

# SIRH/+ LYON

## POST-SHOW REPORT

**19-23 JANUARY 2023**  
EUREXPO LYON, FRANCE



# A POWERFUL EDITION

The 21<sup>st</sup> edition of Sirha Lyon brought together almost 210,000 professionals over 5 days.

The level of exchanges, business and meetings positions Sirha Lyon as the leading event for Food Service worldwide and illustrates the economic power of the industry.

Placing the emphasis on the professionals' dynamism and the exhibitors' innovations, Sirha Lyon leads the way for a constantly evolving industry, addressing major international, ecological and technological stakes. Decision makers in the hospitality, catering and food sectors, purchasers and chefs ensured that this edition of Sirha Lyon was vibrant and lively.



**210,000** PROFESSIONALS

**4,700** EXHIBITORS & BRANDS

**616** NOVELTIES & INNOVATIONS

**MORE THAN 80**  
CONTESTS, MASTERCLASSES & ANIMATIONS

**14** TONNES OF FOOD PRODUCTS AND  
BIOWASTE RECOVERED



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







# VISITORS

**210,000** PROFESSIONALS

INCL. **50%** DECISION MAKERS & PURCHASERS

**13%** USERS

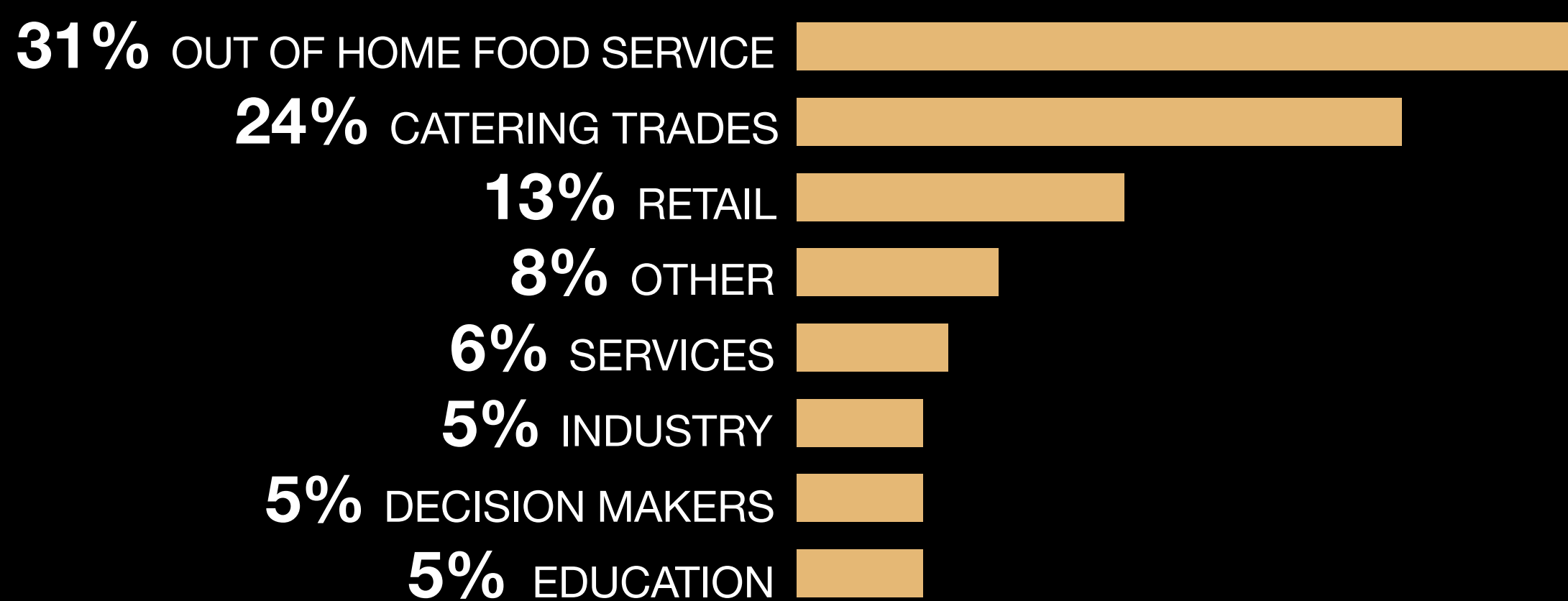
**10%** CHEFS

INCL. **14%** INTERNATIONAL

## TOP 10 VISITING COUNTRIES

- |                  |                   |
|------------------|-------------------|
| 1. SWITZERLAND   | 6. NORWAY         |
| 2. ITALY         | 7. UNITED KINGDOM |
| 3. SPAIN         | 8. GERMANY        |
| 4. BELGIUM       | 9. CANADA         |
| 5. UNITED STATES | 10. LUXEMBURG     |

