



# WELCOME TO OUR TABLE



## **SIRHA LYON 2025: THE WORLD'S LEADING FOOD SERVICE EVENT**

**Sirha Lyon returns from Thursday, January 23<sup>rd</sup> to Monday, January 27<sup>th</sup>, 2025, offering five days filled with business opportunities and innovations, that reflect the latest trends in the food and catering industries.**

Sirha Lyon, the world's most renowned food service, hospitality and food exhibition, is back with a new edition. This must-attend event not only anticipates but also responds to the most important developments in the entire sector. Five intense days of opportunities for the market's economic players to meet up, along with international competitions lie in store for trade visitors who are keen to discover what exhibitors have to offer, draw inspiration from their innovations, and redefine the practices of an entire sector.

### **ALL TOGETHER FOR THE 2025 EDITION**

Founded in 1983 as "Sirha Food Trade", Sirha Lyon has grown into the essential global meeting point for food service and hospitality professionals. It is held every two years for five days under one roof. Today, Sirha Lyon hosts a panoramic selection of **4,000** exhibitors and brand names as well as hundreds of conferences, demonstrations, presentations and competitions spread over **140,000sqm**. Everything takes place in a warm and friendly atmosphere where participants can exchange ideas with other professionals and do business.



*In 2025, Sirha Lyon will continue to be the must-attend event for professionals in catering, hospitality, and food. This edition will highlight innovation and dynamism in a constantly evolving market. Professionals from around the world will gather to exchange ideas, create business opportunities, and shape the future of the food service industry. We are proud to contribute to this dynamic momentum and strengthen the crucial role of Sirha Lyon within the global Sirha Food ecosystem, part of the GL events group.*



**Luc Dubanchet**, General Director of GL events Exhibitions Operations, General Director of Sirha Food and Sirha Lyon.

## A BROAD RANGE OF EXHIBITORS THAT REFLECTS THE ENTIRE MARKET

Spread over 66,300sqm, more than 4,000 exhibitors and brands from some 30 countries display a diverse range of products and services to trade specialists - more than half of whom are decision-makers - over 5 days.

- + **Tableware:** dishes, porcelain, cutlery...
- + **Bakery-pastry-confectionery:** raw materials, ingredients, equipments (laboratory and bakery), fixtures and decoration
- + **Cafés & Bars:** manufacturers, drinks, roasters, distributors...
- + **Design & Decoration:** furniture, decor...
- + **Eco-responsible packaging and tableware**
- + **Kitchen equipment:** cooking, refrigeration, kitchen layout, small tools (robots, vegetable slicers, knives, juicers...)
- + **Food products:** industrial, artisanal, distributors, wholesalers...
- + **Digital solutions:** retail, click & collect, remote ordering...
- + **Transport:** from refrigerated trucks to bodywork, rental companies and Food Truck specialists
- + **Wines & spirits:** new in 2025, Sirha Lyon expands its offerings with a liquid sector



# SIRHA+ DYNAMICS

## CONSTRUCTIVE TENSIONS

### FIVE DAYS OF EXCITEMENT DRIVEN BY THE SIRHA DYNAMICS THAT SHAPE THE FOOD SERVICE

As Sirha Lyon reflects reality, it highlights, in collaboration with Loeb Innovation, the catering of tomorrow. **5 Sirha Dynamics** emerge and define the major themes that will shape the future of the sector over the next five days:

**+ Inclusivity vs. Exclusivity:**

Satisfying the expectations of all customer segments, at all price points

**+ Dopamine now vs. Dopamine slow:**

Providing solutions for all moments of consumption and catering formats

**+ Local modernity vs. Global modernity:**

Creating unique taste signatures that reflect the brand's positioning

**+ Ego-frugality vs. Eco-frugality:**

Harmoniously integrating the catering activity into the human ecosystem, considering environmental and health challenges

**+ Augmented intelligence vs. Augmented restaurant:**

Optimizing the management and allocation of available human and technological resources for increased efficiency and productivity

During Sirha Lyon, the **Sirha Dynamics** will drive masterclasses and round tables at the Sirha Food Forum.



### THOUGHT-PROVOKING AND INSPIRING ENCOUNTERS ON THE SIRHA FOOD FORUM STAGE

Located at the main entrance of Sirha Lyon, the **Sirha Food Forum** is a venue for dialogue that highlights current issues and prepares the future of professionals:

**+ 1 stage**

+ All topics will be discussed daily, based on the **Sirha Dynamics**

+ **Over 80 guests** (professionals and experts in the catering and food industry)



## INNOVATION AT SIRHA LYON

### FUTUR(E)S FOOD: PUTTING THE SPOTLIGHT ON ACTION-ORIENTED FOOD-ENTREPRENEURS

**Futur(e)s Food** was launched during Sirha Omnivore in Paris by Service Compris, Transgourmet and Sirha Food. It is the first initiative that seeks out innovative and committed “Food-Entrepreneurs” who are changing the face of the Food Service industry in France.

