



SIRHA EUROPAIN 2024: CELEBRATING FRENCH BAKERY - AN INSPIRATION FOR THE WHOLE WORLD

Sirha Europain, an interdisciplinary event for bakery, pastry and snacking - or bakery catering - professionals, **returns to Paris Porte de Versailles from Sunday 21st to Wednesday 24th January 2024.**

This 25th edition of Sirha Europain is an opportunity to take a close look at all the components of the bakery and pastry professions through 70 masterclasses, round tables and competitions, as well as the offerings of 300 exhibitors and brands, startups, entrepreneurial projects and innovations.



"The aim of Sirha Europain is to promote bakery, pastry and snacking - or bakery catering - in France and throughout the world. This year, Sirha Europain is the setting for a number of initiatives aimed at advancing the entire sector and responding to present and future challenges."

Luc Dubanchet, Director of Sirha Food and Sirha Europain, at GL events.

WHEN ENTREPRENEURSHIP, INNOVATIONS AND TECHNOLOGY MEET



The **start up hub** will be back to **shine a spotlight on the innovative young companies** that are shaking things up. The many solutions exhibited include **The Very Food Co** - offering plant-based alternatives to eggs and dairy products - and **La Pâtisserie Numérique** - a culinary 3D printer.

The upshot of a partnership between Sirha Food, Transgourmet and Service Compris, **Futur(e)s Food** - the **first French initiative to identify and reward "food entrepreneurs"** - is back for the second consecutive year, this time at Sirha Europain. Whether they are caterers, bakers, chefs, engineers, grocers, farmers or reconverted, these are the people who are shaking up the codes of the profession to inspire the entire Food Service sector.

A few examples of the competitors: **Terre et Blé** - nominated in the "Experience" category - cultivates ancient southern varieties of grain which are ground daily on millstones, and **Le jardin de Pauline** - nominated in the "Agriculture" category - produces edible flowers and fresh herbs that have Organic Farming certification and are intended for artisans, caterers and private individuals.

An emblematic distinction for Sirha Food events and a business and brand accelerator, the innovation awards - the **Sirha Europain Awards** - reward the year's best innovations, in 3 categories:

Materials, equipment, technology and services; Products and ingredients; Products and equipment for the snacking - or bakery catering - sector.

Of the 40 entries received, 9 winners will be showcased in the Sirha Innovations area at the entrance to the exhibition over its entire duration and will be presented with their awards on the Sirha Food Forum stage at 5.50 pm on Sunday 21st January.

3 MASTERCLASS STAGES AND ROUND TABLES TO REFLECT THE REALITY OF A DYNAMIC MARKET

THINKING TOGETHER AT THE SIRHA FOOD FORUM

In keeping with the other events in the Sirha Food ecosystem, Sirha Europain will also host the **Sirha Food Forum**, a thought-provoking stage to encourage the exchange of ideas and debates between professionals for the benefit of exhibitors and visitors alike, helping them better understand the future and the major changes ahead of them.

From 21st to 24th January, 50 speakers will take the stage at the Sirha Food Forum, sharing their points of view and success stories. They will be grouped into 4 key topics:

- + **"Focus on a product"**: from its use to its supply, including its different forms and alternatives
- + **"Keynote interview"**: 35 minutes in which a speaker illustrates his or her experience in the sector
- + **"Putting your foot in it"**: 45 minutes to shake up the sector and talk about its key issues without any taboos
- + **"Honoré le Mag"**: market analysis, overview of the sector and trends, in partnership with Honoré le Mag magazine



Come to the Sirha Food Forum and meet: **Rodolphe Landemaine** - founder of Maison Landemaine and Land&Monkeys - for a wide-ranging discussion on the subject of **"Plant-based bakery"** ; **Thomas Tefri Chambelland** - founder of the International Bakery School and self-taught baker specialising in **natural fermentation** -, **Anaïs Hody** - pastry chef and founder of Hody Academy and Le Chef en Box - and **Christian Gillet** - French baking champion - for a discussion on the topic **"Putting your foot in it: Rethinking training"**.

(RE)DISCOVERING THE BAKE & SNACK STAGE

The Bake & Snack stage is the place to celebrate working with dough and the know-how of the professionals in this sector. A space where technique will be highlighted through demonstrations by experts and where visitors can learn the tips and tricks of the trade.

To inspire the profession and encourage the discovery of new techniques and opportunities, Sirha Europain 2024 gives pride of place to snacking - or bakery catering -, a thriving trend that is pushing establishments to redefine their offering.

For 4 days, this stage will welcome a host of professionals who will give masterclasses on baking and snack food.

William and Simon Benitah - founders of the restaurant Will's Deli - will share their recipe for Reuben Pastrami,

Elisa Gautier - founder of the restaurant Kiosk - will give her twist on grilled cheese, **Grégory Guerguerian** - founder of the Armenian bakery Juni - will showcase Armenian street food and **Jean-Baptiste Grangé** - artisan pastry chef and founder of Boulangerie Jean-Baptiste Grangé - will be sharing his expertise on viennoiseries, the quintessential sweet pastry product.



DIVERSIFYING THROUGH PASTRY

On Tuesday 23rd and Wednesday 24th January, after 2 lively days of competition with the European selection of the Pastry World Cup, **the Sweet Stage** will be the setting for 13 masterclasses held by renowned pastry and confectionery chefs.

HERITAGE, SKILLS TRANSFER AND SHARING IN THE SPOTLIGHT AT 3 NATIONAL AND INTERNATIONAL COMPETITIONS

Following a cycle of national selections, the **European selection of the Pastry World Cup** will be held on Sunday 21st and Monday 22nd January 2024. Seven participating countries - Belgium, Denmark, France, Italy, United Kingdom, Sweden and Switzerland - will compete in front of **Pierre Hermé**, the competition's President, and **Stéphane Leroux**, Honorary President, in a bid to win one of 3 places in the Grand Final of the Pastry World Cup at Sirha Lyon in January 2025.



In addition to pastry, Sirha Europain 2024 will also be hosting the **Bakery World Cup**, a major event promoting the bakery profession worldwide. The competition will bring together 12 international teams on Sunday 21st and Monday 22nd January to focus on the common theme of major sporting events, at a time when France will have just hosted the Rugby World Cup and only a few months away from the Paris 2024 Olympic and Paralympic Games.

Teams of 3 candidates will compete in 4 events (the baguette and world bread; viennoiserie; bakery catering and an artistic piece) to win the emblematic title of World Bakery Champion. Chile, China, France, Germany, Ghana, Greece, Ivory Coast, Japan, Madagascar, Morocco, Mexico or South Korea: who will succeed the 2022 winner, Chinese Taipei?

About Sirha Europain

Sirha Europain, the global bakery, the global bakery (or bakery catering) show, returns for its 25th edition from around Sunday 21st to Wednesday 24th January 2024 to celebrate bakery know-how, techniques and heritage from around the world. With over 300 exhibitors and brands, 15% of them international, Sirha Europain offers an enlightened look at the industry as a whole, its heritage and its evolution. Sirha Europain is part of the Sirha Food ecosystem, supported by Sirha Lyon and the strength of its bakery, pastry and out-of-home catering networks.

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