOGIC CHALLENGES

The 21<sup>st</sup> edition of Sirha Lyon closed on Monday 23<sup>rd</sup> January, after having brought together nearly 210,000 professionals over five days.

The level of the exchanges, business and encounters generated by Sirha Lyon this year confirms its position as **the largest all-encompassing Food Service event worldwide** and its economic power regarding the sector as a whole.

By highlighting the great dynamism of the professionals and their innovations, **Sirha Lyon paves the way for a perpetually evolving sector faced with great international, ecological and technological challenges.** Hotel industry, catering and food decision-makers, buyers and chefs ensured Sirha Lyon 2023 was an **edition overflowing with vitality**, whether in the event's aisles, on the discussion stages or in the French and international competitions.

### KEY FIGURES FOR THIS EDITION

**208,393** PROFESSIONALS

- INCLUDING **14%** INTERNATIONAL
- INCLUDING **50%** DECISION-MAKERS

**4,700** EXHIBITORS AND BRANDS

**616** NEW PRODUCTS & INNOVATIONS

**81** MASTERCLASSES, COMPETITIONS AND ROUNDTABLES

**7** SIRHA LYON STAGES AND RESTAURANTS

**169,946** DOWNLOADS OF THE SIRHA FOOD APP

**16,020** CONNECTIONS VIA THE SIRHA FOOD APP BETWEEN EXHIBITORS AND VISITORS

**11,878,712** DIGITAL IMPRINTS



*"The results, audiences and volumes of activity at Sirha Lyon – run by GL events – place it at the summit of the great worldwide Food Service events. It is a fixture that is unique in the world, integrating the values of the two grand finales of the Bocuse d'Or and of the Pastry World Cup as well as the major economic challenge, along with cooking and food sector managers."*

**Olivier Ginon**, President of GL events.

On the Monday morning Sirha Lyon received a visit from **Olivia Grégoire**, Delegate Minister in charge of Small and Medium Enterprises, Trade, Crafts and Tourism. With **Olivier Ginon**, President of the GL events group, she met startups, producers and craftspeople with innovative ideas, driving forces behind the development of the catering and food sector.

## INTERNATIONAL DECISION-MAKERS AND BUYERS GET TOGETHER

Economic powerhouse and event focussing on the future of food, Sirha Lyon works hand in hand with the major movements of the Food Service industry. The decision-makers have clearly understood this: Sirha Lyon is the worldwide catalyst bringing together all of the sector's professionals to share their innovations, expertise and ideas. This year, once again, **thousands of buyers from the world over got together at Sirha Lyon to generate business and orders.**

*"Sirha Lyon 2023 demonstrates more than ever its ability to mobilise international buyers and a highly qualified visitor base, more than 50% of whom were decision-makers. The quality of the offering of the 4,700 brands present – notably adopting a restrained and sustainable approach – corresponds to the premium and innovative nature of this global Food Service, Catering and Food Trade Fair."*

**Luc Dubanchet**, Director of the Sirha Food Division and Director of Sirha Lyon.

The site of international meetings, transmission, demonstrations and tasting sessions, **the 14 international pavilions were an unprecedented success.** In a hard-working and convivial climate, they won over the professionals on a quest for new gastronomies. With a staging characteristic of their country, **the Saudi Arabian pavilion** – their first at Sirha Lyon – offered a spectacular immersive journey on 320 sq.m into the heart of the largest country in the Middle East.

*"Sirha Lyon was a rich experience for all the food and hotel industry suppliers brought together in one place. Numerous ideas and innovative products were presented over these five days. Sirha Lyon is the ideal meeting place for exchanging directly with suppliers and doing business."*

**Mohamed Talaat**, Director of the Swissotel Makkah Hotel – Saudi Arabia



## THE SUCCESS OF A NEW-GENERATION SIRHA LYON



Taken by storm right from the opening of the fair, the new **Sirha Food Forum** saw a succession of more than 60 guests including the influential chefs **Thierry Marx, Alain Ducasse and Mauro Colagreco.** The rich series of interviews, masterclasses and roundtables highlighted the sector's current challenges covering a different theme each day based on the 2023 **Sirha Dynamics**: technonature, consuming less but better, human wellbeing, human creativity unleashed, dreams of modernity and escapism.

