



Sandwich & Snack Show, Parizza and Japan Food Show confirm their market dominance!

Despite the industrial action which prevented many industry professionals from regional France making the journey, over 10,300 came to check out nearly 250 innovations (up 25%) from over 400 brands. And they were well-prepared, with a 12% increase in pre-ordered badges. Interestingly, the show attracted a greater number of international visitors, predominantly from Belgium, Italy, the UK, Spain and Switzerland.

The rising figures confirm that the fast food industry is in excellent shape, with **sales in 2017 up 5.9% to €51 million.**

// Once again we've offered this year's visitors a sophisticated and up-to-the-minute overview of the snack food market and the Italian and Japanese food industries. Professionals were able to leave with **specific information** to boost their existing business or launch a concept. What's more, following their visit, a third of visitors intend to **open their first fast food restaurant** in the near future," said **Sylvie Gaudy, Director of the Sandwich & Snack Show, Parizza and Japan Food Show.**



TRENDS AND KEY FIGURES

- The **snack food market** continues its strong growth in volume and value with **sales of €51 million** (up 5.9%)..
- **2.39 billion sandwiches** consumed in 2017 (up 1.7%), of which **50.8% were ham and butter** with 1.215 billion units consumed in 2017 (up 1.33%).
- **An overall price increase** in the sandwich market: up 3.1% for a sandwich, and up 0.38% for a ham and butter sandwich which averaged €2.94 per unit.
- A **premiumisation of the offer** with noticeably more sophisticated ingredients, recipes and concepts
- **Increasing popularity of vegetarian options:** meat, ice cream, cakes, drinks... you name it!
- **Ethnic cuisine and fast good** feature among the snack food concepts given centre stage

BUSINESS-BOOSTING FORUMS AND EVENTS !

A new feature at this year's Sandwich & Snack Show was the special focus on traditional food trades (baking and cake-making, butchery, cheese-making, fishmongery, greengrocery, charcuterie and delicatessens). This dedicated programme attracted food artisans in their droves (up 30% on 2017). The idea was to show these professionals how to ride the snack food wave, giving them practical tools and expert analysis.

MOF artisans turn their hands to snack food...

In partnership with Comatec, France Snacking challenged **7 MOFs (Meilleurs Ouvriers de France or Best Craftsmen of France)** to take inspiration from their profession and create a tasty snack..



Jérôme Schawalbach
MOF Bakery 2015
Burger coconut chicken



Jauffrey Mauvigney
MOF Delicatessen 2015
Burger bagnat with white sausage and basil



Arnaud Vanhamme
MOF Fish Shop 2011
Fish & Chips 2.0



Clothilde Jacoulot
MOF Greengrocer 2011
Pink quinoa salad



Jérôme Chausse
MOF Pastry 2015
"Ile flottante" with red fruits



Marc Janin
MOF Cheese Shop 2015
"Shrimp on a ride"



Alexis Caquelard MOF
Butchery 2007
Normandy veal Burger

"Zapping du Snacking" conferences

Attendance at talks at the Zapping du Snacking TV studio was higher than ever, thanks to talks focusing on the key issues for the snacks and food-on-the-go industries, most notably the market's digitisation.

Representatives from the sector's flagship brands, including **Big Fernand, Jour, Carl's Jr, O'Tacos, Bagel Corner, Sushi Shop** and **Bio Burger**, provided valuable insight into their operations...



THE 2018 COMPETITIONS

This year there were no fewer than **4 competitions** dedicated to the icons of snack food: pizza, sushi, burgers and sandwiches!

13th FRENCH PIZZA CHAMPIONSHIPS

Farid Seghari, from Aix-en-Provence, is the new French Pizza Champion! Farid won over the judges of the French Pizza Championships with his “**Regina Di Napoli**” pizza. Topped with New Zealand blue shrimp tartare, tomatoes, shallots, capers and mango, the pizza stood out for its balanced combination of flavours. **Franck Castelli** (Bruille-Saint-Amand , Nord) and **Jean-Max Techer** (Réunion) were awarded the silver and bronze medals respectively.



2nd FRENCH SUSHI CHAMPIONSHIPS

After 10 hours of competition, **Yann Rousselot** was declared the winner of the second French Sushi Cup. Yann Rousselot previously worked in a charcuterie in Versailles, before turning his hand to sushi 12 years ago. During the competition he paid particular attention to the cooking and seasoning of the rice. With this win, Yann has booked his place at the Sushi World Cup.



3rd FRENCH BURGER CUP BY SOCOPA

Open to industry professionals only, this competition created by Socopa Restauration and designed as a trends laboratory attracted over 275 professionals from all over France.

Nicolas Willaule was this year's winner with his “Childhood” burger topped with mushrooms, hazelnuts and Beaufort cheese.

Joining him on the podium were **Jonathan Leroy** with his “Breiz'men bon” burger and the “Yellow Green Burger” by **Siva Sivathas** in third place.



12th DÉLIFRANCE SANDWICH WORLD CUP

The world's top HORECA industry students vied to produce the best sandwich. Competitors concocted fresh and original recipes and it was **Audrey Biermans** from the Netherlands who took the title with her seaweed-based sandwich “Vitamin Sea”.



2018 CONCEPTS

SANDWICH & SNACK SHOW ACADEMY

The awards that reveal the newest snacks recognised the year's top concepts that can be replicated at home or in outlets. The main winners in 2018 were **Brut Butcher**, a half butcher-half steakhouse concept; **Chiche**, an Israeli restaurant in Paris serving made-to-order houmous; and **Muffin Corner**, where the English muffin has been redesigned as a sandwich.

The judges awarded a special prize to **SmAak Natural Food**, the Tours-based concept using fresh, local produce to create Scandinavian-inspired cuisine. The audience prize was awarded to **Chicon Pressé**, a fast food restaurant in Lille which uses fresh, local and organic produce.



B.R.A. CONCEPTS SNACKING AWARDS

The B.R.A. Concepts Snacking Awards recognised the creativity, boldness and commitment of the following concepts: **Better Primeur** (a supermarket-style hybrid concept in Villeneuve-d'Ascq offering the option to dine in or take away); **Escrocs** (in Limoges, where the heart of the menu is the croque-monsieur in all its guises); **La Maison de la Poutine** (a Parisian concept serving various interpretations of the popular Québécois dish poutine); **Le Bento Français** (a concept in Levallois-Perret showcasing raw food); **Liife** (a Parisian concept serving food tailored to the nutritional needs of athletes of all levels) and **Saucette** (a 100% sausage-based concept in Paris).



INNOVATIONS

SNACKING D'OR 2018

The flagship prize for industry suppliers, where micro-businesses, SMEs and major corporations presented the products and equipment most suitable for the fast food and food-on-the-go markets.

Around thirty trophies were awarded in three specific product categories: "Self-service meal solutions", "Preparation products or service products" and "Packaging and Equipment". And there were more prizes than ever, with special awards including the Special Jury Awards, Editor's Top Pick, Internet Users' Award and the Sustainable Development Award.



NEXT SHOW
1 & 2 APRIL 2019

MORE INFORMATIONS ON

www.sandwichshows.com

www.parizza.com

www.sandwichshows.com/Japan-Food-Show



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