

Press release
March 2017



THE SNACK FOOD INDUSTRY CONTINUES TO THRIVE!

15 & 16 March 2017, Porte de Versailles, Paris



The Sandwich & Snack Show, Parizza and the Japan Food Show are the leading events for the snacks, food-on-the-go and Italian and Japanese food industries, underlining the strength and resilience of a market which has never been in better health. Over 11,000 trade visitors came to the shows to learn more about almost 200 new products from 400 exhibiting brands!



There was an incredible energy this year, boosted by exciting new events that created lots of buzz. We had three competitions – the French Burger Cup by Socopa, the French Sushi Championships and the new Pizza a Due competition – which were a fun way to illustrate the major trends driving the snack business.” says **Show Director, Sylvie Gaudy**.

MAJOR TRENDS

- **2.35 billion** sandwiches consumed in 2016, up 3.98% on 2015. Of these, 51% were ham and butter or 1,199 units consumed in 2016, down 2.92%.
- Sandwich sales have **tripled in 15 years** to **EUR 8.25 billion**.
- Overall price increase in the **sandwich market: up 2.03%** for a sandwich, and up 2.97% for a ham and butter sandwich which averaged EUR 2.93 per unit.
- A premiumisation of the offer with more sophisticated ingredients, recipes and concepts.
- An escalation in the “NO” trend: “**no gluten**”, “**no lactose**”, “**no meat**”, etc.
- **Global cuisine** making major inroads, influencing market players’ products, starting with burgers.
- Focus on **snack concepts** developed around a single product: **Mersea** (seafood, Paris), **Mardi Crêpe Club** (crêpes, Paris), **Céréaliste** Céréaliste (cereal diner, Paris) and **Arsène** (omelettes, Paris).

BUSINESS BOOSTING FORUMS AND EVENTS!

The founding principle of **the Sandwich & Snack Show, Parizza and the Japan Food Show** is to help trade visitors promote their business or get started in the industry. The 6 highly popular themed trails (Innovation, Sustainable Development/Recycling, Halal, Kosher, Organic, Gluten Free and Vegan) allowed snack businesses to identify appropriate offers and services.

Attendance at talks at the Zapping du Snacking “TV studio” was higher than ever thanks to focus on the key issues for the snacks and food-on-the-go industries, most notably the market’s digitisation. Representatives from the segment’s flagship brands, including **Columbus Café, Starbucks Coffee, KFC France, Subway and Five Guys**, provided valuable insight into their operations. They were joined by popular new concepts that are shaking up the snack world, such as **Picto, Persillé, Feuillette and Ma Bento**.

A new feature at this year’s show was a **giant travel journal** designed by Cate Marketing, dedicated to iconic snacks from around the world such as **Tiasbanine** (African semolina dumplings in sauce), **Biltongs** (South African dried sweet and spicy meat eaten like crisps), **Tamales** (Peruvian stuffed corn-based pockets), **Dosas** (Indian garnished lentil or chickpea flour pancakes), and **Crescentine** (Italian fritters). As flavours from around the world soar in popularity, there was **no shortage of inspiration for visitors** in concepts they could replicate or adapt for the out of home market.

2017 AWARDS

This year there were no fewer than 3 competitions dedicated to those icons of snack food: pizza, burgers and sushi!

12TH FRENCH PIZZA CHAMPIONSHIPS:

Yoan Garcin from Puy-de-Dôme (central France) won the title of French Pizza Champion for his “Italian” pizza featuring asparagus cream, pan-fried artichokes, sliced mocetta, marinated asparagus and fried capers. **Julien Antonioli** (from Miribel, eastern France) and **Guillaume Garrabos** (from Merignac, southwestern France) were awarded silver and bronze medals respectively. This year, the Championships introduced a brand new competition for teams of two (chef + pizza maker): “Pizza a Due”. The team comprising Ali Ghani, pizza maker at Le Temps qu’il Faut hotel (Piré-sur-Seiche, northwestern France) and Jérôme Jouadé from Table des Pères (also in Piré-sur-Seiche) stood out for their sophisticated gourmet pizza, “La Passeggiata”.

THE FIRST FRENCH SUSHI CHAMPIONSHIPS

Chef Wagner Spadacio (Buddha Bar, Monte Carlo) won the inaugural title after proving himself in three tests: preparation, classic sushi and creative sushi. His creative plate, comprising a mosaic maki, a dry-miso scallop roll and an assortment of onigiri, won over the judges. Wagner also won a cheque for EUR 2000 and a place in the World Sushi Championships!

2ND FRENCH BURGER CUP BY SOCOPA

Open to industry professionals only, this competition created by Socopa and designed as a trends laboratory attracted more than 170 professionals from all over France (up 60% on 2016). This year's winner was **Vincent Boccara** for his "Black OG" burger, made with vegetable charcoal black bread and his special barbecue sauce consisting of Japanese herbs, sprinkled with Jack Daniel's. Joining him on the podium was **Victor Garito** for his "Better Late Than Never" burger, and **Jérôme Broux**, who won third prize for his "Hambourgogne".

2017 CONCEPTS

SANDWICH & SNACK SHOW ACADEMY

The awards that reveal the newest snacks recognised the year's top concepts that can be replicated at home or in outlets. The main 2017 winners were **Mardi Crêpe Club**, based in Paris, that offers a new way to devise crêpes, and **Mersea**, a Parisian upscale street food concept dedicated to seafood. The judges awarded a special prize to **La Tablée**, the concept from the famous Belle-Iloise canning factory in Nantes. The audience prize was awarded to **Fuumi** (Paris), a chain offering a combination of two snack-food stars: sushi and burritos.

B.R.A CONCEPTS SNACKING AWARDS

The B.R.A Concepts Snacking Awards recognised the creativity, boldness and commitment of the following concepts: **Arsène** (omelettes made with premium ingredients, Paris), **ASDOG** (the hot dog bar reimagined, Villeurbanne), **Céréaliste** (cereal diner, Paris), **Le Bar à Crêpes** (Tarbes), **MIAM** (or "Made in a Marmite pot", inexpensive meat stews, Toulouse) and **Umami Matcha Café** (Japanese coffee shop, Paris).

For more information, visit www.sandwichshows.com and www.parizza.com



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