The best projects in the categories of “Agriculture,” “Reconversion,” “Solidarity,” “Experience,” and “Innovation” will be awarded on **Thursday 23<sup>rd</sup> 2025**, at the Sirha Food Forum. A 6<sup>th</sup> prize, awarded by the public, will be added to the list.

Every morning at 10:40 AM, the **Sirha Food Forum** will showcase the **Futur(e)s Food** initiative with a pitch on one of the five categories.

The expert jury will include:

- + **Alexandra Michot**,  
senior reporter for Elle à Table
- + **Hadrien Gonzales**,  
journalist for Le Parisien
- + **Carole Pourchet**,  
Managing Director of Majorian
- + **Arnaud Delubac**,  
co-founder of Greenly

## VILLAGE START UP BY CRÉDIT AGRICOLE

A space dedicated to innovative foodtech entrepreneurs, the **Village Start Up by Crédit Agricole** encourages the development of tomorrow's food solutions. In 2025, on the occasion of Sirha Lyon, **Crédit Agricole will bring together 60 start up** on a 400sqm stand.

## SIRHA INNOVATION AWARDS: THE EVENT FOR INNOVATIONS

Iconic awards of the event, they recognize the best innovations of the year and can be discovered in the **Sirha Innovations** area at the center of the show.

New this year, the **Sirha Innovation Awards will be awarded in 10 categories:**

- + Bakery-pastry-confectionery products
- + Food products
- + Liquid products (beverages)
- + Products for coffee and bars
- + Bakery-pastry-confectionery equipment
- + Kitchen equipment
- + Equipment and furnishings for dining rooms & shops
- + Coffee and bar equipment
- + Packaging/tableware/packaging/table arts
- + Technologies, AI, and transportation.

The winners will be selected on **Thursday 12<sup>th</sup> December**, in Paris.

The award ceremony is scheduled for **Thursday 23<sup>rd</sup> January**, on the **Sirha Food Forum**.





## SIRHA LYON, IS ALSO:

**ARENA CONTESTS:** A dedicated competition area where the finalists of two Sirha Food competitions will take place: the Pastry World Cup (24<sup>th</sup>-25<sup>th</sup> January) and the Bocuse d'Or (26<sup>th</sup>-27<sup>th</sup> January). The Contest Arena also hosts the International Catering Cup (21<sup>st</sup>-23<sup>rd</sup> January), organized by the National Confederation of Charcutiers Traiteurs.

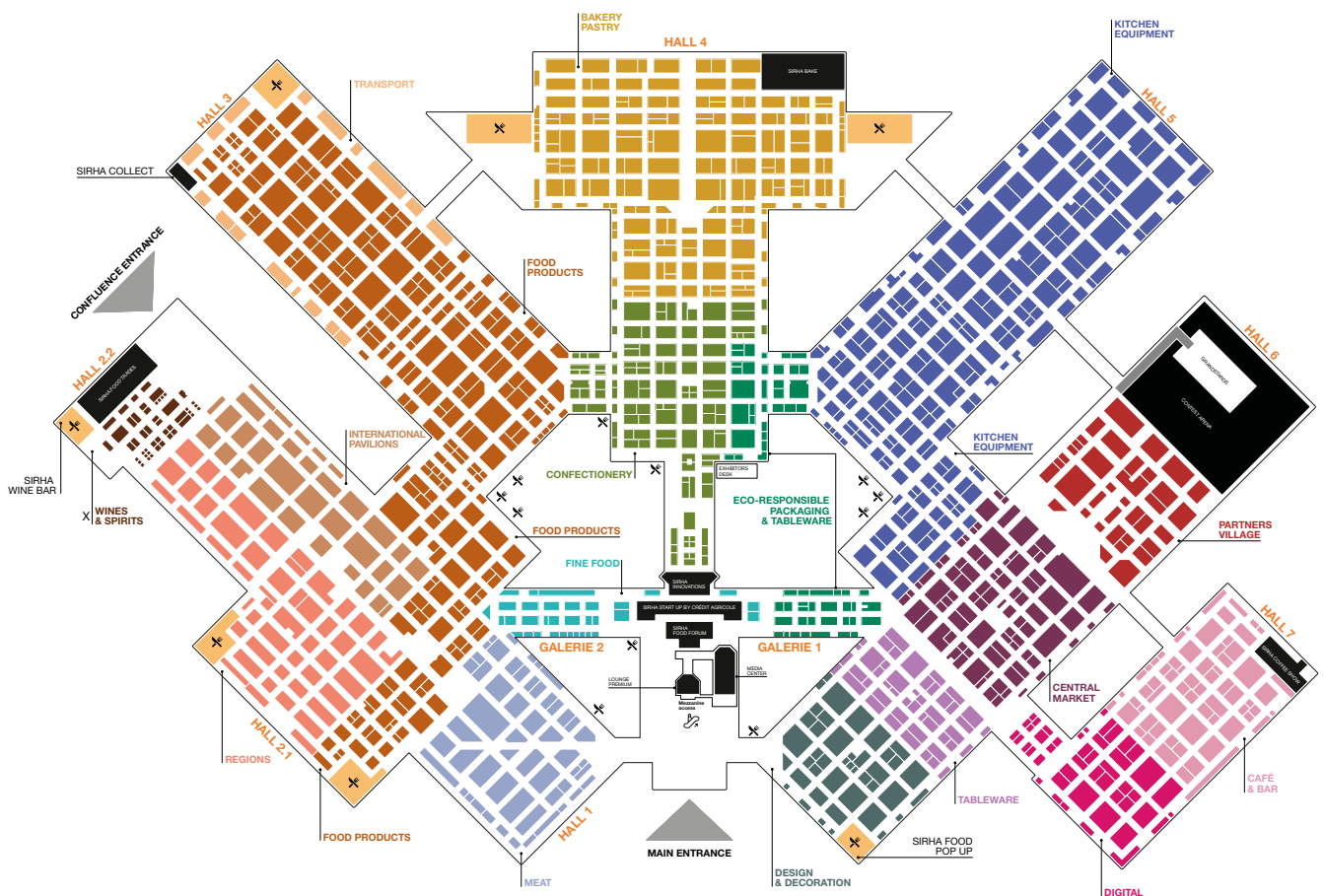
**SIRHA BAKE:** A lively place where baking and the art of fermentation and dough take center stage, hosting the Coupe de France de la Boulangerie (French Bakery Cup) and the European Sugar Art Championship.

