

NOVOTEL + SIRH

POST SHOW REPORT

23-27 JANUARY 2025
EUREXPO, LYON FRANCE

SIRH/+ LYON ENTERS A NEW ERA

The 22nd edition of Sirha Lyon, organized by the GL events group, which concluded on Monday 27th January - achieved a record attendance: 257,363 qualified professionals gathered at Eurexpo Lyon over 5 exhilarating days.

A lively edition with bustling aisles from start to finish and universally satisfied exhibitors, this Sirha Lyon 2.0 reflects the vibrant energy driving the Food Service industry.

Sirha Lyon 2025 marks a turning point in the ability of professionals in the catering, hospitality, and food industries to renew themselves, combining performance, innovation, and eco-responsibility on a global scale.

257 363 PROFESSIONALS
+ **25%** vs 2023

4 879 EXHIBITORS & BRANDS

800 NOVELTIES & INNOVATIONS

80 MASTERCLASSES, CONTESTS & ROUND TABLES

270 PARTICIPANTS IN THE **16 CONTESTS**

30 953 918 DIGITAL PRINTS

VISITORS

257 363 PROFESSIONALS (+ **25%** vs 2023)

Incl. **18%** INTERNATIONAL

Incl. **56%** DECISION MAKERS & PURCHASERS
(+ **6%** vs 2023)

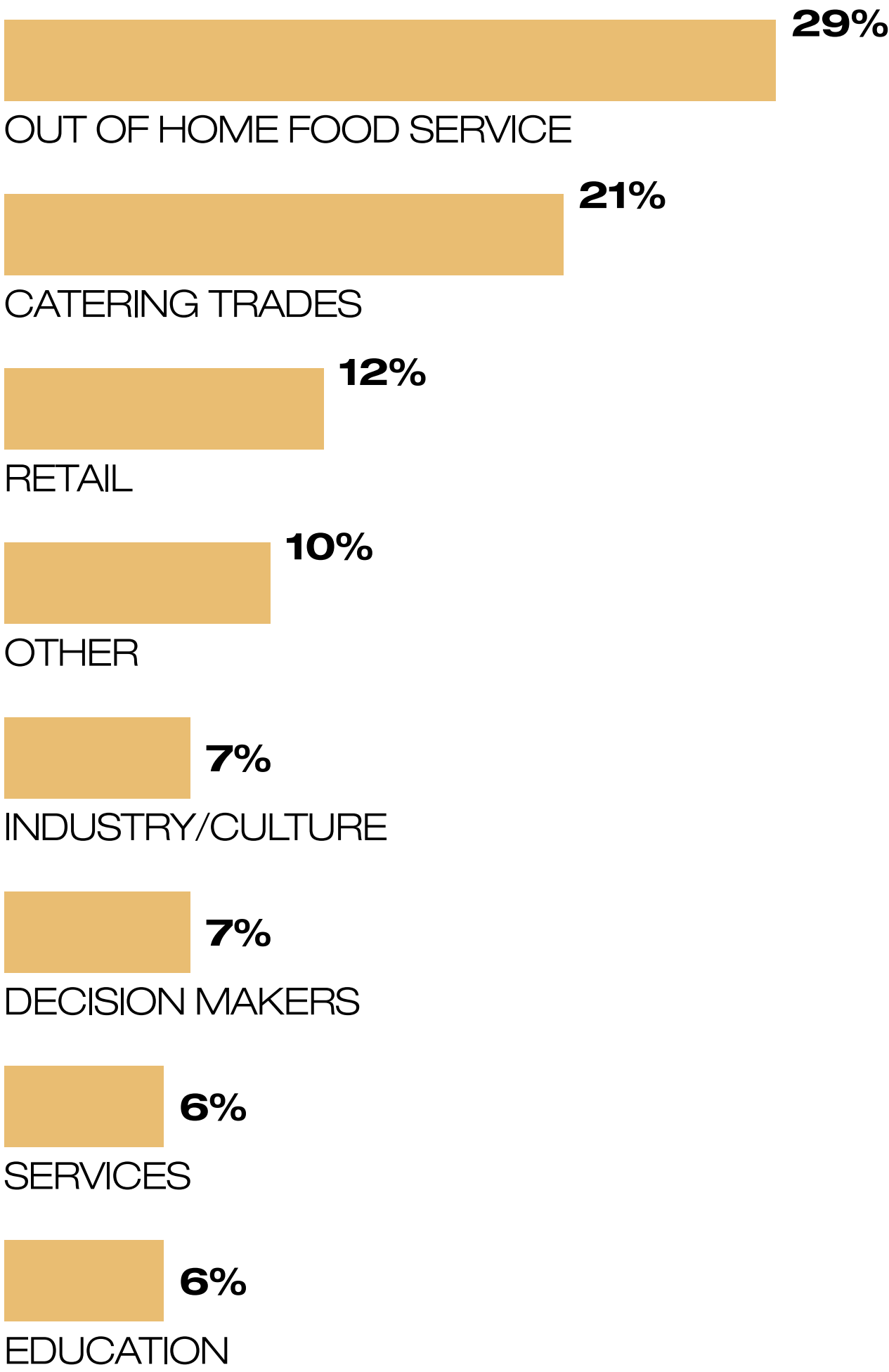
14,36% USERS (+ **2,36%** vs 2023)

