

# SIAL

INSPIRE FOOD BUSINESS

## PLANET FOOD

AN OVERVIEW OF CURRENT AND FUTURE AGRI-FOOD TRENDS AROUND THE WORLD

TASTE, TRUE, MEANING:  
PLANET FOOD  
COMMITTS!

SIAL-NETWORK.COM



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# WHAT IS SIAL NETWORK?

Over the years the SIAL (Salon International de l'Alimentation) network has established a global B-to-B events platform designed specifically for the agri-food industry across all continents. The main aim is to support the sector and the many members of which it is comprised in globalising production and taste processes whilst maintaining and showcasing their local roots.

Via the running of a series of events promoting the application of innovation and new technologies to agri-food, the SIAL network has quickly turned into a global-scale agri-food innovation laboratory and the leader for the presentation of new products and services, representing 10% of worldwide innovation for the sector.

The inaugural SIAL fair was held in Paris in 1964. At the turn of the new millennium SIAL started to become a truly international organisation, assisting its partners on their various markets and thereby strengthening the global standing of the SIAL event. At present, the SIAL network totals 9 trade fairs held in Paris, Montreal/Toronto, Shanghai, Jakarta, Abu Dhabi, New Delhi, Gourmet Selection and Djazagro and boasts a vibrant community comprising over 700,000 purchasers and 16,000 companies from 119 countries.

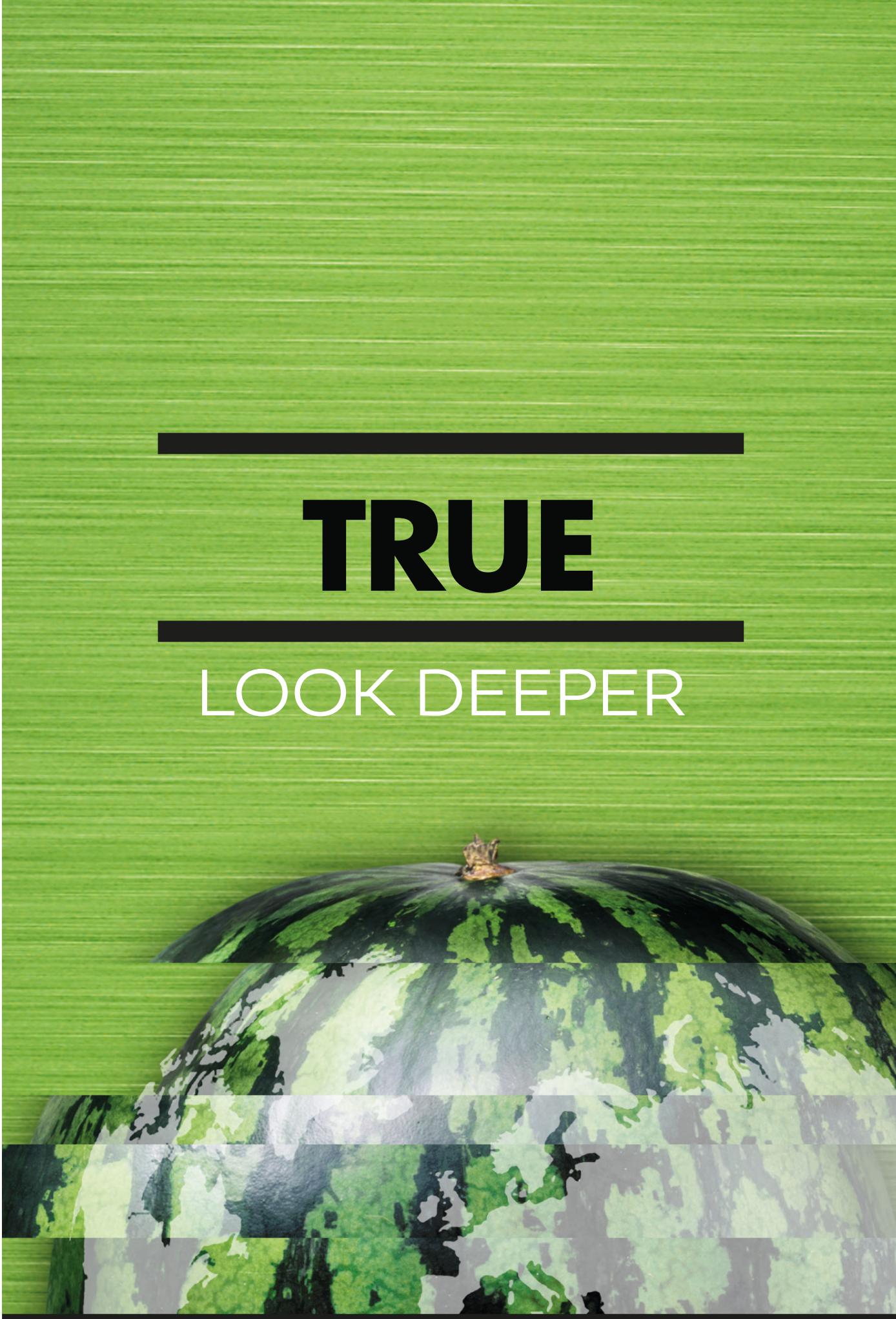
## WHY PLANET FOOD?