## VISITOR DISTRIBUTION PER SECTOR



## THEY ATTENDED IN 2023

AGAPES	GROUPE BERTRAND RESTAURATION	RAILREST NV
API RESTAURATION	GROUPE HOLDER	RELAIS & CHÂTEAUX
AUCHAN	GROUPE LE DUFF	SABEMAF
BUFFALO GRILL	GROUPE PARTOUCHE	SAUDI AIRLINES CATERING COMPANY
CARREFOUR	KELLYDELI	SODEXO
CATERINGPOR, CATERING DE PORTUGAL, S.A	KERMENE	SOGERES
CLUB MED	LA CROISSANTERIE	SUSHI SHOP
COMPASS	LES BURGERS DE PAPA	TENDRIADE
ELIOR	MARIE BLACHÈRE	THE RITZ LONDON
EXPLORA JOURNEYS	MCDONALD'S	TIPIAK
FLUNCH	NEWREST	WAFFLE FACTORY
FRANCE QUICK SAS	PICARD	
GASTROMER SA	PRIMAPRIX	



**VISITOR DISTRIBUTION  
PER DAY**

**PREFERRED DAYS PER  
SECTOR**

THURSDAY 19<sup>TH</sup> JANUARY  
(STRIKES / SNOW)

**15%**

RETAIL, EDUCATION

FRIDAY 20<sup>TH</sup> JANUARY

**21%**

RETAIL, DECISION MAKERS

SATURDAY 21<sup>ST</sup> JANUARY

**22%**

HOMOGENOUS ACTIVITIES

SUNDAY 22<sup>ND</sup> JANUARY

**24%**

FOOD SERVICE TRADES  
OUT OF HOME FOOD SERVICES

MONDAY 23<sup>RD</sup> JANUARY

**18%**

FOOD SERVICE TRADES  
OUT OF HOME FOOD SERVICES



*“I take part in many conferences and travel a lot in France and internationally, but Sirha Lyon is the most emblematic event for all the hospitality and food service sectors. The whole world of catering and hospitality comes to Sirha Lyon. Not coming to Sirha Lyon would be a mistake.”*