As for the products and services, **the latest technological innovations** – among the 700 new products presented – particularly drew the attention of buyers: 3D printed cake base, revolutionary payment systems, collaborative robot... R&D is in phase with the profession's changing practices and the consumers' expectations, illustrating the perpetually evolving Food Service industry's ability to reinvent itself.

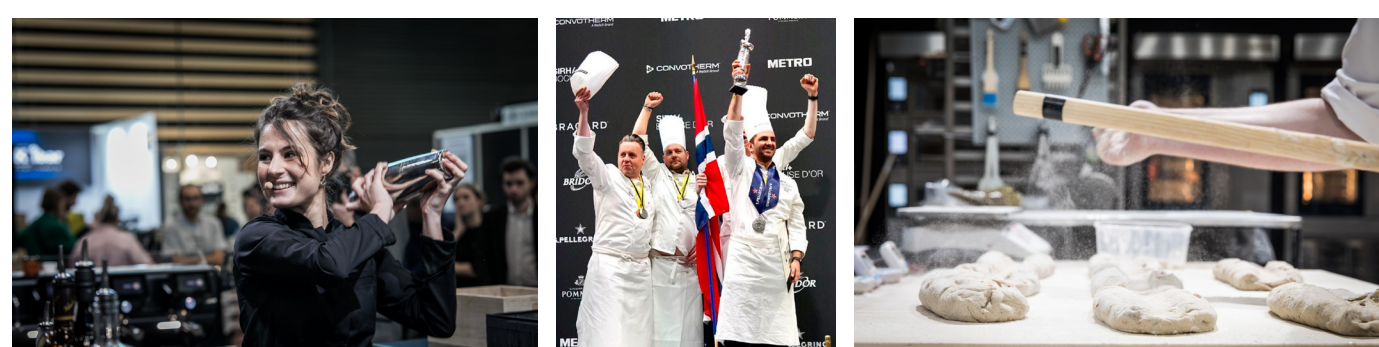
*"As a startup that has been awarded a Sirha Innovation Award, we have been able to present our solution to the FoodTech ecosystem. The utilisation of new technologies by the professionals is spreading very quickly, a reality amplified by Sirha Lyon offering great visibility for our solutions."*

**Mathieu Auteroche**, CEO of Tipsi, dematerialised tipping solution.

## INTERNATIONAL COMPETITIONS AT THE HEART OF SIRHA LYON

The Grand Finale of the **2023 Pastry World Cup** presided over by **Pierre Hermé**, under the **honorary chairmanship of Cédric Grolet**, saw Japan – whose team consisted of **Moe Takahashi, Naritoshi Suzuka and Yusaku Shibata** – winning the day notably thanks to their exceptional creations around the subject of climate change. The France team, comprising Georges Kousanas, Jérémy Massing and Jana Lai, came second, ahead of Italy.

The Bocuse d'Or, presided over by **Jérôme Bocuse**, with **Dominique Crenn** as its Honorary Chairwoman, rewarded the Danish candidate **Brian Mark Hansen**. Bringing out the best in monkfish and then squash for the **"Feed the Kids"** competition turned towards education for healthy eating, **Denmark** won the largest cooking competition in the world for the 3<sup>rd</sup> time. The Norway and Hungary teams respectively took the second and third steps on the podium. France, represented by Naïs Pirolet, came fifth.

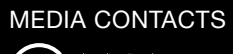


### VIDEO SUMMARY OF THE 2023 EDITION OF SIRHA LYON

**Next edition of Sirha Lyon: Thursday 23<sup>rd</sup> to Monday 27<sup>th</sup> January 2025 at Eurexpo Lyon.**

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