Driven by its desire to help agri-food professionals take the right investment decisions and agri-food innovation direction, SIAL has been conducting since 2012 a study into consumption and agri-food supply trends, as well as out-of-home catering all around the world. The study is regularly updated and re-published in partnership with KANTAR TNS, XTC World Innovation and Gira Conseil. Agri-food professionals will be able to find all the results and trends established by this study in the Planet Food overview.

**9**  
**TRADE FAIRS**  
**B2B**

**16,700**  
**EXHIBITORS**  
**from 119**  
**COUNTRIES**

**700,000**  
**ATTENDEES**  
**from 200**  
**COUNTRIES**



**TRUE**

—

LOOK DEEPER



# PLANET FOOD FOR TRUE FOOD FOR FOODSERVICE

Foodservice is also taking the "true" path, to cater to the growing appetite of consumers for meals that are more natural and better for health, not to mention expectations in terms of information and transparency. The revolution in what is true or real in food is generating an acceleration in the history and events concerning foodservice. Reviewing the latest upheavals...

## HOME-MADE OR THE RETURN TO REAL, "TRUE" FOOD

Foodservice is harking back to the home-made, and not just any home-made, but "true" home-made, prepared in front of the customer, with ingredients that are both fresh and raw, in other words: "...the true 'home-made' that responds to the food crises of recent years and the suspicions arising from them," as described by Bernard Bouboul. This marks a commitment from restaurateurs for restoring the confidence of consumers, who are increasingly informed and connected via the social networks. These include of course the well-known Tripadvisor, but also the less well-known Foursquare, a foodservice social network much-used by millennials, a generation born into the digital and who have no hesitation in posting opinions and comments about the establishments visited. It is therefore in the interest of foodservice professionals to remain vigilant and propose "true" cuisine in terms of taste and authenticity.

## TRUE QUALITY REQUIREMENTS

The fashion for the home-made is so keenly pursued today, in most developed countries, that many establishments have no hesitation in stating this on their menus, to underscore their "home-made" credentials, "as a means, of course, of winning over customers," as Bernard Bouboul points out! Why is this phenomenon currently running at full steam? "Quite simply because customers will no longer accept being served food that they could easily make for themselves at home; the worst thing being leaving a restaurant with the impression that you've eaten less well than you would have at home." "Home-made" is therefore first and foremost a quality requirement for the restaurant experience. It is also about the desire to rediscover the original taste of products and the simplicity of the flavours of yesteryear.

## WHAT IF THE "HOME- MADE" WERE ABOVE ALL ABOUT A NEED FOR TRANSPARENCY?

Yet let us be perfectly clear: behind this notion of "home-made" also lies a desire, or rather a need - on the part of consumers - for transparency. Transparency in the choice and sourcing of ingredients. Transparency in how they are prepared. Transparency in the selection of what accompanies them. "The age of the kitchen hidden in the basement or well away from the dining room is over," Bernard Bouboul acknowledges. Consumers today want to see their dish being cooked, thanks to a mechanism using a camera filming the hob live and a screen in the dining room broadcasting the "ceremony", such as a famous international chain of pizzerias now proposes, for example. The easiest option being, maybe, to set up the kitchen in the dining area itself. It's a layout that is increasingly in vogue throughout Planet Foodservice, offering customers a unique experience... a bit like being at home!

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## HEALTHY FOOD FASHIONABLE IN FOODSERVICE TOO

No more bland healthy food! Until recently, vegan or vegetarian restaurants proposed meal that were good for your health but which weren't particularly centred on "pleasure", so important for consumers. All this has changed. And it is, once again, California that is leading the way, with the emergence of a "healthy pleasure" foodservice offering. Now everyone is at it, even McDonald's, which proposes, in France, a vegetarian range for a healthier image: a burger that they claim is still just as tasty! Before, the veggie offering was the exception: now it comes as standard, "... to the point that an establishment not proposing a vegetarian (or vegan) option could today be considered something of an oddity," Bernard Bouboul reflects wryly.