**Denis COURTIADÉ,**  
Manager of the Plaza Athénée restaurant and Maître d’Hôtel



# AUDIENCE

**673,000** VISITS ON SIRHA-LYON.COM (JANUARY 2023)

**514,000** VIEWS ON STREAMING

**117,000** SUBSCRIBERS ON SOCIAL MEDIA

**1,109** ACCREDITED JOURNALISTS

**40,000** READERS OF THE SIRHA FOOD BOOK

**16,020** CONNECTIONS BETWEEN EXHIBITORS  
& VISITORS VIA THE SIRHA FOOD APP

# VISIBILITY

**3,315,000** PAGES VIEWED ON SIRHA-LYON.COM (JANUARY 2023)

**12,000,000** DIGITAL PRINTS

**846** PUBLICATIONS

**3,560** PRESS MENTIONS

MORE THAN **5 BILLION** OPPORTUNITIES TO BE SEEN IN THE MEDIAS





# SOCIAL MEDIA



**TOTAL** | **12,000,000** PRINTS  
**117,000** SUBSCRIBERS  
**73,000** INTERACTIONS



**8,000,000**

PRINTS

**50,070**

SUBSCRIBERS

**6,560**

INTERACTIONS



**3,575,000**

PRINTS

**38,109**

SUBSCRIBERS

**26,500**

INTERACTIONS



**158,900**

PRINTS

**14,933**

SUBSCRIBERS

**26,400**

INTERACTIONS



**14,700**

PRINTS

**806**

SUBSCRIBERS

**310**

INTERACTIONS



**31,000**

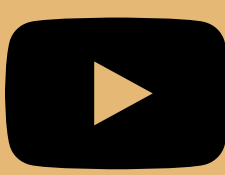
PRINTS

**9,335**

SUBSCRIBERS

**860**

INTERACTIONS



**144,000**

PRINTS

**3,448**

SUBSCRIBERS

**12,000**

INTERACTIONS

**RED, WEIBO,  
WECHAT CHANNELS,  
DOUYIN, BILIBILI**

**41,600**

SUBSCRIBERS



# PRESS COVERAGE

**3,560** PRESS MENTIONS

INCL. **824** INTERNATIONAL

INCL. **25%**  
MENTIONING THE EXHIBITORS OFFERING

INCL. **206** TV RADIO  
REPRESENTING **3** HOURS AIRTIME

## THEY MENTIONED SIRHA LYON

CORRIERE DELLA SERA

Europe 1

france  
inter

france 2

3 auvergne  
rhône-alpes

franceinfo

L'Hôtellerie  
Restauration

IL GUSTO

la Repubblica

LA STAMPA

LA VANGUARDIA

le Cœur  
DES CHEFS

Le Parisien

Les Echos

Liberation

6

ouest  
france

RTL

TF1

ZEPROS  
DÉCLARÉ D'UTILITÉ PROFESSIONNELLE



SIRH4 FOOD  
A WORLD OF CUISINE AND HOSPITALITY









# EXHIBITORS

**4,700** EXHIBITORS & BRANDS

INCL. **25%** INTERNATIONAL FROM **36** COUNTRIES

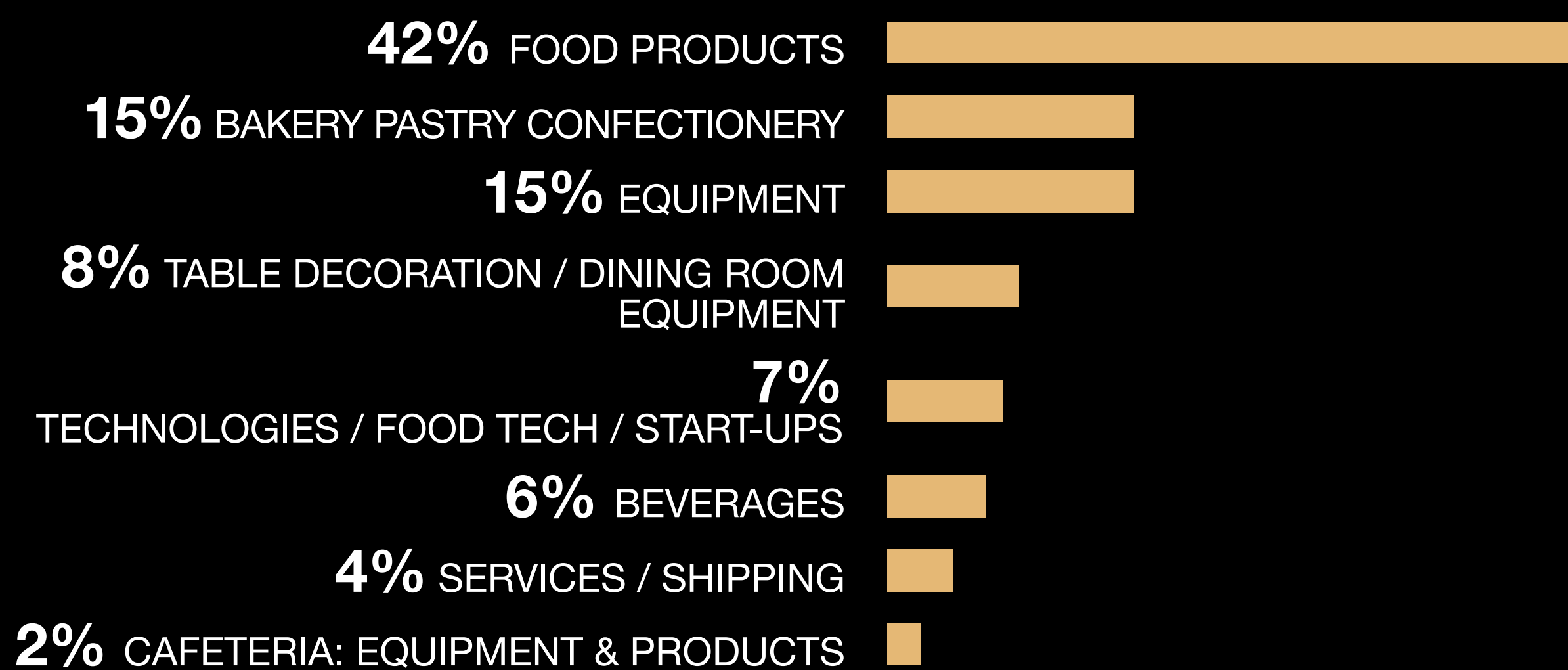
**14** INTERNATIONAL PAVILIONS

**11** REGIONAL PAVILIONS

**50** START-UPS

**942** EXHIBITORS REPORT EXPORTING  
TO **104** COUNTRIES

## EXHIBITOR DISTRIBUTION PER SECTOR (IN SQM)





# NOVELTIES AND THE SIRHA INNOVATION AWARDS

**616** NOVELTIES

**12** SIRHA INNOVATION AWARDS

## PRODUCTS – BEVERAGES - INGREDIENTS CATEGORY

**GREEN CHICKPEA** - BONDUELLE

**IBERIA LAMB HAM SALT’N’LAMB** - COOK2COOK

**ORGANIC NON-PASTEURIZED FRESH FERMENTED VEGETABLES** - LABO DUMOULIN

**TADOKA** - NOROHY

**ROASTED CAMELINE OIL “SIGNÉ CAMÉLINE”** - OLIMEGA

## TECHNOLOGIES & SERVICES FOR CATERING AND THE FOOD INDUSTRY