

GOURMET 
FOOD  & WINE 
SELECT   N

No.1 TRADE EXHIBITION FOR GOURMET PRODUCTS, WINE AND GIFTS by SIAL

PARIS :: PORTE DE VERSAILLES :: 26-27 SEPTEMBER 2011

www.gourmet-food-wine.com

GOURMET FOODS

A DYNAMIC, GROWTH MARKET

The top of the range food market has fooled the crisis

New consumer trends such as revival of home cooking, the art of entertaining and a clear intention to eat better have been a boon to the luxury food market, boosting sales of prestigious food products.

The fine foods market

A market estimated to be worth €5 billion, and still growing

(Source: Xerfi study, February 2010)

The fine foods and top of the range food market is expected to grow faster than the food market as a whole.

Annual growth should be 3% in volume by 2012 (1% for the food industry as a whole).



A growingly competitive market

Food retail and commercial foodservice professionals are increasingly on the lookout for foods, wines, spirits and associated accessories that carry strong added value. They must be rare, original and stand out from the crowd, asserting their uniqueness.

These professions are on the lookout for products that respond to wider needs, to those of a younger population undergoing radical transformation and keen on niche products: new flavours, innovative, exceptional, exotic, unusual and terroir/regional culinary products. They now use new, more specialised suppliers.

Luxury has become more accessible. And competition is rife between the specialised distributors (fine food shops) and mass retail brands. Special e-commerce websites are also bent on making the most of the current boom.

Small organisations at the heart of the offering

Fine food stores play the selective card to mark the difference with their suppliers. Business is therefore brisk for small organisations, artisans and SMEs.



CHRISTMAS 2009

- French people spent **€1,9 billion** on smoked salmon, foie gras and champagne, namely an increase of 5.6% compared with the same period for 2008.
- 1 French household out of 2 now consumes foie gras (Cifog).
- Smoked salmon sales jumped by 7% in the last two months of the year.
- Foie gras sales rose by 5.7% over the same period.
- Champagne sales posted 9.2% growth for the festive season.



A PROFESSIONAL EVENT

TO MEET FUTURE BUSINESS PARTNERS

GOURMET Food & Wine SELECTION is the exhibition for making all kinds of discoveries, the reference for foods with strong added value and for an *art de vivre* stemming from gastronomy.

It is the only specialist event dedicated to selective, specialised food channels ranging from the gourmet shop-in-shop concession to commercial foodservice.

96% of GOURMET Food & Wine SELECTION visitors and 100% of its exhibitors believe that the fine foods market requires a special exhibition of its own.

In 2011, 160 exhibitors of foods, wines, spirits, related accessories, gifts and festive products will have the opportunity to meet some 4,000 visitors specialising in fine foods and gastronomy.

GOURMET Food & Wine SELECTION means two days of intensive networking in friendly, human-scaled surroundings, to meet retailers (fine food stores, wine merchants, concept stores, etc.),



foodservice professionals, specialised retail buyers, supermarkets, wholesalers, importers and duty free shops.

Some 91% of the visitors and 100% of the exhibitors at GOURMET Food & Wine SELECTION consider it to be an exhibition on a human scale, suited to the fine foods market.

For 97% of exhibitors, GOURMET Food & Wine SELECTION is a must for all those involved in gourmet foods.

* Source: 2009 GOURMET Food & Wine SELECTION survey

EXHIBIT

at the exhibition for fine foods and gastronomy suppliers.

SHOWCASE

your products to top buyers from the specialty retail, foodservice and supermarket channels.

DISCOVER

new players looking for niche products with high added value.

DEVELOP

your sales and forge business relationships with targeted partners .

STRENGTHEN

your brand image with the key market players, the general and trade media.

"For us, this exhibition generated new prospective clients, people who are very involved in their trade. We met some genuine 'professionals'. Gourmet is a truly fine foods exhibition."

UPF Coufidou / Aquitaine
2009 exhibitor



A SUCCESSFUL LAUNCH

In 2009, the first exhibition of gourmet products, wines and gifts welcomed 142 exhibitors and 3,299 professional visitors.

Exhibitors:

- 94% of exhibitors were satisfied with their event.
- Exhibitors made 110 contacts per stand on average, of which 85 were new contacts.
- 95% of exhibitors considered the quality of visitors to be high.
- For 94% of exhibitors, sales expected as a result of the exhibition represented 1 to 6 months' turnover
- The regions rallied so that visitors could discover their specialties: Champagne Ardennes, Tarn and Provence.
- In 2009, several countries were represented at the show: Spain, Italy, Belgium, the Netherlands, Poland and Morocco.

Visitors:

- 88% of visitors were satisfied with their visit to the exhibition.
- For 82% of visitors, the exhibition met their demands.
- 88% of visitors intend to return for GOURMET Food & Wine SELECTION 2011.