16% CHEFS (**20 995** CHEFS, +**6%** vs 2023)

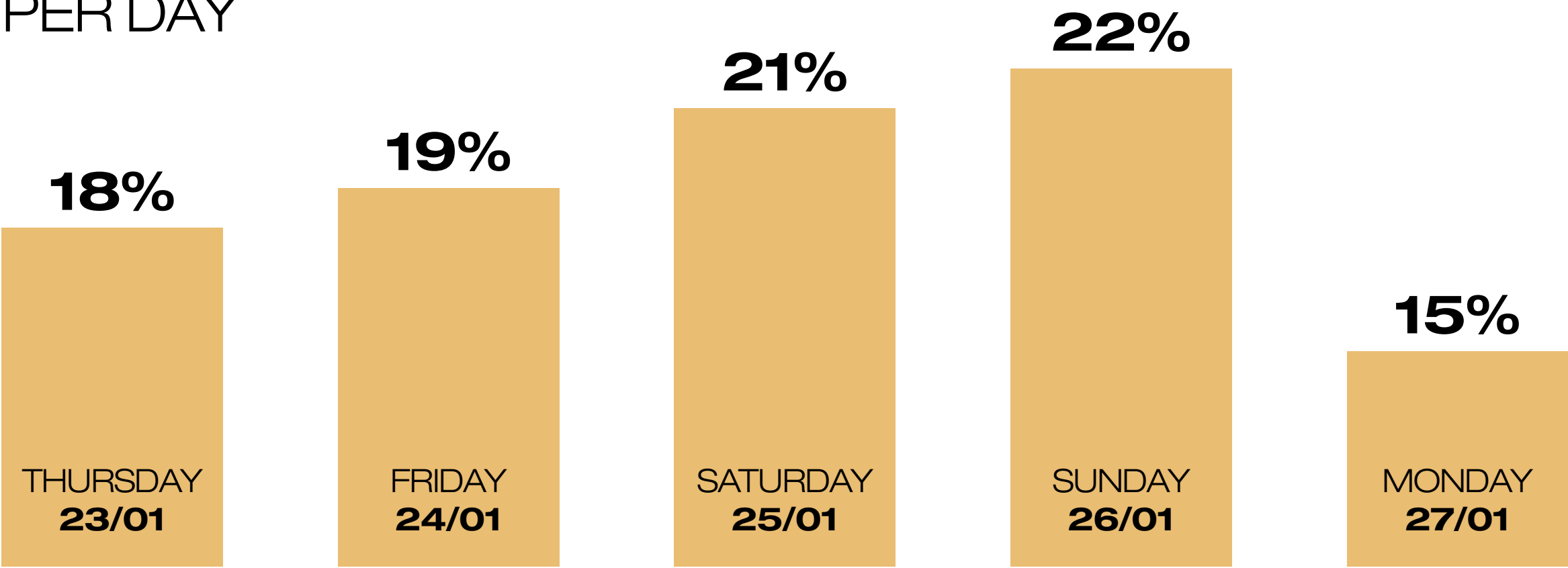
TOP 20 VISITING COUNTRIES

- 1. SWITZERLAND
- 2. ITALY
- 3. BELGIUM
- 4. SPAIN
- 5. USA
- 6. UNITED-KINGDOM
- 7. GERMANY
- 8. MOROCCO
- 9. CANADA
- 10. THE NETHERLANDS
- 11. LUXEMBOURG
- 12. NORWAY
- 13. JAPAN
- 14. SWEDEN
- 15. TUNISIA
- 16. PORTUGAL
- 17. ALGERIA
- 18. REUNION ISLAND
- 19. SAUDI ARABIA
- 20. UNITED ARAB EMIRATES

VISITORS PER SECTOR



VISITORS PER DAY



THEY ATTENDED IN 2025

ACCOR	COCA-COLA EUROPACIFIC PARTNERS FRANCE	FAIRMONT	NEWREST GROUP INTERNATIONAL
AIR FRANCE	COJEAN	FLUNCH	PEPSICO FRANCE
AIR FRANCE - KLM	COLOMBUS CAFÉ	FRANPRIX	POMME DE PAIN
AMAZON	COMMISSARIAT DES ARMÉES	GRAND FRAIS	PRÊT A MANGER
AMORINO	COMPAGNIE DES ALPES	GROUPE BERTRAND	QATAR AIRWAYS
ANSAMBLE	COMPASS GROUP	GROUPE CASINO	QUICK
API RESTAURATION	CORSICA LINÉA	GROUPE LACTALIS	RADISSON HOSPITALITY FRANCE
AUCHAN	COSTCO	GROUPE LE DUFF	RESTALLIANCE
