

SANDWICH
& SNACK
SHOW

PARIZZA



12 & 13 AVRIL 2023

Paris - Porte de Versailles - Pav. 7.1



Press release
February 2023



Launch of the first Veggie Challenge

The very first event dedicated to plant-based products in the snack food world!

Plant-based food has taken the culinary world by storm in the past decade and we're putting it front and centre with a competition entirely dedicated to this trend - the Veggie Challenge. La Vie™, which specialises in plant-based bacon and lardons, is teaming up with the Paris Sandwich and Snack Show to organise this brand new competition.

APPLY

Concocting the meals of tomorrow to inspire professionals

On 13 April, at 2pm, food service professionals will compete in the first ever Plant-based challenge in the new competition area at the Sandwich and Snack Show. After narrowing down the list of entries, **4 finalists** will compete to win the competition's very first prize. Professionals will participate in **three technical and creative challenges**: "Snacking", "New spin on old classics" and "Freestyle/Fun". To ride the wave of this **plant-based trend** while also keeping up with breakthroughs in plant-based meat substitutes, competitors will be required to use bacon and/or lardons from **La Vie™**, the official sponsor of the Plant-based challenge. However, they will have free rein over the rest of the ingredients they use, with a budget limit of **€30**. Other plant-based substitutes are allowed.

« With this brand new event, our goal is to shine the spotlight on new consumer trends and the rise of plant-based food as a real revolution in our plates. We aim to inspire professionals to offer dining options in line with consumer demand »

Béatrice Gravier,
Director of the trade shows
Sandwich & Snack Show / Parizza



Participants will be judged on their **skills** and **creativity**, in terms of both flavour combinations and how they use the mandatory products. The panel of judges will include restaurant and food professionals, including baker/pastry chef **Rodolphe Landemaine**, who is a leading figure in plant-based and vegan cuisine in France, Lyon-based chef **Alain Alexanian**, **Paul Fedèle**, editorial director of France Snacking, and **Romain Jolivet**, CMO of La Vie™.





Vegetable and vegan inspirations...

To spice up the challenge, Food Experience Manager at La Vie™, Charles Lecomte, will participate in the competition as a demonstrator and will cook alongside the contestants to present his own 100% vegan versions.

« Joining this challenge means that people are recognising that plant-based options can be delicious minus the meat, and we are proud to be a part of this paradigm shift. It gives us a new opportunity to prove that it is possible to bring together all food-lovers around the same table, or actually in this case, to get them to enjoy the same street and takeaway food, »



Romain Jolivet,
CMO,
La Vie™.



At the end of the three rounds, the jury will deliberate and award two prizes: the 2023 Award and the Jury's Choice Award.

The winner of the 2023 Award will take home a 6 month supply of La Vie™ products, receive visibility on La Vie™ social media, get a photo shoot featuring one of their recipes and coaching from a La Vie™ chef to help them design their restaurant menu.

The phenomenal growth of plant-based foods

The plant-based food trend emerged a few years ago. Since then, it has become a permanent fixture in the culinary habits of people in France, and plant-based substitutes have never been so popular! By 2030, the plant-based food market could account for up to **7.7%** of the global protein market and be worth over **162 billion USD** (\$29.4 billion in 2020). This growth is driven by consumers' desire to eat healthier food while limiting their impact on the environment.

² up to 14kg of precooked bacon - 300gr;

³ Bloomberg 2021

About RX
RX exists to promote the development of companies, communities and individuals. We combine face-to-face events, data and digital products to help our clients to understand markets, research products and perform transactions, with over 400 events in 22 countries and 43 business sectors. RX France, the French subsidiary of RX, organises leading face-to-face, digital and hybrid events in around 20 different markets. Our high-profile RX France trade shows include major national and international events, such as MIPI, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo and many others. Our events take place in France, China, India, Italy, Mexico, Russia and the United States. RX aims to have a positive impact on society and to create an inclusive work environment for all our employees. RX is part of RELX, a global provider of analysis and decision-making tools based on information and data for professional clients. www.rxglobal.com

About La Vie™
With its patented French fat invention and unique plant-based meat substitute products, La Vie™ has won over even the most discerning palates. Founded in September 2021 by Nicolas Schweitzer and Vincent Poulitchet, the startup is now available at many major retail chains. After communicating its rallying message loud and clear in France, La Vie™ plans to quickly expand into many other European countries. In January 2022, the startup announced a record-breaking €25M Series A round of financing from investment funds and international celebrities committed to protecting the planet, including Natalie Portman (actress, director, producer), and the CEOs of Vinted, Blablacar, and Back Market. Find out more at: www.laviefoods.org and [instagram.com/laviefoods](https://www.instagram.com/laviefoods)