

Beat: Lifestyle

## **SIAL in PARIS - The World's Largest Food Innovation Exhibition**

**PARIS NORD VILLEPINTE October 16-20,2016**

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**USPA NEWS** - Was held from October 16 to October 20, 2016 at Paris Nord Villepinte Exhibition Centre, the World's largest Food Innovation Exhibition. The place to be.... SIAL Paris is the world largest kitchen where new trends spring from and where Planet Food inspires the food of today and tomorrow....

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From the beginning, 7,000 exhibitors and around 160,000 professional visitors were expected in this year, with 5 packed days, discovering different products and tastes along the aisles. The new event at SIAL Paris is dedicated to the Drinks sector, on the programme : lots of events centred on the hot and cold drinks world. Demonstration sessions for inspiration from the world's kitchens, an opportunity to meet with chefs and taste a Michelin-starred dish, a take-away area to discover new catering concepts, as well as the Espoirs de la Gastronomie competition ! Trend and news conferences to inspire and one-to-one meeting areas based around four main themes to increase the number of contacts and partnership opportunities...

SIAL Innovation Selection :

- \* Consumer Goods (CGM)
- \* Products for Catering and Foodservice (CFS)
- \* Products for Food Industry Manufacturers/Ingredients (FIM)
- \* Equipment and Technology (ET)

SIAL Innovation Awards :

15 products from the final selection are recognized as major innovations and will be awarded the special distinction of SIAL Innovator Award. The Winning Exhibitors receives a trophy at the SIALN Innovation Award Ceremony.

COMPETITIONS :

- \* 'New Talent of Gastronomy' Competition
- \* 'Flair Demonstration' (Shaker Juggling)
- \* 'Cocktails 3\*' Competition
- \* 'Barmen' Battle

CEREMONIES :

- \* Ecotrophelia Award Ceremony
- \* New Talent of Gastronomy Award Ceremony
- \* SIAL Innovation Award Ceremony
- \* World Tour Award Ceremony
- \* Process Alimentaire Award Ceremony and Cocktail Event

SIAL Paris represents the world's food trend specifications. More than 156,000 Professionals, buyers, restaurateurs, industrial companies and journalists. 9 countries from Latin America present cultural and regional products in a dedicated demonstration and tasting area....

Innovation and Trend Space :

- \* 'La Cuisine', where chefs from all over the world inspire taste buds
- \* 'In-Food Centre', where ingredients are highlighted
- \* 'Wine and Food Lab', to test unexpected food and drink combinations
- \* 'World Tour', or how to find out everything about the retail trends of some 28 countries
- \* 'Inspire Drink', NEW, beverages under the spotlight and offering new sources of inspiration

This is a biennial Event lasting 5 days and created in 1964. 194 visitors countries with 104 countries represented by Exhibitors (85% International and 15% French).

Source : SIAL Paris 2016

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