



## SIRHA LYON 2021: AN EXCLUSIVE OFFER FROM PROFESSIONALS IN THE FOOD SERVICE, HOSPITALITY AND CATERING SECTORS

Sirha Lyon, the not-to-be-missed event for professionals in the hospitality, food service and catering sectors, will take place at Eurexpo from 23 to 27 September 2021. An international benchmark event when it comes to showcasing the very latest trends and innovations in the hospitality and food service market, the 2021 edition promises to be radically different. Today, Sirha Lyon is much more than a mere trade show. It has become the catalyst event that decodes the Food Service of today and tomorrow. For the twentieth year running, Sirha Lyon will again feature the demonstrations and competitions for which it has earned its reputation, while also focusing heavily on the most important market trends. Thousands of national and international specialists are coming to demonstrate their approaches to these fundamental trends that will shape tomorrow's marketplace

More than 100,000 m<sup>2</sup> of exhibition space dedicated to 12 different business sectors will host several thousand professionals from French and international markets: producers and distributors - from various food sectors (food products, bakery, pastry, etc.) as well as non-food sectors (kitchen equipment, dining equipment, technology and transport). A vast spectrum of professional specialities will be represented, ranging from raw materials and ingredients to kitchen equipment, decoration, dining furniture and even food trucks.

### SECTORS COVERED BY THE TRADE SHOW

**Food products** followed by the **bakery** and **pastry** sectors will respectively occupy the largest exhibition space at the show. Professionals specialising in raw materials, ingredients, laboratory equipment, baking room equipment, shop fittings and decoration will also be present. Manufacturers and distributors of large-scale cooking, refrigeration and furnishing equipment will showcase their **kitchen, dining** and **cafeteria** equipment. **Food Tech** will be attended by industry leaders in IT services specialising in retail, click-and-collect, POS transaction register software, online order taking, etc.

When it comes to **transport**, there are coachbuilders and vehicle hire companies, including those specialising in refrigerated vehicles and food trucks. Furthermore, offers covering **training courses** and **services** will be available around the actual trade show

### ADAPTATION AND REORGANISATION EFFORTS

As a key factor for consumers and a strong trend in recent years, awareness of environmental obligations is prompting exhibitors to offer an ever expanding range of **eco-responsible solutions** especially when it comes to **waste management, energy savings and optimised transport solutions**. In this context, the majority of producers support local, sustainable and organic production. Alongside this, some suppliers and distributors have had to reorganise, adapt or even create their own delivery service. In consequence, many players in the sector have been and still are deeply impacted - such as specialists in packaging, kitchen equipment, transport - by the widespread emergence of delivery services. *Dark kitchen*, delivery of meals and groceries: these services are continuing to evolve and transform the home catering market.



### AN EXTENSIVE AND DIVERSIFIED SELECTION OF NATIONAL AND INTERNATIONAL EXHIBITORS

Of the 2,000 or so exhibitors and brands at this 2021 event, several innovations already stand out:

- **D-Vine Pro**, the first wine tasting machine serving wine by the glass, is the sommelier's ideal companion to serve wine properly breathed and at the perfect temperature for a superior tasting experience.
- **Leef's** premium ranges of containers designed for eco-responsible take-away sales. They are stylish and practical as they are air-tight, heat-resistant and completely harmless to health.

- **Bravo's** all-new vacuum cooking system to create premium quality products.
- **Raynaud's** Italian Renaissance collection of tableware meticulously and delicately handcrafted on plaster in the manufacturer's modelling workshop.
- **Cold Brew**, a cold brewing technique on show at Monin and Prova.
- SmartCollet by **Toporder**, a Click-and-Collect 2.0 application for convenience stores.

To see the full list of exhibitors at SIRHA LYON 2021 [click here](#) or check out the new Sirha Food app.

For all applications for accreditation, [click here](#)

### PRESS CONTACT

MONET+ASSOCIÉS

sirha@monet-rp.com  
Phone + 33 (0)1 45 63 12 43

### Follow us on:

- SIRHA
- SIRHA\_LYON
- SIRHA\_LYON

[www.sirha.com](http://www.sirha.com)

Download the application  
SIRHA FOOD