AUCHAN INTERNATIONAL	COSTCO FRANCE	HARRODS	SERVAIR INVESTISSEMENTS AÉROPORTUAIRES SIA
AUCHAN RETAIL AGRO	CROWNE PLAZA	LA CROISSANTERIE	SERVICE COMMISSARIAT DES ARMEES
BJORG ET CIE	DANONE - BLÉDINA	LOUVRE HOTELS GROUP	SNCF
BOULANGERIES PAUL	DISNEYLAND PARIS	MAISON KAYSER DAKAR	SODEXO
BRIT HOTEL	DOMINO'S PIZZA FRANCE	MAISON LANDEMAINE	SODEXO LIVE
BUFFALO GRILL	E. LECLERC	MAMA SHELTER	SOGERES
BURGER KING	ÉLECTROLUX PROFESSIONAL S.P.A.	MARRIOTT FRANCE GROUP COMPANIES	SUBWAY
CARREFOUR HYPERMARCHÉS	ÉLIOR FRANCE RESTAURATION	MEIKO FRANCE	SWISSFOODGROUP SA
CARREFOUR SUPPLY CHAIN	ÉMIRATES SNACK FOODS	MERCURE	
CHARAL	ÉMIRATES GROUP EKFC	MONOPRIX	
CLUB MED SAS		NEWREST	



To be honest, the experience was truly impressive, a well-organized event, with an incredible gathering of top-tier clients. It was one of the best opportunities for both chefs and suppliers. We should attend every year the exhibition to stay updated on the evolving Food & Beverage supplier market.

