

The logo for the Sandwich & Snack Show, featuring the text "Sandwich & Snack Show" in white on an orange circular background.

Sandwich
& Snack
Show

reinventing food moments

13-14 mars 2024

Paris - Porte de Versailles

The logo for Parizza, featuring the text "Parizza" in white on a teal circular background.

Parizza

Press release
December 2023

Sandwich & Snack Show and Parizza are (re)awakening the food service sector with a packed programme and a host of new events!

13 & 14 March 2024 - Paris, Porte de Versailles, Pavilion 7.1

These trade shows are pioneering and essential events in the fast-food and Italian food sectors, and are confirming their leadership with a 2024 event dedicated to experience, inspiration and innovation. Driven by the enthusiasm generated by past events, the trade show is extending its impact, serving up an original and exclusive programme for restaurant, bakery, supermarket and catering professionals.

The 2-day programme includes innovations, demonstrations, show cooking, conference sessions, and no fewer than... 7 contests!

The 9th French Burger Cup by Socopa, the 18th French Pizza Championship, the 7th French Sushi Championship, the 2nd Plant-Based Challenge by CéréalBIO, the 2nd French Pasta Championship, the 2nd French Aperitif Board Championship by Rovagnati and the 2nd French Donut Championship by Dawn Foods.

“ *The Sandwich & Snack Show and Parizza remain absolutely essential events. This year, our exhibition area has grown by more than 15% and we are expecting more than 10,000 visitors over 2 days. This year promises to be even more inspiring for industry professionals.* ”

says Béatrice Gravier,
Director of the Sandwich & Snack Show / Parizza



Focus on special events

2nd Plant-Based Challenge by Céréal Bio

The Plant-Based Challenge is back in force with 3 new partners and 3 new creative challenges: Meatballs sponsored by Céréal Bio, Burger in partnership with Unilever and Pizza in partnership with Nurishh. For this 2nd event, the jury will be chaired by Rodolphe Landemaine, a leading figure in plant-based cuisine.

Wednesday 13 March, 10am - 12 midday



Challenge
végétal
by Sandwich & Snack Show



2nd French Aperitif Board Championship by Rovagnati

After a strong first year, the French Aperitif Board Championship, organised by Rovagnati, an Italian Charcuterie brand, shines a spotlight on the fast-growing aperitif ritual. In 3 challenges (classic, Italian-themed and freestyle), participants will transform these aperitif boards into gourmet works of art. The jury will include Pascal Joly, MOF Charcutier, and Véronique Jourdain-Rumé, winner of last year's challenge.

Wednesday 13 March, 2:30pm - 4:30pm



2nd French Donut Championship by Dawn Foods

Two years after its launch, the French Donut Championship organised by Dawn Food is back! Donuts are everywhere on social media and in other media outlets. They're back in force at the trade show with three challenges: Glazed Donut, Pastry Donut and Themed Donut. Niagalé Diallo, the first champion and now head of 6 establishments, will be back to join the jury of professionals.

Thursday 14 March, 2pm - 4:30pm



Championnat de France
DONUT
by Dawn

Barista Masterclass by Cafés Richard

This event is 100% dedicated to coffee and will give food service professionals the keys to structuring their offering and boosting their sales! The event is sponsored by Cafés Richard and will take place in 2 parts, with demonstrations of the machines and techniques by a barista, and market insights with Jean-François Feuillet, founder of the network of bakeries, Boulangerie Feuillet.

Thursday 14 March, 10:30am - 11:30am



Masterclass
Barista
by Sandwich & Snack Show

Sponsorisé par



Zapping du Snacking by PespiCo

Two days of captivating conference sessions with industry experts on key themes such as packaging, bakeries, plant-based food, hospitality, influence and more.

Don't miss out on 2 fascinating keynotes by Eric Kayser, founder of Maison Kayser bakeries, and Hugo Riboulet, winner of Top Chef 2023 and founder of Groot la tourte.

Also featuring:



Moise Sfez
Homer Food Group



Jean-François Bandet
Bo&Mie



Thierry Veil
Bagelstein



Emmanuel Aublet
Just Eat

Snack Hour



“Snack Hour” will be a fun moment that will take the trade show by storm and reflect the abundant energy of the snacks world! The programme includes the APF 20th anniversary cocktail party on the Pizza stage, the FEB cocktail party in the Snacking Arena, and the Aperitif Franchise Pitch at the Zapping du Snacking by PespiCo. All exhibitors will be invited to organise their own cocktail parties on their stands. It's the perfect opportunity to get together and network in a relaxed atmosphere.

Wednesday 13 March, 6pm - 7pm

The Franchise Pitch by Observatoire de la Franchise

In partnership with Observatoire de la Franchise (French Franchise Observatory), the trade show will be showcasing new fast-food concepts launched as franchises! Five new franchise concepts will be presenting their pitches to an audience of professionals. After the presentations, the public will be asked to vote live for their favourite. It's an exciting challenge for these young entrepreneurs, and the perfect opportunity for them to enter the food scene.

Wednesday 13 March, 3:30 pm - 4:30 pm



About RX

RX exists to promote the development of companies, communities and individuals. We combine face-to-face events, data and digital products to help our clients to understand markets, research products and perform transactions, with over 400 events in 22 countries and 43 business sectors.

RX France organises leading face-to-face, digital and hybrid events in around fifteen different markets. Our high-profile national and international events include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet* and many others. Our events are held in France, Hong Kong, Italy, Mexico and the United States.

RX aims to have a positive impact on society and to create an inclusive work environment for all our employees.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.
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* organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

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