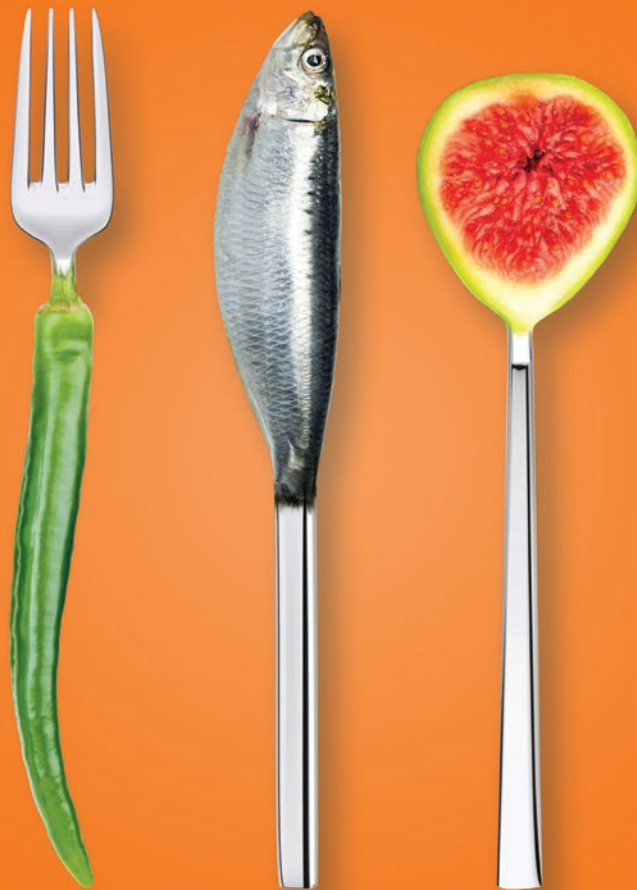


food in sud

The Mediterranean Food
Service & Hospitality Trade Show



26-28 JANUARY 2020
MARSEILLE CHANOT

Sharing FOOD inspiration

www.foodinsud.com



#FoodinSud



EXHIBIT ON **FOOD'IN SUD**, THE MOST DYNAMIC BUSINESS EVENT OF THE SOUTH OF FRANCE

Food' in Sud is the Mediterranean trade fair for all professionals in the food service and hospitality sector. Its dual purpose is to show the offers and concepts for this market, to support the evolution of the food service and to showcase the culinary heritage of Mediterranean region.

A **4TH EDITION** WITH MULTIPLE ASSETS!

A **BUSINESS ORIENTED** EVENT WITH A **BUSINESS MEETINGS** SERVICE for exhibitors :

direct link to project owners and decision makers.

A **MULTI-FACETTED AND GLOBAL** EXHIBITION that brings together several worlds.

PRODUCTS AND SOLUTIONS PRESENTED

- ▶ Food products
- ▶ Baked goods / Pastry / Ice cream
- ▶ Furniture and design for hotels, restaurants, bars, outdoor areas, beaches, and more
- ▶ Gourmet food
- ▶ Food service and hospitality equipment
- ▶ Technologies
- ▶ Beverages / Coffee & tea
- ▶ Tableware
- ▶ Services
- ▶ Pasta / Pizza
- ▶ Fast food / Take-away

FOOD'IN SUD MEETS MARKET TRENDS AND SPECIALIZES TO ATTRACT EACH TYPOLOGY OF BUYERS:

HOSPITALITY

Hotels (all categories), chains and independents, outdoor hospitality, holiday homes, cottages

FOOD SERVICE / SNACKING

Traditional catering, gastronomic, specialty theme restaurants, pizzerias, beach restaurants, bars, takeaway catering, transport and leisure catering, automatic distribution, ...

INSTITUTIONAL CATERING

School, hospital, administration, retirement homes, companies ...

CATERING TRADE

fine food shop, delicatessen, bakery, pastry, butcher, wine merchant, ...

FOOD DISTRIBUTION

Department stores, supermarkets, wholesalers, distributors, agents, specialty shops (organic, deco, gifts, garden, ...) Ecommerce

PUT FORWARD YOUR SOLUTIONS AND PRODUCTS IN A DEDICATED UNIVERSE!

Food'in Sud, which spreads over all areas of Food Service and Hospitality, also develops themes related to market expectations.



ZOOM ON...

L'ÉPICERIE FINE BY FOOD'IN SUD

Real event within the event, L'Épicerie Fine by Food'in Sud presents a **gallery of 100 suppliers selected for the attractiveness of their products** and allows them to meet all retail players (groceries, food trades, wine merchants, conventional supermarkets and bios, department stores, roasters ...) and the hotel and catering industry under all its forms. **Workshops** come in support to inform and train professionals.



THE PIZZA

Food'in Sud develops the pizza theme to become the privileged meeting place for professionals in this sector. **Pizza world tour** selects French candidates for the **World Pizza Championship**.

Pizzaiolos will be able to participate in the **Master Class della Scuola Italiana della pizza** animated by the best Italian experts.



TECHNOLOGIES

Essential for professionals who wish to sustain their activity and improve their profitability. It is therefore an important sector showcased by a **dedicated area to give advice around the use of digital solutions** to guide professionals.

NEW

FOOD SERVICE BUSINESS MEETINGS

Organization of **business meetings with targeted contractors with purchasing projects** through a webplatform making online appointments. Exhibitors request appointments from registered contractors and vice versa. Once validated, a schedule is given to the participants. The appointments take place on the stands.



