

WELCOME TO OUR TABLE

SIRHA LYON, THE WORLD'S FOOD SERVICE EVENT

In Europe, the summer of 2022 was a resounding success for the catering, hotel, food and tourism sectors. In France, for instance, extremely positive figures once again underline the recovery of an entire sector, which has been heavily impacted over the last two years¹.

- The hotel and restaurant industry recorded a 26% increase in bookings in France²
- Out-of-home food services: +11% in visits and +17% in spending³
- 25 million foreign tourists in France this summer, for 15 billion euros in revenues⁴
- French cuisine is the most highly acclaimed: 40%⁵

At the same time, those working in the restaurant and food industry are the first to witness another state of affairs and are faced with numerous problems: labour shortages, inflation, the explosion in the cost of raw materials, etc. Located in the midst of all the sector's concerns and close to the industry's professionals for 40 years, **Sirha Lyon, which is part of Sirha Food within the GL events group, is back from**

Thursday 19 to Monday 23 January 2023 to cover the major changes affecting the Food Service industry. On the menu: the largest global food service offering covering products, equipment and services for commercial and independent catering. **5 days of opportunities to meet and do business with key players in economy and innovation.**

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SIRHA LYON, A POWERFUL AND INTERNATIONAL ECONOMIC INSTRUMENT

“Sirha Lyon is a very effective international economic tool. Every year, we welcome hundreds of decision-makers from all over the world, whether they are exhibitors, on the event stages or in the exhibition aisles” explains **Olivier Ginon**, Chairman and CEO of the GL events group.

- **13,789m²** of international exhibitors (i.e. 22% of the total surface area), nearly 300 stands and 14 pavilions (Italy, Spain, Belgium, Greece, Japan, Overseas) for a total of **27 countries** represented. **New for 2022: a Saudi pavilion will be present at Sirha Lyon for the first time.**

- Visitors include: **52% decision-makers***

- **4,000 exhibitors and brands** are due to attend across 140,000 m²
- **94% of Sirha Lyon has already been allocated** (end of September), representing 1,565 exhibitors excluding brands, with an average surface area of 40m² per exhibitor

“As a living testimony to the industry's vibrancy, both in France and internationally, Sirha Lyon is the place to be for food service professionals and experts, where exhibitors and visitors can come together to create business opportunities and redefine their offerings to reflect consumer expectations” explains **Luc Dubanchet**, Director of Sirha Food and Sirha Lyon, at GL events.

*figure for Sirha Lyon 2021



A 2023 EDITION FOCUSED ON 5 CORE SIRHA DYNAMICS

To illustrate the strains and trends in the entire industry, Sirha Lyon has created five **Sirha Dynamics**, each with its own perspective and challenges in the food sector.

- #1 **Technonature** (for a finer balance between Mankind and nature)
- #2 **Consume less but better**
- #3 **Human wellness**
- #4 **Human creativity tenfold** (preservation of skills and expertise)
- #5 **Dreams of a modern world and getting away from it all**

These 5 Sirha Dynamics set the pace for the new Sirha Lyon stage: **the Sirha Food Forum.**

As a platform for innovation, Sirha Lyon showcases the emerging entrepreneurs of the Food Service industry:

- **Sirha Innovation Awards:** 12 awards to reward exhibitors' innovations
- **Start Up Village** that assembles 30 start-ups
- **Future Food Initiative:** spotlight on 5 French food-entrepreneurs

3 MAJOR INTERNATIONAL COMPETITIONS

Representing the entire industry, Sirha Lyon is host to the 3 leading international food industry competitions:

- The International Catering Cup showcases 24 butchers, pork butchers and caterers
- The World Pastry Cup features 20 teams of 3 pastry makers, chocolate makers and ice cream makers
- The Bocuse d'Or world cooking contest convenes 24 chefs from as many countries

In total, 108 candidates from 56 countries will take turns on the competition stage at Sirha Lyon over 5 days. A unique opportunity to showcase national craftsmanship from around the world and to highlight the challenges of each and every food sector.

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For a paper-free edition → **Download the Sirha Food app** (map, programme, etc.)

¹Sources: Les Echos, Hôtellerie Restauration, NPD Group, The Fork

²The Fork, "TheFork dévoile le bilan rayonnant de l'été pour le secteur de la restauration" (TheFork reveals the rosy picture of the summer for the catering industry), 13 September 2022

³Hôtellerie restauration, "Restauration : quel bilan du premier été post-Covid ?" (Catering: what is the verdict on the first post-Covid summer?), 30 September 2022

⁴Les Echos, "Tourisme : vers un été « exceptionnel » en France" (Tourism: heading for an "exceptional" summer in France), 29 August 2022

⁵The Fork, "TheFork dévoile le bilan rayonnant de l'été pour le secteur de la restauration" (TheFork reveals the rosy picture of the summer for the catering industry), 13 September 2022

Sirha Food, manufacturing the future: SIRHA FOOD's mission is to inspire the world of hospitality and food service, to be at the forefront of influences, to understand the world in motion, and to reflect on it to improve support for a market and those who are part of it. As a new umbrella trademark and a new global media, Sirha Food is geared towards both professionals and the general public and draws together the entire food service industry through its events, including the Sirha Lyon and Sirha Européen trade shows, the Omnivore festival and the Bocuse d'Or and World Pastry Cup competitions. Because the world of food today can only be viewed as being porous, in moving, living territories.