



SIRHA 2021 ANNOUNCES ITS PROGRAMME UNDER THE SIGN RECOVERY, FOR A SUSTAINABLE ECONOMY AND CREATIVITY

The 20th edition of Sirha Lyon, from 23 to 27 September, learns from the pandemic and its impact on the Food Service sector. Sirha Lyon has adapted its programme accordingly and is proposing key moments to inspire, share best practices and meet the expectations of the professionals working in a fast-moving sector. Spotlight on some key events.

THE POST-COVID RELAUNCH AND ECO-RESPONSIBILITY AT THE HEART OF OUR PREOCCUPATIONS

Besides its economic impact on the hospitality and catering sectors, the pandemic has speeded up their transformation with the emergence or consolidation of underlying trends: growth of local distribution networks and consumption of organic produce, development of increasingly eco-responsible processes, boom in home deliveries and takeaway sales... Sirha Lyon is the first major event allowing exhibitors and visitors to get together to create business opportunities. It also aims to help the professionals to rethink their offering and adapt to consumer expectations:

- **Sirha Green Agora presents seven master classes proposed by chefs attuned to sourcing local, seasonal produce, such as Morgane Raimbaud, Cyril Attrax and Maxime Dubois, working hand in hand with producers:** creation of recipes around original products (kid, frogs, hazelnuts, beer, hay, snails and carp)
Sirha Masters / Thursday 23 September 2021

- **Three round-tables dedicated to the front-of-house professions around the theme of "Restaurant, what has already changed and what is going to change: for the teams, for the customers and for what I have to offer".** With its guests, the SERVICE A LA FRANCAISE association raises the question of 100,000 jobs: training, hiring, re-motivating. It takes a look at CSR, the new service rules, diversification of the offering...
Sirha Masters / Saturday 25 September 2021
- **The World Burger Contest** highlights the provenance and quality of the chosen produce, with a major challenge: reducing food waste.
Sirha Masters / Friday 24 September 2021
- **A series of round-tables for bakery and pastry professionals** notably examines the reuse of unsold products, the lessons to be learnt from the COVID-19 crisis and an assessment of the 'Boulangers de France' label
Bakery Trends / from Thursday 23 September to Monday September 2021
- The **écaille d'or & Golden Fish Contest** with a topical subject: **how to make takeaway trays:** an invitation to consume the produce directly at home
Sirha Food Trade / Monday 27 September 2021

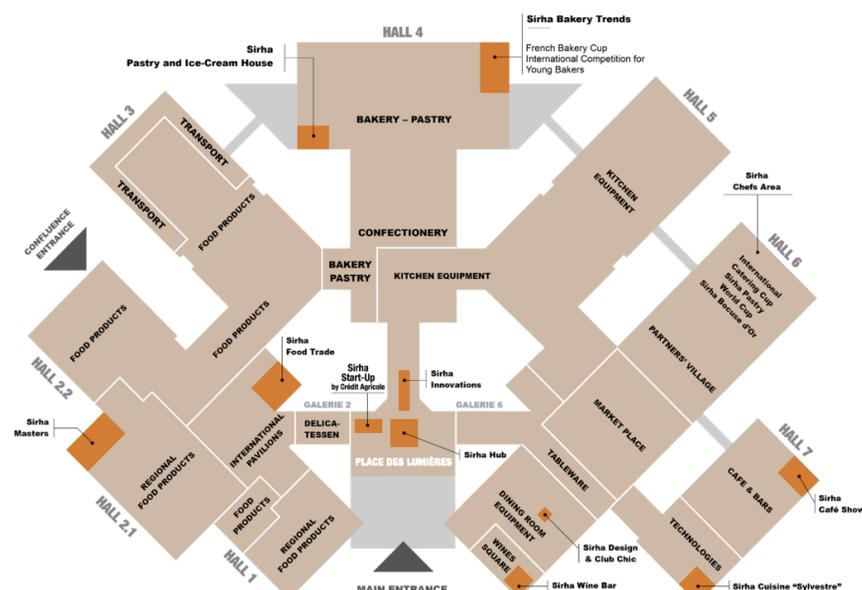


AUDACITY AND DISRUPTION, THIS EDITION'S KEY THEMES

The ambition at Sirha Lyon is to inspire professionals and propose inspiring experiences for the visitors, by making the most of the professionals' creativity. Among the experiences they will be able to discover in September:

- **Chef Revolution(s): an original, immersive exhibition** at the entrance to the show chronicling 100 years of culinary empowerment through seven large panels bringing together rare objects, documentary photographs, dynamic timeline...
Sirha Hub / Place des Lumières
- **The Sirha Innovation Awards showcase the innovations presented by the exhibitors and award 12 prizes in the produce/beverage/ingredient categories for catering; material/equipment/technologies and services;** and eco-responsibility
Sirha Innovations

- **Two restaurant concepts built around an interpretation of plants and the produce of the forest** in partnership with the Institut Paul Bocuse:
 - The gastronomic: Sirha Cuisine "Sylvestre"
 - The bistronomic: Sirha Cuisine "Refuge"
- **The European Sweet Arts Championship** brings together 12 candidates around the theme "Men's Fashion" for making artistic creations with pulled sugar
Sirha Pastry and Ice-Cream House / from Saturday 25 September to Monday 27 September 2021
- To showcase the French cheese heritage, a **"Pizza with a thousand cheeses"** with an entry in the Guinness Book of Records into the bargain!
Sirha Food Trade / Saturday 25 September 2021
- **The Revelations Contest** rewards the most free-thinking and inspirational young architects and designers
Sirha Design Space



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