KYUNG SOO MOON,
Group Culinary Director – Asian Concepts
Dubai

EXHIBITORS

4 879 EXHIBITORS & BRANDS (+ **3,6%** vs 2023)

Incl. **28%** INTERNATIONAL FROM **42** COUNTRIES
(+ **3%** vs 2023)

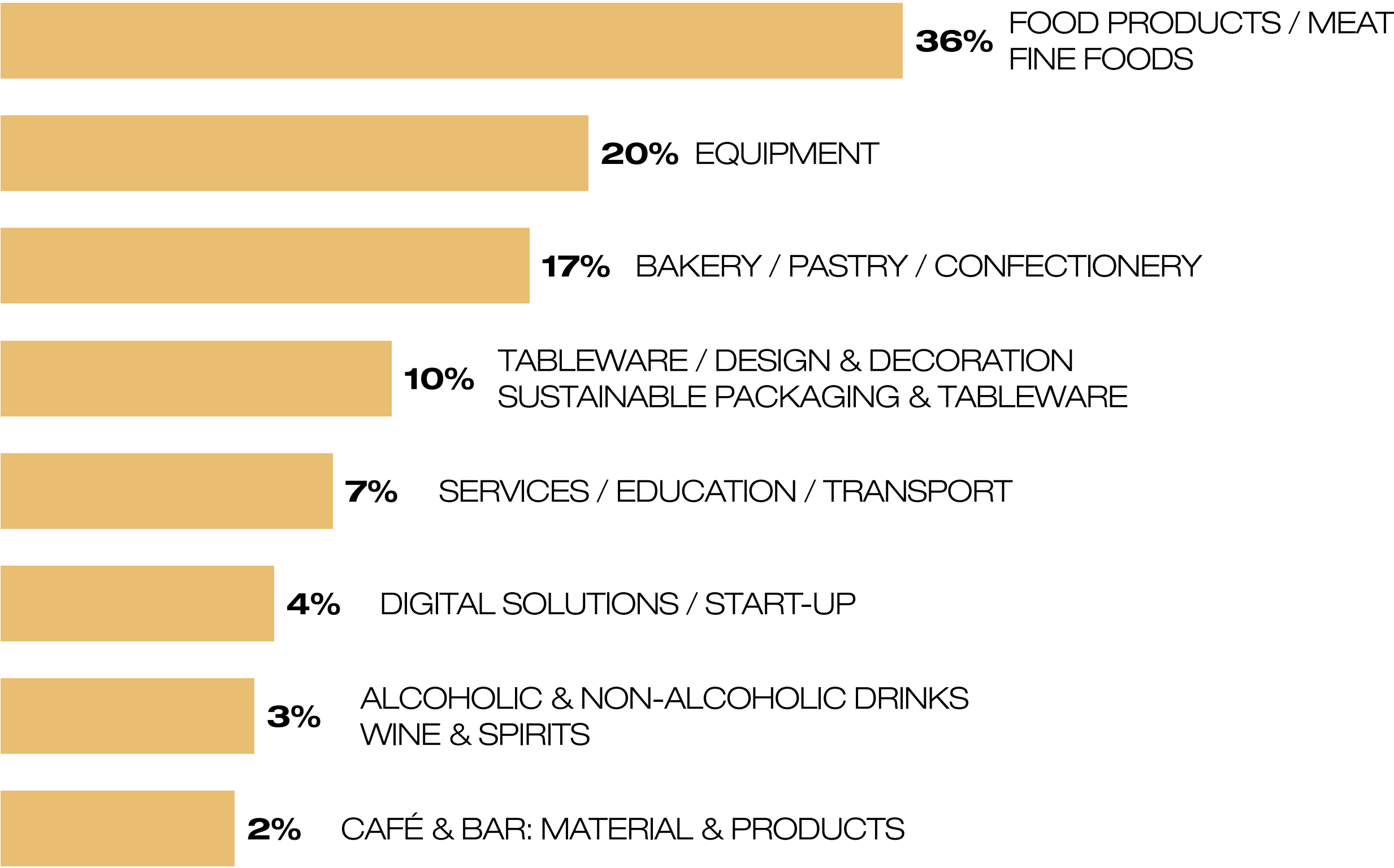
14 INTERNATIONAL PAVILIONS

11 FRENCH REGIONAL PAVILIONS

60 START-UP

1 099 EXHIBITORS EXPORT TO **81** COUNTRIES

EXHIBITORS PER SECTOR



EXHIBITOR TESTIMONIALS

In 2023 we exhibited at Sirha Lyon to introduce Villars to our professional target. We came back this year because Sirha Lyon offers a great opportunity to find many clients who attend the event in numbers, we also wanted to meet new French and international prospects and to exchange with other brands about their innovations.