INDEPENDENT HOTEL BUSINESS MEETINGS

Food'in Sud offers a **tailor-made relationship between independent hoteliers, selected for their purchasing projects, and suppliers meeting these needs**. They will receive a pre-scheduled agenda of appointments and will be received by hospitality buyers on a dedicated space of the show.



4th edition under the umbrella of a bold and inspired chef,
with a sharpened culinary personality

Alexandre MAZZIA
One starred Chef – AM par Alexandre Mazzia,
Marseille

HIGHLIGHTS

The 3 days of the show are the scene of prestigious events and competitions that brings into the spotlight Mediterranean cuisine and the talent of French and international chefs.

AROUND THE CHEFS:

Food'in Sud and Gourméditerranée Association introduce a whole day event of culinary contests between several groups and networks of chefs on the Mediterranean cuisine theme.

Women Chefs will also be honored. A banquet of Southern Chefs will close the event.

AROUND INSTITUTIONAL CATERING:

- The selection Auvergne - Rhône-Alpes / PACA / Corsica of Gargantua, the contest of the chefs of collective catering organized by Restau'Co.

- Round tables on the major issues of collective catering

THE COMPETITIONS:

- The final of the 15th edition of the Masse Trophy, around the Foie Gras, organised by Maison Masse.

- The France selection of Campionato Mondiale della Pizza, organized by Pizza New / Scuola Italiana della Pizza

FOOD'IN SUD WORKSHOPS:

Animated by professionals to allow visitors to learn or improve their skills around 2 themes:

- Gourmet products - With the magazine «Le Monde de l'Épicerie Fine» BtoB media (magazine, website and newsletter)
- Pizza - With the Scuola Italiana della Pizza

Gourméditerranée

Prenez le temps des mets...

LE GARGANTUA

LE CONCOURS DES CUISINIERES DE COLLECTIVITE



*Le Concours
des Créateurs d'Émotion*



SELECTIONS

MARSEILLE

le monde de
L'ÉPICERIE FINE



2018 FACTS & FIGURES

A GROWING TRADE SHOW WHICH FULFILLED ITS PROMISES!

Visitors are decision makers and in search of solutions / products:

An average of **15 stands** per visitor

75% of visitors are purchasing decision makers

88% of visitors are satisfied with their contacts with exhibitors

36% come to find new suppliers and products

34% are looking for new trends and ideas to develop their business

9 out of 10 visitors are satisfied with their participation

at the show and want to come back for the next edition

Exhibitors side: a rise in satisfaction

81% of exhibitors are satisfied with the quality of visitors

76% of exhibitors believe they have achieved their goals

80% of the exhibitors are satisfied with their participation

75% are satisfied with the number of visitors and established contacts

A major biennial meeting

11,330
visitors
(+10%)

350
exhibitors and
brands

100
Chefs and
speakers

12
Mediterranean
countries including
France

4
animation spaces

250
press articles

85
journalists

Origines of visitors



81% PACA
7% OCCITANIE
5% AUVERGNE RHÔNE ALPES
7% OTHERS

Breakdown by positions



43,2% MANAGERS, MANAGING DIRECTORS, DIRECTORS OF INSTITUTIONS
23,6% PURCHASING MANAGER, MARKETING
19,8% CHIEF, ROOM STAFF, KITCHEN STAFF
13,4% OTHERS

Breakdown by activities



51% COMMERCIAL RESTORATION
11% COLLECTIVE RESTORATION
10% HOTEL
21% FOOD DISTRIBUTION, RETAIL TRADE, GROCERY FINES, MOUTH OF MOUTH
7% MANUFACTURERS, DISTRIBUTORS, WHOLESALERS



TARGETED NETWORKING, COMMUNICATION AND PROMOTION CAMPAIGNS

AN INTERNATIONAL PRESS CAMPAIGN

- Media plan for leading national and international publications (targeting Southern European and Mediterranean countries).
- Partnerships with trade press and local business publications.
- Local poster campaign and improved partnerships with regional daily publications.
- Press relations managed by a specialised agency for all national and regional media
- Local radio campaign

TOP BUYERS PROGRAM

NEW

- A telephone campaign for project detection with selected decision makers. A promotion program and personalized welcome for the top-buyers of the profession.

DIRECT MARKETING

- Acquisition of prospects databases
- Personalised direct mail and e-mail campaigns
- Targeted street marketing

DIGITAL COMMUNICATION

- Increased visibility on social networks: Facebook, Twitter, Instagram
- Partnerships and adverts on selected websites
- Visitor pre-booking and reminders via our website
- Digital communication kit provided to exhibitors

PARTNERSHIP

- Promotion via trade associations and institutions

A STRATEGIC GEOGRAPHICAL POSITION



The Mediterranean is the world's leading tourist destination!

The **Provence-Alpes-Côte d'Azur (PACA)** region is among the **TOP 10 tourist destinations in the world**. It is the **no.2 region in Europe for hotel and campsite capacity** behind Catalonia. (Source: Paca tourism board). According to the French statistics office (INSEE), the PACA region has the **highest concentration of food service establishments** after the Ile-de-France (Paris) region. **Marseille is at the geographical centre** of the largest agglomerations in the South of France: Avignon, Montpellier, Nice and Toulon.

BOOK YOUR BOOTH

Contact

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Partner of Food in Sud for the Mediterranean countries

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With the support of:



A trade show organised by

