



## + NATURALLY INSPIRING

**SIRHA GREEN BRINGS TOGETHER ALL THE PLAYERS COMMITTED TO RESPONSIBLE FOOD SERVICES AND FOOD TRADE, WHO PROMOTE A SUSTAINABLE DEVELOPMENT APPROACH TO ECONOMIC, SOCIAL AND ENVIRONMENTAL ISSUES.**

From local and quality labelled products to eco-designed equipment and appliances, including social and technological initiatives, SIRHA GREEN presents sustainable solutions that can be applied to all aspects of Food Service, addressing those who are committed to virtuous value creation. The event offers support and acts as a springboard, bringing reassurance to some and the confidence to move forward to others.

More than a typical trade exhibition, SIRHA GREEN is an invitation to rethink the approaches and trades in the Food Service industry and to reposition nature and Earth at the heart of our commitments.

**78%** of French consumers wish to find organic products at the restaurant, **66%** for fast food<sup>(1)</sup>.

To satisfy these expectations, **43%** of restaurants reported they had introduced organic products in 2019<sup>(1)</sup>.

**56%** of catering establishments that introduced organic products said that this did not entail extra costs<sup>(1)</sup>.

**1/3rd** of plastic waste is not recycled<sup>(2)</sup>.

**60%** of restaurant owners agree that they have a role to play in sustainable development<sup>(3)</sup>.

(1) agencebio.org

(2) nationalgeographic.fr

(3) restauration21.fr

## VISITORS

### SIRHA GREEN 2022 MOBILISES COMMITTED DECISION-MAKERS

- . Purchasers - mass catering under direct management
- . Directors, purchasers - mass catering businesses
- . Directors and purchasers - commercial catering groups
- . Independent restaurant owners and Chefs
- . Catering trade professionals
- . Purchasers for major retailers

### VISITORS IN 2020

#### Main activity sectors

Out-of-Home catering: 29 %

Retail: 16 %

Industry: 15 %

Services: 13 %

#### Main functions

Management: 49 % including 6 % purchasers

Users: 14 %

Chefs: 11 %

Marketing / R & D: 9 %

#### They visited Sirha Green 2020

- . **Industry:** Andros, Bonduelle, Candia, Danone, Ekibio, Nestlé, Nespresso, Soufflet alimentaire
- . **Retail:** Auchan, Carrefour, Carrefour proximité France, Cerise et Potiron, Distribution Casino, Metro, Monoprix, Pomona, Relais vert, Sysco France, Transgourmet Opérations
- . **Out-of-Home catering:** Autoroute Paris-Rhin-Rhône, Biocoop Restauration, Deliveroo, Elior Entreprise, Ibis, Institut Paul Bocuse, Newrest Restauration, Novotel, Restalliance, Restau'co, Sodexo, Vatel

#### Chefs who came to share their responsible practices

Julien Allano, Daniel Baratier, Sophie de Bernardi, Grégory Cuilleron, Jérémy Galvan, Christophe Hay, Gaetan Gentil, Johanna Lepape, Christian Têdoie, Adrien Zedda, and many others ...

## EXHIBITORS

### THE EVENT FOR COMMITTED MANUFACTURERS, DISTRIBUTORS, AND INSTALLERS

- . Food products
- . Beverages, wines, champagnes
- . Kitchen equipment, baking equipment
- . Hygiene
- . Packing, boxing
- . Furniture, fittings, tableware
- . Technologies
- . Services, training, education
- . Start-ups
- . Made-to-measure

### 7 VISITOR ROUTES FOR A RESPONSIBLE OFFERING

- . Reducing waste and combatting food wastage
- . Alternatives to plastic
- . Products: local, free from, quality labels
- . Saving resources, eco-design
- . Social, fair initiatives
- . Large and medium retail and specialized supermarkets
- . Toll manufacturing (Sirha Made)

## SIRHA GREEN COMMUNITY

- . **Social media:** + 5 000 followers
- . **sirhagreen.com:** 28 000 users and 166 600 pages viewed (1<sup>st</sup> Sept. 2019 to 30 Sept. 2020)
- . **Media:** + 300 mentions in the press including l'Hôtellerie Restauration, Savours & Co, Le Figaro, Aujourd'hui en France, Le Parisien, LSA, BFM Lyon, M6 (le 19:45), Tout Lyon, La Tribune, Business et Marché, Ze Pros ...



## RESPONSIBLE FOOD AND CATERING: NEW LAWS TO COMMIT THE INDUSTRY

Sirha Green brings answers to the new regulations and requirements.

### Restaurants (Egalim Act)

- Polystyrene straw and packaging banned (1<sup>st</sup> July 2021)
- Mandatory Doggy bags when requested (1<sup>st</sup> July 2021)
- Mandatory 5 stream sorting for fast food restaurants, including biowaste that must be collected and processed (31<sup>st</sup> December 2021)
- Fast food with more than 20 seating capacity: no more disposable cutlery/ dishware for seated catering (1<sup>st</sup> January 2023)

### Mass catering

- Mandatory weekly vegetarian meal for school canteens (Climate & Resilience Act - September 2021)
- 50% sustainable products, including 20% organic products for public institutions (Egalim Act - 1<sup>st</sup> January 2022)
- Introduction and collection of reusable dishes for delivered meals (Egalim Act - 1<sup>st</sup> January 2022)
- Where possible, daily vegetarian option for public mass catering (Climate & Resilience Act - 1<sup>st</sup> January 2023)



## RESPONSIBLE FOOD FORUM

The Sirha Green Forum is a major space set up in the heart of the venue and will host a series of conferences and demonstrations addressing the main themes in sustainable development.

- Reducing food wastage and carbon footprint
- Consumer habits at the restaurant
- Mass catering: balancing requirements and information/education
- Committed restaurants: models and support
- Locavore, product sourcing
- Bio-sourced building, passive habitat, energy savings

## SIRHA GREEN, A GREEN LEADING THREAD FOR SIRHA FOOD

Sirha Green becomes the sustainable R&D vector for the new Sirha Food ecosystem with:

- **Sirha Green trade exhibition** and its events,
- articles, interviews addressing responsible food and catering, throughout the year featured on **Sirha Food digital media**,
- participation **in all Sirha Food events**, with specific events and animations dedicated to sustainable development.





## + PREPARE YOUR PARTICIPATION EFFICIENTLY

### NEW: SIRHA MODULAR TURNKEY STALLS

Enjoy local services for customisable and scalable stalls designed according to eco-responsible principles. Promote your brand in a premium environment.

### NEW: SIRHA CONNECT

Available in the Sirha Food app, this tool lets you connect with your clients and prospects and offers many features: networking, business meetings, data collection, instant messaging, streaming, video call, badges readers (optional).

### VISIBILITY FOR YOUR INNOVATIONS

The Sirha Green Awards reward the best sustainable development innovations presented as part of the trade exhibition.

You can declare your new products to boost their visibility with the visitors and media (website, Sirha Food app, dedicated section at the venue).

## BE PART OF A COMMITTED EVENT

- Local catering offering, healthy and responsible with the Village Food Truck.
- Reuse, recycling and upcycling of stall construction materials.
- Redistribution of food products.
- Recycling/processing of organic waste.
- Reduced carpet volume.
- The Eurexpo Lyon venue complies to ISO 20121 international standard that applies sustainable development to events management. 100% of the electrical power used at Eurexpo Lyon is reinjected into the grid in equivalent quantity of green energy.



**SIRHA+ FOOD**  
A WORLD OF CUISINE AND HOSPITALITY

#### CONTACTS TO EXHIBIT

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