Villars (Valrhona)

For us Sirha Lyon is a wonderful showcase and offers an opportunity to present our new products to the public and visitors who attend the trade exhibition.

Kitchenaid

*Nearly all our prospects and clients attend this event.
It is an excellent way for us to showcase our wines and innovations and to meet people.*

Oé

We are longstanding partners of Sirha Lyon and are always delighted to attend the trade exhibition. This year's edition is excellent, I would even say it's a great vintage. There are so many professionals and a great atmosphere too. It is a real pleasure to take part in this edition, even more so than for the past editions.

Nespresso Professionnel

Once again this year, Sirha Lyon was an incredible opportunity to connect with key players in the vibrant chocolate ecosystem. Over 50 of our team members were present throughout these five days, engaging with major figures in the world of gastronomy and paving the way for valuable international collaborations.

Martine Grazioso

General Manager of Maison Valrhona





SIRHA INNOVATIONS

800 NEW PRODUCTS & INNOVATIONS

SIRH/+
INNOVATION
AWARDS **2025**

465 CANDIDATES (+**72%** vs 2023)

13 WINNERS

– BAKERY-PASTRY-CONFECTIONERY PRODUCTS & EQUIPMENT

TAMALGA BAKING - ALGAMA

CHOCO MALT REPLACER - VALLÉE TORRÉFACTION

SIMPLY BREAD OVEN - SIMPLY BREAD

– FOOD PRODUCTS
(EXCLUDING BAKERY-PASTRY-CONFECTIONERY)

PLANTED.STEAK - PLANTED FOODS FRANCE

ENZYMES - SENS GOURMET

– LIQUID PRODUCT (BEVERAGE)

COLLECTION 1883 RE-IMAGINE - 1883 MAISON ROUTIN

– EQUIPMENT

MIXEUR MD95+ WITH TEMPERATURE DISPLAY - DYNAMIC

CONVEYOR DISHWASHER WITH 'SMART VISION CONTROL' - HOBART

– TECHNOLOGY, AI & TRANSPORT

APPLICATION MENU - MARGE +

– PACKAGING / TABLEWARE

QUIET SILENT TABLEWARE - QUIET

– COFFEE & BAR EQUIPMENT

I-GRIND COFFEE GRINDER N°67 - SANTOS

– SPECIAL AWARD OF THE JURY

COMPOSTABLE FOOD STRETCH® FOOD WRAP - BLOWELS

– START-UP SPECIAL AWARD

OÉ ESSENCES - OÉ

SIRHA-LYON.COM

732 015 VISITS

2 914 409 PAGES VIEWED

(JANUARY 2025)

SIRHA CONNECT

NETWORKING SERVICE BETWEEN EXHIBITORS AND VISITORS AVAILABLE IN SIRHA FOOD APP

122 619 CONTACTS

115 000 BADGES SCANNED

9 683 MEETINGS SCHEDULED



SOCIAL MEDIA

30 953 918 PRINTS

140 289 SUBSCRIBERS

201 779 INTERACTIONS

	PRINTS	SUBSCRIBERS	INTERACTIONS
	23 790 101	54 353	58 775
	6 637 729	59 431	51 775
	315 793	22 648	72 076
	210 295	3 857	19 153