**SIRHA MÉTIERS DE BOUCHE:** A meeting point for food service professionals that highlights the techniques and products of sommeliers, butchers, fishmongers, cheesemakers, and other professionals in the culinary and hospitality trades. This area hosts 9 competitions: the Coupe de France des Fromagers (French Cheesemonger Cup), Cheese & Chef, the Flexitarian Contest, the Écaille d'Or, Golden Fish, Le Gargantua, the Trophée du Maître d'Hôtel, the European Butcher Competition, and the World Burger Contest.

**SIRHA COFFEE SHOW:** A stage dedicated to coffee, inviting visitors to discover and share the craft of France's best baristas, hosting the French Coffee in Good Spirit Championship, the French Barista Championship, and the French Latte Art Championship.

**SIRHA INNOVATIONS:** A showcase of the newest products and the winners of Sirha Innovation Awards and Pépites de la Boulangerie (in partnership with Honoré Le Mag, CEBP, and FEB). Innovation enthusiasts can draw inspiration from the Place des Lumières.

**POP UP FOOD CONCEPT:** An experimental and immersive dining concept surrounding an art gallery, where visitors can find inspiration and dine.



## AN EVER MORE ENVIRONMENTALLY RESPONSIBLE EVENT

In 2025, Sirha Lyon strengthens its eco-responsible commitment. From food surplus and bio-waste collection to waste sorting awareness, Sirha Lyon is committed to promoting sustainable practices and aims to become a model of environmental responsibility in the sector:

- + **Reduced carpeting** in the aisles of the trade show
- + **Reinjecting the electricity consumed** during the event with its equivalent in green energy (ISO20121 certification)
- + **Collection of setups and materials** used by exhibitors for their stands with Muto
- + **Collection of exhibitors' bio-waste** by Aiden and processed by Les Alchimistes
- + **Raising visitors' awareness** of waste sorting in food truck areas
- + **Collection and redistributing foodstuffs** by La Banque Alimentaire and Restos du Cœur
- + **Transformation of bread into beer** by the brewer Pain de Minuit
- + **Reduction in paper usage:** no badge required for visitors, redesigned press stand
- + **Goal of zero plastic bottles:** no plastic bottles will be distributed at Sirha Lyon, thanks to the partnership with BE WTR and their water fountains

## THE SIRHA FOOD APP, FOR A PAPER-FREE EDITION

An application that helps visitors to enjoy the event to the full and efficiently:

- + **Centralized key information** (map, schedule, exhibitors, etc.)
- + **Networking between exhibitors and professionals**
- + **Creation of personalised visit schedules**
- + **Creation of customised address book through built-in badge readers**
- + **Added bonus:** the Sirha Food app also delivers all the latest Food Service news all year round!

Available on the AppStore and PlayStore.



## SIRHA LYON, A SIRHA FOOD EVENT:

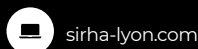
Sirha Food's mission is to inspire the world of hospitality and food service, to be at the forefront of influences, to understand the world in motion, and to reflect on it to improve support for a market and those who are part of it.

**As an ecosystem of events and a global media platform, Sirha Food speaks to professionals as well as food lovers and brings together the entire Food Service industry** through numerous events: the Sirha Lyon and Sirha Europain trade shows, the Sirha Omnivore festival, and competitions like the Bocuse d'Or, the Pastry World Cup, the Bakery World Cup, Smahrt Toulouse, and Egast Strasbourg. In 2024, Sirha Food further expand its international influence with the creation of Sirha Arabia.

### MEDIA CONTACTS



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

