

## Sandwich & Snack Show & Parizza 2023: a record-breaking event!

The 23rd edition of the Sandwich & Snack Show & Parizza has been packed full of colours and flavours, and has just come to an end at Paris Porte de Versailles. The trade shows welcomed **10,800 visitors, 20% more than last year**. Avid professionals attended no fewer than **6 competitions (including 3 new ones!)** and **3 award ceremonies**, and met some **340 exhibitors**, representing over **400 brands**...

### A dynamic event for an industry on the move

Professionals from the fast food and mobile catering industry were determined to meet for this essential snack food event! For 2 days, the Sandwich & Snack Show was **THE place for discovery, tasting, testing, exchange and inspiration**.

*"There was a real dynamic which reflects the current momentum in the fast food industry. Exhibitor and visitor numbers were massive, demonstrating once again the resilience of these professionals... In short, the show was a huge success!"*,  
explains **Béatrice Gravier, Director of the Sandwich & Snack Show & Parizza**.



### This edition saw a host of new events:

#### Plant-Based challenge in partnership with La Vie™

Séverine Figuls, from the 'Chacha' restaurant in Nantes, was the clear winner in this **100% plant-based culinary event**. Four competitors went up against the Chef from La Vie™ to concoct dishes that **promote alternatives to animal protein** in food service.



#### French Pasta Championships in partnership with Barilla

20 competitors fought it out in 4 contests featuring **typical recipes from Sicily, Apulia and Liguria**. Pietro Rabboni, Chef at Gruppomino, won over the jury presided by Gabriele Ravasio from Trianon Palace in Versailles.



#### French Aperitif Board Championships by Rovagnati

Aperitif boards are beautiful and delicious visual creations, and they took the show by storm. Véronique Rume from Sucy en Brie (Paris suburbs) battled it out in **3 technical and artistic rounds** against 4 other contestants to be named Champion of France.



## The Grands Prix du Snacking

A brand new awards ceremony **celebrating the biggest initiatives and players of the year in the snack food sector** made its debut at the Sandwich & Snack Show!

The **Snack Academy** award for the best concept opened during the year went to Yoummah (Paris). Amoné (Paris) won the jury's favourite award, while the audience favourite award went to Smoke & Fries (Lyon). **The Franchise of the Year Award** was given to Julien Perret, founder of BChef. **The Digital Award** went to Julia Commandeur from Théory, the Nous Anti Gaspi concept received **the Eco-responsible Initiative Award** and La Fabuleuse Cantine was named the jury's favourite. Finally, Jean-François Feuillette was awarded **the prize for Snack Food Personality** of the Year.



## Barista Masterclass in partnership with Oatly

Numerous professionals attended this hybrid keynote/workshop session to learn how to **develop coffee in order to effectively boost sales!** After in-depth discussions with key experts, Illy Café's barista **performed interactive latte art** and iced coffee demonstrations with the audience.



## Keynote and conference sessions

Michelin-starred **Chef Guillaume Sanchez** and **Jean-François Bandet**, founder of Bo & Mie, shared their vision of the restaurant business during two special keynote sessions. **Talks on the "Zapping du Snacking"** stage were also a hit thanks to relevant topics and **speakers from leading brands**, including Jour, Mavrommatis, Salad&Co, Uber, Tabesto, Bagel Corner, New School Tacos, Inpulse, Mersea, Pokawa, French Coffee Shop and more.



## 2023 Highlights:

### Snacking d'Or by France Snacking

This **benchmark award for industry suppliers** (VSEs, SMEs and large groups) presented the **best products and equipment for the fast food and mobile catering sector**. Over **154,000 votes** were cast and, this year, **40 winners** were awarded **Snacking d'Or status by France Snacking 2023**.

### 17th French Pizza Championships

Simone Desogus from the South of France is **the new French Pizza Champion!** Lucky pizza lovers will be able to enjoy his pizzas at Margherita 1889 in Pernes-les-Fontaines near Avignon.



### 6th French Sushi Championships

Vincent Broggi was named grand champion of this **sixth edition of the French Sushi Championships.** He is currently based at Village Gastronomique in Dijon, and now joins the French sushi team, earning his place in the next **World Sushi Cup** in Tokyo.



### French Burger Cup by Socopa

Matthias Carre successfully overcame the competition on the **Rock'n burger** theme with his Paint it Black burger. The Compiègne native won over the **jury presided by Chef Arnaud Baptiste** with his burger in homage to the Rolling Stones.



### B.R.A. Concepts Snacking Awards

The B.R.A. Concepts Snacking Awards **recognised several concepts** that have **helped shake up the market** through their unique positioning, products and services, design or management. This year's award-winning concepts were Baldoria (Paris), Bao Kitchen (Angers), Bien Roulé (Clermont-Ferrand), Boui-Boui Sando (Toulouse), Onolulu (Rennes, Caen and Cesson-Sevigné).

### A show committed to an eco-friendly approach

As part of an overall effort to be socially and environmentally responsible, **our trade shows are committed to protecting the environment and reducing our waste and environmental footprint.** This year, volunteers from the **Porteurs d'Espoir** association collected **6,500 kg** of food for charity. A total of **708 people** benefited from this food aid. **Daily publicity about the importance of recycling** was also deployed during the trade show in partnership with **Re'Up.** The on-site biowaste bins collected 0.4 t of biowaste, avoiding 17.5 kg CO2-eq.

**See you soon for the  
24th edition of the Sandwich & Snack Show & 12th edition of Parizza**

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