CATEGORY

**ENVIRONMENTAL INDEX “L’EFFET VERT”** - MB PACK

**TIPSI APP** - TIPSI

## MATERIAL & EQUIPMENT CATEGORY

**BRUM’TECH** - ALVENE

**COMBINED UNIT ARI.O** - ANGELO PO

**LOW UNIT** - ODIC

**“CRIOLLA” CHOCOLATE CABINET** - CFI

**“COLDWAY TECHNOLOGIES” PROCESS** - SOFRIGAM





# AN EVENT THAT IS PART OF THE SIRHA FOOD ECOSYSTEM

Inspire the world of hospitality and Food Service, always at the forefront of influences, understand our changing world, and report on this to better accompany an industry and its players, such is the mission of Sirha Food. Sirha Food is the new umbrella brand and new global media dedicated to professionals and the general public. It brings together all aspects of Food Service through its events: Sirha Lyon, Sirha Européen, Sirha Omnivore Paris, Sirha Omnivore Nord, Smahrt Toulouse, Egast Strasbourg trade exhibitions and the contests Sirha Bocuse d'Or and Sirha Pastry World Cup.

Because today the world of Food can only be approached in terms of permeability, as moving and living territories.

## THE SIRHA FOOD COMMUNITY

**435,000** PROFESSIONALS IN THE DATABASE

**925,000** SUBSCRIBERS ON SOCIAL MEDIA

**136,000,000** PRINTS

**6,600,000** PAGES VIEWED ON THE WEBSITES

(JANUARY 2022 - JANUARY 2023)



Find all the latest news in Food Service and all the Sirha Food events year-round in the Sirha Food app. Sirha Connect is a digital service included in the app that connects exhibitors, partners, and visitors before, during and after each event.

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# UPCOMING EVENTS

## 2023

**SIRHA OMNIVORE NORD**  
17-19 JUNE  
LE TOUQUET-PARIS-PLAGE

**SIRHA OMNIVORE PARIS**  
10 -12 SEPTEMBER  
PARC FLORAL DE PARIS

**SIRHA BOCUSE D'OR FRANCE**  
**FRENCH SIRHA PASTRY CUP**  
PARIS  
DATES & VENUE PENDING

## 2024

**SIRHA EUROPAIN**  
21-24 JANUARY  
PARIS PORTE DE VERSAILLES

**SIRHA EUROPEAN  
PASTRY CUP**  
21-22 JANUARY  
PARIS PORTE DE VERSAILLES

**SMAHRT TOULOUSE**  
28-30 JANUARY  
TOULOUSE

**SIRHA BOCUSE D'OR EUROPE**  
19 -20 MARCH  
TRONDHEIM, NORWAY

**EGAST STRASBOURG**  
24-27 MARCH  
STRASBOURG

**SIRHA BOCUSE D'OR AMERICAS**  
**AMERICAS SIRHA PASTRY CUP**  
**SIRHA BOCUSE D'OR  
ASIA PACIFIC**  
DATES & VENUES PENDING

**SIRHA OMNIVORE PARIS**  
SEPTEMBER  
PARC FLORAL DE PARIS

**SIRHA ARABIA**  
1-3 OCTOBER  
RIYADH FRONT EXPO  
SAUDI ARABIA

## 2025

**SIRHA LYON**  
23-27 JANUARY  
EUREXPO LYON

**SIRHA PASTRY WORLD CUP**  
24-25 JANUARY  
EUREXPO LYON

**SIRHA BOCUSE D'OR**  
26-27 JANUARY  
EUREXPO LYON



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