



SIRHA BAKE & SNACK CONFIRMS ITS TRANSFORMATION: WITH IT, FRENCH BAKERY IS STRONGER THAN EVER!

A winning bet! Sirha Bake & Snack 2026 has established itself as THE must-attend event for the industry, attracting a highly qualified visitor base. On Wednesday 21st January, Hall 1 at Paris Porte de Versailles closed its doors on an edition that marked a true turning point for the industry and exceeded expectations: **35 500 professionals visitors (+11%)**, four days of excitement, a successful transformation, backed up by the figures and, above all, by the quality of the business meetings.

KEY FIGURES FOR THIS EDITION

35 500
professionals
(an increase of **+11%** vs. the
previous edition)
including **15%** international
attendees
and **45%** decision-makers

Top 5
international visitor countries:
Belgium
Netherlands
Italy
Spain
United States

450
exhibitors
and brands

80
masterclasses
and talks

34
start up

22
Pépites
de la Boulangerie

4 000
chefs, bakers
and pastry chefs

7
national
and international
competitions

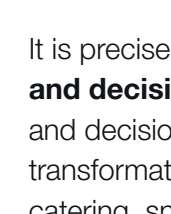
13
winners
of the Sirha Bake
& Snack Awards



This edition confirms what we already knew: the French bakery industry needs this event. There can be no transformation without a strong trade exhibition, committed stakeholders and engaged decision-makers - and over these four days, we saw proof that opening up the bakery to all its catering variations was the right move. Highly qualified visitors, business discussions of rare intensity, exceptional collective energy. Sirha Bake & Snack 2026 marks a turning point: we are no longer just a trade exhibition for a sector steeped in tradition, but a reflection of a profession that is reinventing itself. We brought together 450 French and international exhibitors and brands, all of which are driving innovation. This is crucial for France's image abroad," says **Luc Dubanchet**, General Director of Sirha Food and Sirha Bake & Snack.

A TAILORED OFFER FOR DECISION-MAKERS

With **450 exhibitors and brands from all sectors** - millers, raw material suppliers, ingredient suppliers, equipment manufacturers, snacking specialists, roasters, entrepreneurs and manufacturers - including **130 new participants**, Sirha Bake & Snack 2026 has established itself as a unique platform for realising business opportunities in the sector. Among them, **15% were international**, confirming that French Bakery has never had such a global audience. For four days, the trade exhibition aisles buzzed with negotiations, contract signings and high-level strategic discussions between exhibitors and decision-making visitors.

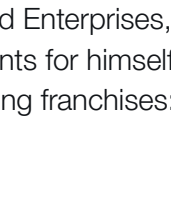
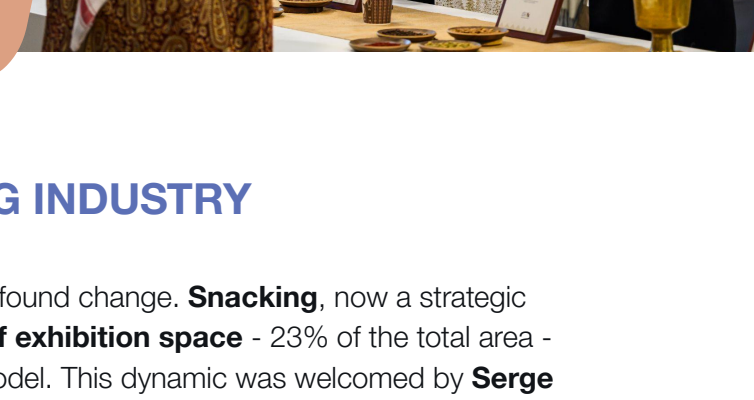


The trade exhibition has been an essential event for us for years. It is here that we meet our customers, but above all, it is here that we gain international visibility. This clearly demonstrates the impact of the show: we are about to sign a major partnership with Taiwan! Sirha Bake & Snack allows us to demonstrate the value of our solutions to decision-makers from around the world," explains **Manuel Garcia**, CEO of Alma Pro.

It is precisely the quality of these visitors that underpins the success of this edition: **45% of executives and decision-makers and 20% of chefs were present**, bringing with them real purchasing power and decision-making authority. The high proportion of **new visitors (80%)** confirms that the transformation of Sirha Bake & Snack is precisely addressing the challenges facing the sector. Bakery catering, snacking, coffee shops - these are all growth drivers that the exhibition now fully embodies.

Major franchise networks were also in attendance. **Boulangerie Louise, Café Joyeux, Columbus Café, Feuillette and Marie Blachère** were among the most active visitors at the trade exhibition, exploring innovative and attractive solutions. Their presence demonstrates the strategic role of Sirha Bake & Snack as a sourcing and inspiration platform for decision-makers from major bakery chains and networks. Major retailers were also present, including **BHV, Le Bon Marché and Le Printemps**, to develop their food and beverage offerings.

"Sirha Bake & Snack is exactly what we were looking for. Today, franchise networks need to identify the right partners and solutions to accelerate their development, and this trade exhibition offers exactly that: innovative suppliers and direct, straightforward conversations. It's the quality of the visitors and exhibitors that makes all the difference," comments **Florent Mercier**, co-founder of the Pizza Cosy franchise network.



THE DYNAMISM OF A CHANGING INDUSTRY

The 2026 edition highlighted a sector undergoing profound change. **Snacking**, now a strategic driver of growth, **occupied more than 2 000 sqm of exhibition space** - 23% of the total area - confirming its central role in reinventing the bakery model. This dynamic was welcomed by **Serge Papin**, Minister for Small and Medium-sized Enterprises, Trade, Crafts, Tourism and Purchasing Power, who came to see these developments for himself. Hybridisation of concepts, ultra-fast catering, growing veggie offerings, expanding franchises: exhibitors bore witness to a profession in full regeneration.



