



## + SIRHA LYON: THE LARGEST GLOBAL FOOD SERVICE EVENT RETURNS FOR ITS 22<sup>ND</sup> EDITION

Sirha Lyon - the unmissable exhibition for catering, hospitality and food professionals - is back for its 22<sup>nd</sup> edition from **Thursday, January 23<sup>rd</sup>, to Monday, January 27<sup>th</sup>, 2025, at Eurexpo Lyon**. On Tuesday, October 8<sup>th</sup>, the press conference was held in Paris, introduced by **Olivier Ginon**, President of GL events, the organizer of the event, who emphasized the significance of Sirha Lyon for all stakeholders in the food service industry. In the face of profound changes in the sector, this leading professional exhibition serves as a key platform for anticipating developments, discovering innovations, and celebrating culinary excellence through national and international competitions.

### SIRHA LYON 2025: AT THE FOREFRONT OF A FAST CHANGING SECTOR

After a challenging summer in France, the hospitality and catering industry continues to evolve. Technological innovations, optimized logistics, and solutions that combine speed with sustainability are redefining the rules, pushing professionals to adapt to a complex and competitive environment.

According to a **study by Sirha Food for Sirha Lyon 2025**, restaurateurs are now dealing with customers who have paradoxical expectations. Consumers seek quick and accessible dining experiences while demanding quality, sustainability, and instant satisfaction. This dual expectation is reshaping consumption behaviors, particularly among younger generations: **66% of those under 35 purchase takeaway meals each month, while 83% of 25-34-year-olds value extended convivial moments at restaurants**, signaling a shift towards more functional dining that remains focused on the customer experience<sup>1</sup>. **Half of French restaurant guests are between 20 and 30, but budget constraints remain a key factor** when deciding to dine out<sup>1</sup>. The food service industry is currently at a turning point, marked by profound transformations. Long based on certain preconceptions, the restaurant sector is facing a changing world. "Is the restaurant disappearing?" It is, at the very least, it is undergoing a transformation. This change is driven by generational shifts, increased pressure on purchasing power, and the growing influence of digital habits on lifestyles. Between tradition and innovation, local and global, tensions are increasing. Through **Sirha Dynamics**, Sirha Lyon anticipates these "paradoxical tensions" within the sector and explores key issues shaping the future of food. Over five days, each theme will be explored through interviews, masterclasses and round table, addressing major industry trends: **Inclusivity vs. Exclusivity, Dopamine Now vs. Dopamine Slow, Local Modernity vs. Global Modernity, Ego-Thrift vs. Eco-Thrift, and Augmented Intelligence vs. Augmented Restaurant**.

More than just an exhibition, Sirha Lyon positions itself as a catalyst for these changes, helping professionals anticipate future challenges and adapt their strategies to thrive in this new ecosystem.

"Sirha Lyon 2025 stands as the spearhead of strategic transformations in the Food Service sector. Faced with a complex and changing economic environment, it establishes itself as the international stage where key players in hospitality come together to anticipate and address future challenges. It serves as a place of resilience, where professionals join forces to tackle global challenges and turn them into opportunities," comments **Luc Dubanchet**, Managing Director of GL events Exhibitions Operations.



For this new edition, the **Sirha Innovation Awards** will continue to establish Sirha Lyon as an innovation hub by rewarding the most outstanding initiatives. Since 2015, **73% of awarded products are still on the market**, demonstrating the lasting impact of this recognition for the winners, who benefit from a real launchpad.

Reflecting the industry's evolution, Sirha Lyon 2025 is adapting to meet new market demands. Highlights of the next edition include a significant expansion of the beverage offering with a **"Wines and Spirits"** sector and an **innovation bar**, as well as a fast-growing **start up village**, doubling in size compared to the previous edition, further strengthening the event's commitment to promising young companies.

### AN INTERNATIONAL PLATFORM FOR FOOD SERVICE PROFESSIONALS

Over the editions, Sirha Lyon has established itself as a meeting place where French and international professionals converge. In 2025, the emphasis on international participation is stronger, with **25% of international exhibitors**. Dedicated pavilions for **Belgium, China, Ireland, Italy (ICE), Japan, and Spain** will highlight culinary cultures from around the world. The **Saudi Arabian** pavilion, part of the Sirha Arabia 2024 dynamic, further opening up to Middle East markets.

Sirha Lyon is also a global stage where industry professionals compete in two major international contests: the **Bocuse d'Or** and the **Pastry World Cup**.

New this year: the **Show Chocolate by Valrhona** at the Pastry World Cup invites 20 teams to create chocolate desserts around the theme "Chocolate Street Food." Candidates will need to craft sweet creations using Madagascar Valrhona chocolate and design an entire setting around these desserts.

For the Bocuse d'Or, the **platter theme** will emphasize a return to the roots of French gastronomy, featuring products such as venison, foie gras, and tea. These items, supplied by partners **METRO, Rougié, and Dammann Frères**, must be incorporated into dishes by the 24 candidates, reflecting their culinary heritage. **All Clad** equipment will be provided, and **Bonna** porcelain will showcase their creations.



This 20<sup>th</sup> edition of the competition also marks a new governance for the **International Organising Committee**: **Davy Tissot**, Bocuse d'Or 2021 winner, becomes President. This committee ensures that the Bocuse d'Or is maintained, sets competition rules and themes, and oversees its evolution.

**The 2025 edition of Sirha Lyon promises to be a source of inspiration for industry professionals.**

**Accreditations are now open!**

**TO GET YOUR MEDIA ACCREDITATION: [CLICK HERE](#)**

<sup>1</sup> Survey conducted in September 2024 by the OpinionWay Institute for Sirha Food and Sirha Lyon 2025 among 1,041 French people aged 18 and over.

#### MEDIA CONTACT



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