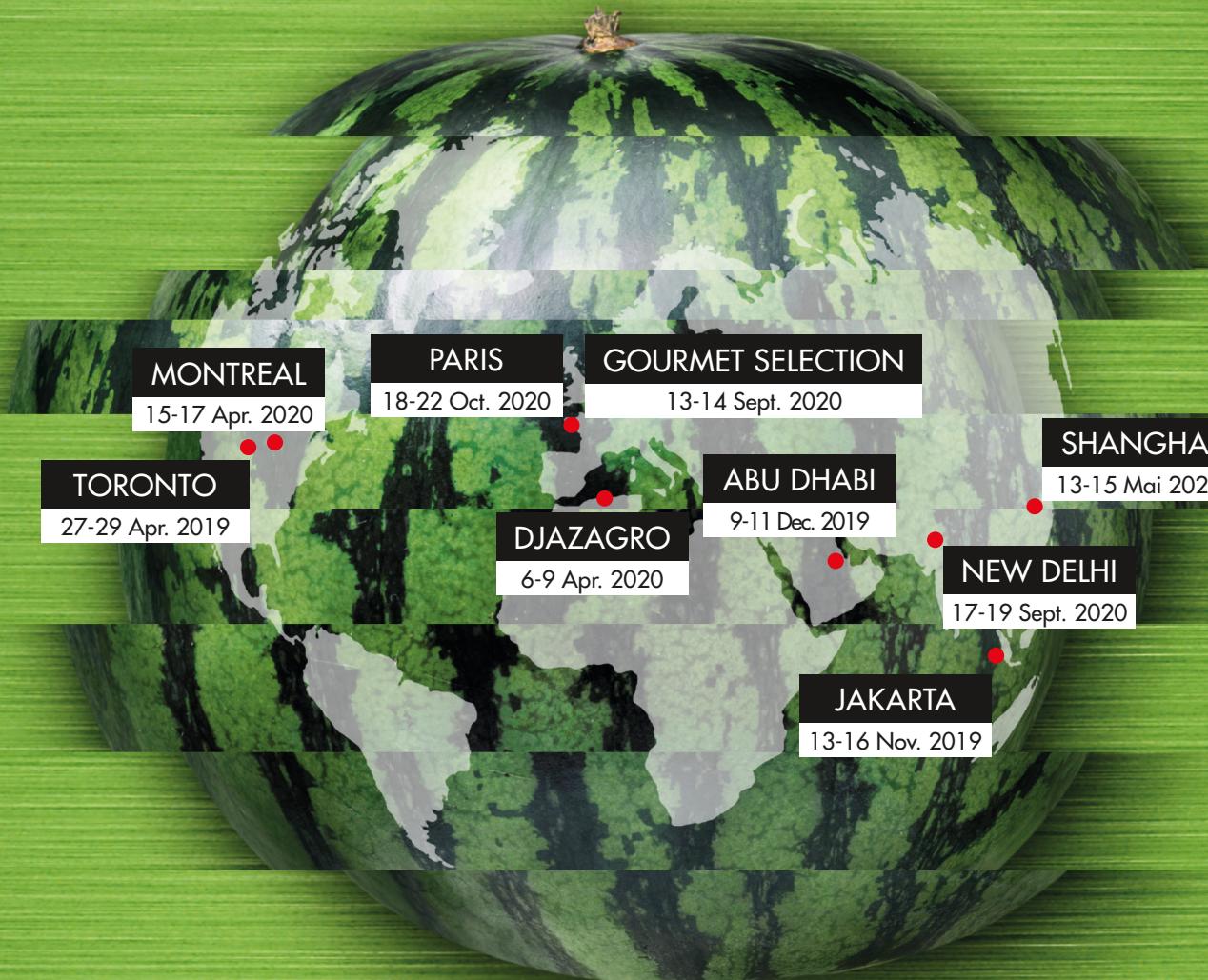
## TOWARD THE END OF "JUNK FOOD"?

As a sign of the success of "true" values in foodservice, "junk food" is declining in favour of quality foodservice, served directly at the counter or in self-service, at affordable prices, typified by the "fast casual" trend, which is a real phenomenon in the United States! Unthinkable barely a few years ago, fast food too is adopting "home-made" and "bespoke" values, with California again playing the role of the foodservice lab of tomorrow, whereby even the smallest establishments are likely to propose fresh and personalised cuisine, for eating-in or to-go. Local eateries, kebab shops, fastfood emporia, bistros, cafes: the quest for "real" or "true" food involves practically every type of establishment. And while the zones of the world that are most advanced in this area are the most developed countries, this revolution is also gaining ground in North Africa and around the Indian Ocean, proving how popular this is with consumers and how the professionals are taking it into account.



INSPIRE FOOD BUSINESS

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**700,000 visitors from 200 countries**

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