A major new feature of this edition, the **Café-Coffee Shop hub** attracted professionals seeking opportunities in the specialty coffee and bakery offerings. With the coffee shop market experiencing exponential growth, this new space offered concrete and inspiring solutions.



For us, the Café-Coffee Shop hub delivered on all its promises. Our sales teams had a lot of contact with project leaders who were genuinely interested in opening bakeries and coffee shops. The business discussions were intense and concrete. It was exactly what we were hoping for," enthuses **Jérémy Hubert**, Trainer and Training Coordinator at Malongo France.

In the same vein, the **Start Up hub** - which doubled its workforce this year - embodied the sector's ability to constantly reinvent itself. With the **7 winners of the Sirha Bake & Snack Awards** and the **22 Pépites de la Boulangerie**, selected by Honoré Le Mag in partnership with the FEB, these disruptive players are delivering concrete solutions to real industry challenges. Together, they demonstrate that an age-old profession can also be one of the most dynamic in contemporary food service. Sirha Bake & Snack promotes these gems, offering them visibility and credibility among decision-makers.

5 STAGES FOR SHAPING THE FUTURE OF THE INDUSTRY

Beyond negotiations and trade exchanges, the highlights of the exhibition also found their audience!

160 bakers, chefs, experts - including Clémentine Filzli (Malongo), Benoît Castel, Jean-Marc Conyrad (Groupe Blanchère), Olivier Lebrun, Nicolas Riché (Columbus Café), Florian OnAir, Eric Kayser, Rodolphe Demainne, Yann Couvreur, Bernard Liolais de Rimold (Franprix), Julien Sebair (Micho Lov) and Tal Spiegel (Abra) - analysed the challenges and opportunities facing the sector. The costs and quality of raw materials, HR challenges in renewing and passing on the profession, aggressive diversification of the offering, omnichannel digital transformation, expansion through franchising, and the convergence of coffee and bakery were among the topics that structured four days of intense debate, transforming Sirha Bake & Snack 2026 into a living laboratory for the sector.

At the same time, the **Bakery World Cup**, the **French Schools Cup**, the **International French Pastry Trophy** and the **European selection for the Pastry World Cup** thrilled visitors.

Among the highlights: **France once again confirmed its excellence in pastry-making by winning this continental competition**, following its victory in 2024. After two days of intense competition, **South Korea won the Bakery World Cup**. **Chinese Taipei and France**, in 2nd and 3rd place respectively, completed the podium.

Discover all the winners [here](#).



BACK IN PICTURES



GUESS WHO'S BACK ? OMNIVORE HAS MADE ITS BIG COMEBACK

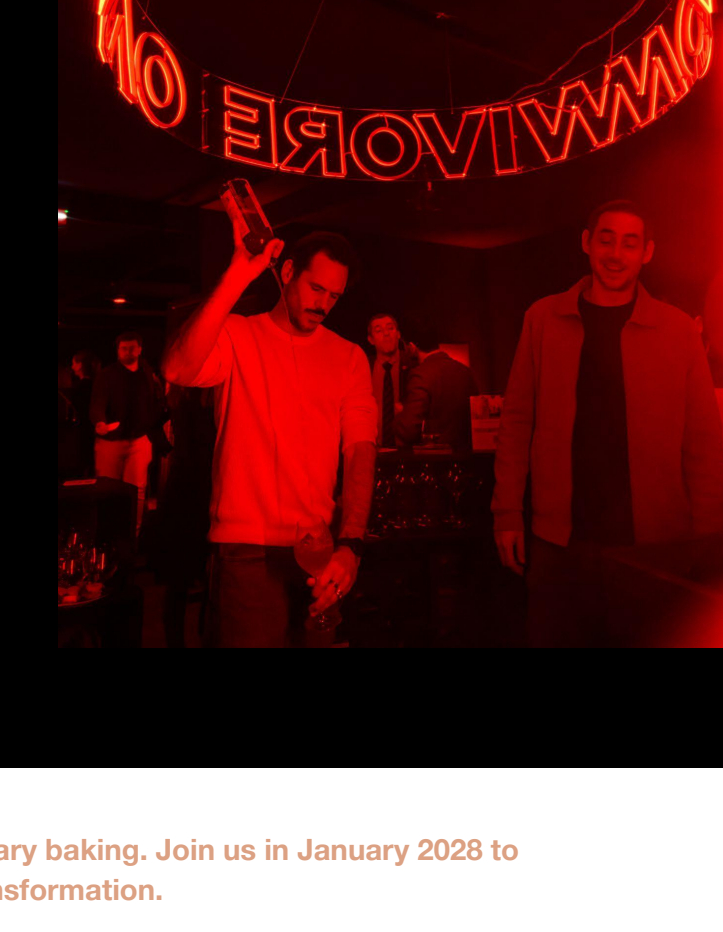
Omnivore was created to reveal what's happening. Not to follow trends, but to capture them before they become obvious. For twenty years, Omnivore has been a place for expression, freedom and discovery.

Today, creative cuisine is everywhere. Visible. Commented on. Overexposed. And Omnivore is reinventing itself.

Hidden away at the heart of Sirha Bake & Snack, Omnivore made its grand return with three exclusive experiences: the **BAKE'N'HUSH**, **SUGA SUGA** and **BACK TO SNACK speakeasy**.

For each evening, around a hundred carefully selected guests - chefs, brands, enthusiasts - were able to experience what Omnivore has always been good at: bringing people together and sparking discussion.

Stay tuned, more to come very soon...



Sirha Bake & Snack is redefining contemporary baking. Join us in January 2028 to accelerate this transformation.