SIRH/+ EUROPAIN

PARIS PORTE DE VERSAILLES FRANCE HALL 1

26-29 MARCH 2022





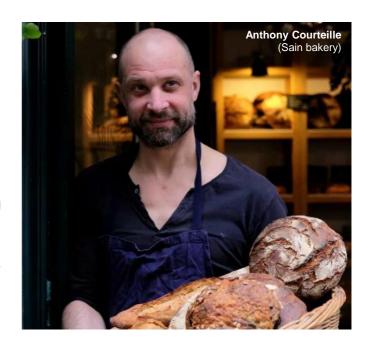
COMMITTED BAKERY IS ON SHOW AT SIRHA EUROPAIN

SYMBOLISING GOOD TASTE AND FRENCH TRADITION, BAKERY – AND BAGUETTE IN PARTICULAR – HAS BEEN THE FOCUS OF MUCH ATTENTION AT THE START OF 2022: GIVE-AWAY PRICES, INFLATION IN PRICE OF RAW MATERIALS, PRODUCTION METHODS, STANDARDISATION, DEEP-FREEZING... ALL THESE TOPICS WILL BE ADDRESSED AT SIRHA EUROPAIN IN MARCH 2022.

Driven by its ambition to promote and highlight this typically French know-how that is recognised in France and exported around the world, from March 26 to 29, 2022 Sirha Europain will boast a broad exhibitor offering and a rich programme, combining technique and innovation with a reflexion on the mutations in the French Bakery market.

Conferences, contributions, success stories... At Sirha Europain, visitors will find answers to the latest topical issues: **ingredients** (seeds, raw materials, yeasts), **environmental concerns** (CSR, 3R, short circuits...), **the tradespeople** (recruitment, training, vocation, loyalty building, women in bakery...). Over 4 days, top specialists and rising stars, institutional and leading business, will attend the event to celebrate French Bakery.

With the **Sirha Europain Forum** and Bakery-Snacking Stage, **Sirha Europain** proposes a programme focusing on responsible, modern and committed bakery.



At the **Sirha Europain Forum**, top specialists will address the major topical themes, in particular concerning the environment: artisan and local know-how, sourcing, eco-responsibility and reuse. It will also be an opportunity to reflect on the women and men who drive the trade, the wellbeing of the artisans and employees.

The Bakery-Snacking Stage will focus more on the fundamentals (responsible approaches, recipes and methods) and natural products (organic agriculture, local flour, natural leaven).

PROGRAMME:

SATURDAY 26 MARCH

Sirha Europain Forum

- How to promote my CSR actions to my customers?
 Timothée Elkihel (R3 Impact France), Ouasyla Chaouchi
 & Jhemima Desfoux (Urban bakery)
- Baker/miller: I do everything! Henri de Pazzis (Terre et Blé)
- Farm seeds, what's new? Julien de Clédat (Domaine des Bruyères)
- Top testimonial: my 100% bio bakery in Barcelona!
 Benjamin Brabant (Le Pain d'Éric & Benjamin)

Bakery-snacking Stage

· Leaven, the recipes. Christel Regis (Bakery Persephone)

SUNDAY 27 MARCH

Sirha Europain Forum

- Reduction, reuse and recycling: preparing for decree 3R.
 Paul Boivin (FEB) & Sophie Wolff (Adelphe)
- Bakery by women. Marjorie Farina, Pascale Bernard (Cordon Bleu Paris) & Christel Regis (Boulangerie Persephone)
- What baker for 2030? Jean-François Bandet (Bo & Mie) & Jean François Feuillette (Boulangerie Feuillette)

MONDAY 28 MARCH

Sirha Europain Forum

 Short circuits: identifying the producers. Célia Tunc (Collège Culinaire)

Bakery-snacking Stage

• Farm seeds. Damien Larderet (La Carioca)



"BOULANGER DE FRANCE": A TOKEN OF QUALITY, FROM THE INGREDIENTS TO THE SALE

Revealed at Europain 2020, the **Boulanger de France**, brand created by the **Confédération Nationale de la Boulangerie-Pâtisserie Française** (CNBPF), aims to promote the know-how of artisan bakers-pastry chefs who respect the commitments of a Quality Charter bearing the identity of artisan bakery (manufacturing, wellbeing and hygiene, hospitality and accessibility and social responsibility).

To date, the brand has around one thousand Boulangers de France artisans. For its second anniversary, the brand will be present in a dedicated space on the CNBPF stand.

- Recruiting and building employee loyalty in the bakery industry. Christophe Girardet (Victor & Compagnie) & Pascale Solona Tremeau (Vitaminée)
- Price volatility of raw materials. Virginie Ciesla-Maudet (Assertis) & Benjamin Bichon (Coopérative Tricherie)

Bakery-snacking Stage

- 100% country wheat baguette. Anthony Courteille (Boulangerie Sain)
- · L'oiseleur. Nicolle Baghdiguian-Wéber (Pain Salvator)

TUESDAY 29 MARCH

Sirha Europain Forum

 Bio Breads: a booming demand! Adriano Farano (Pane Vivo) & Anthony Bosson (L'essentiel)

Bakery-snacking Stage

- The magic of natural leaven! Adriano Farano (Pane Vivo)
- Ancient wheat breads "Bordeaux red". Lucile Espeillac (Les Moulins Familiaux)

FOCUS ON COMMITTED EXHIBITORS

Among the 300 exhibitors and brands, many will be presenting local products such as the 100% French Berrouga blend by **Grands Moulins de Paris**, equipment dedicated to sustainable development, such as **AMF** with their Multibake Vita oven boasting hydrogen fuels burners, or user-friendly tools making life easier for the bakers, such as Scaribac Neo by **Scaritech**.

Discover the complete exhibitor offering: https://www.europain.com/en/exhibitors-list

THE FULL PROGRAMME

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