+10,36% SUBSCRIBERS ON SIRHA LYON SOCIAL MEDIA DURING THE 5 DAYS OF THE EXHIBITION

188 POSTS ON SIRHA LYON SOCIAL MEDIA

VISIBILITY OF SIRHA LYON EVENTS PARTNERS

33 POSTS, REELS & LIVES CREATED TO HIGHLIGHT THE **17** PARTNERS

24 MENTIONS IN STORIES

That is to say **945 921** PRINTS



PRESS COVERAGE & INFLUENCERS

1 225 ACCREDITED JOURNALISTS

Incl. **22%** INTERNATIONAL

2 782 PRESS MENTIONS

Incl. **390** INTERNATIONAL

Incl. **34%** MENTIONING THE EXHIBITORS OFFERING*

Incl. **131** TV/RADIO BROADCASTS*

Representing **3H54** AIRTIME

MORE THAN 2,1 BILLIONS OPPORTUNITIES
TO BE SEEN IN THE MEDIA

634 POSTS & STORIES CREATED BY INFLUENCERS

11 MILLIONS OF POTENTIAL TARGETS HIT



THEY MENTIONED **SIRHA LYON**











SIRHA COLLECT

MORE THAN 17 TONNES OF FOOD PRODUCTS RECOVERED

- *LES RESTOS DU COEUR* **6 T**
- *LA BANQUE ALIMENTAIRE* **11,1 T**

2,3 TONNES OF BREAD TURNED INTO BEER BY *PAIN DE MINUIT*

- **83 108** SLICES OF BREAD
- **415 KG** OF CO² NOT RELEASED
- **503 392 L** OF WATER SAVED

1,8 TONNE OF BIOWASTE RECOVERED BY *AIDEN*

- **330 KG** OF COMPOST PRODUCED BY *LES ALCHEMISTES*

950 KG OF MATERIAL RECOVERED BY *MUTO* FOR RE-USE BY ASSOCIATIONS

55% OF SORTED WASTE (EXHIBITION & STANDS) (VS **23%** IN 2023)



THANKS TO OUR PARTNERS

SIRHA LYON EVENTS

PLATINUM PARTNERS



PREMIUM PARTNERS



SUPPLIERS



A SIRHA+ FOOD EVENT

Inspire the world of hospitality and Food Service, always at the forefront of influences, understand our changing world, and report on this to better accompany an industry and its players, such is the mission of Sirha Food.

Sirha Food is the new umbrella brand and new global media dedicated to professionals and the general public. It brings together all aspects of Food Service through its events: Sirha Lyon, Sirha Bake & Snack, Smahrt Toulouse, Egast Strasbourg, Sirha Arabia and Sirha Budapest trade exhibitions, Sirha Omnivore festival, Sirha Bocuse d'Or and Sirha Pastry World Cup contests.

Because today the world of Food can only be approached in terms of permeability, as moving and living territories.

THE SIRHA FOOD AUDIENCE

1 067 561 SUBSCRIBERS ON SOCIAL MEDIA

145 925 009 PRINTS

6 067 039 PAGES VIEWED ON WEB SITES

(JANUARY 2024 - JANUARY 2025)



UPCOMING EVENTS

2025

SIRHA OMNIVORE & PARIS COFFEE SHOW

13-15 SEPTEMBER
PARC FLORAL DE PARIS

SIRHA ARABIA

30 SEPTEMBER - 2 OCTOBER
RIYADH FRONT EXPO
SAUDI ARABIA



2026

SIRHA BAKE & SNACK

18-21 JANUARY
PARIS PORTE DE VERSAILLES

SIRHA PASTRY WORLD CUP

EUROPEAN SELECTION ROUND
18-19 JANUARY
PARIS PORTE DE VERSAILLES

SMAHRT TOULOUSE

25-27 JANUARY
MEET TOULOUSE

SIRHA BUDAPEST

3-5 MARCH
HUNGEXPO, BUDAPEST
HUNGARY

EGAST STRASBOURG

15-18 MARCH
PARC DES EXPOSITIONS
STRASBOURG

SIRHA ARABIA

OCTOBER
RIYADH
SAUDI ARABIA

SIRHA PASTRY WORLD CUP SIRHA BOCUSE D'OR

MIDDLE EAST
SELECTION ROUNDS
OCTOBER
RIYADH
SAUDI ARABIA

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