According to the visitors, the exhibition's primary strong point is the quality of its offering.

The principal regions of France were well represented among visitors:

Île-de-France, Bretagne, Pays de Loire, Rhône-Alpes, Provence-Alpes-Côte d'Azur, Aquitaine, Nord, etc.

* Source: 2009 GOURMET Food & Wine SELECTION survey

The press:

GOURMET Food & Wine SELECTION welcomed numerous journalists, both from the trade and general press.

GOURMET SELECTION press shopping

A jury composed of 10 journalists and gastronomy professionals will select some 15 products among those on display for their quality, taste and GOURMET properties.

The 2009 Press Shopping jury included the following:

Michèle Carles, Elle/Madame Figaro • Céline Dufranc, Régal • Vincent Ferniot, France 2 • Jean-Louis Galesne, Les Echos • Irène Karsenty, Cuisine et Vins de France • Philippe Lefebvre, France Inter • Hélène Luzin, Editions RHF • Patricia Picard, Bottin Gourmand • Philippe Pilliot, Nouvel Épicière • Pauline PrévotEAU, Keldelice...

WHO EXHIBITS AT GOURMET FOOD & WINE SELECTION?

Manufacturers, producers and distributors of:

- Rare and original products, terroir products, exotic and ethnic products, gifts, special packaging, festive items and products for gastronomy, etc.
- Quality-certified products: organic, AOC/PDO/PGI, quality seal, fair-trade, sustainable...

Any application for admission to the exhibition is submitted to a Selection Committee, which ensures that the products to be displayed match the exhibition concept prior to final registration approval.



SAVOURY FOODS:

Seasonings, spices, salt, pepper, oils, vinegar, pasta, rice, truffles.

PRODUCTS FOR CATERING:

Foie gras, soups, dips, regional and ethnic specialties.

CURED MEATS:

Hams, pâtés, *terrines*.

DAIRY PRODUCTS:

Milk, cheese, cream, yogurts.

FISH AND SEAFOOD:

Salmon, caviar, seaweed, tuna.

SWEET FOODS:

Breads, *viennoiserie*, chocolate, cakes, desserts, *pâtisserie*, confectionery, jams, honey, spreads, crystallized fruit, hot beverages (tea, coffee, cocoa).

WINES AND SPIRITS:

Still wines, sparkling wines, sweet wines, champagne.

SPIRITS:

Cognac, armagnac, liqueurs, rum...

GIFTS AND DECORATIVE OBJECTS:

Cooking utensils and equipment, tea/coffee/wine accessories, tableware and textiles, decorative objects, books, cosmetics, fragrances, bathware, gift sets.



"This exhibition enabled my artisan business to become known nationwide. Today, I am no longer afraid of going to a trade exhibition because GOURMET Food and Wine SELECTION is a small structure and its managers are very open and understanding."

**Comptoir des Confitures
Languedoc Roussillon** / 2009 exhibitor



WHO VISITS GOURMET FOOD & WINE SELECTION?

SPECIALTY RETAIL

- Fine food shops
- Wine merchants
- *Métiers de bouche*/food retailers (delicatessens, cheese merchants, *charcutiers*, confectioners, chocolate makers, etc.)
- Tearooms
- Interior decoration stores
- Concept stores

DISTRIBUTION

- Mass retailer fine food concession stands
- Specialty retailer fine food concessions (garden centres, DIY and home decor stores)
- Department stores
- Central purchasing groups
- Duty Free shops
- Import-Export
- Dealers
- Wholesalers

FOODSERVICE

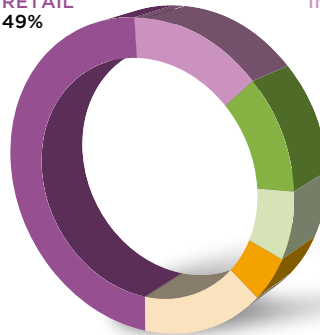
- Commercial catering
- Wholesalers and distributors
- *Sommeliers*
- Catering schools and workshops

E-COMMERCE, WORKS COUNCILS AND BUSINESS GIFT BUYERS

SPECIALTY RETAIL IS WELL REPRESENTED WITH ONE VISITOR OUT OF TWO

Visitor activities for 2009

SPECIALTY
RETAIL
49%



MASS RETAIL/
IMPORT-EXPORT/
DEALERS 14%

FOODSERVICE
11%

WORKS
COUNCILS,
DUTY FREE
SHOPS,
E-COMMERCE
7%

FOOD
INDUSTRIES
5%

OTHER 14%

"GOURMET enabled us to raise our profile very effectively, and to make numerous targeted grocery contacts in just two days and gain new sales leads!"

Newtree/Belgique/2009 exhibitor



THE FOLLOWING VISITED GOURMET FOOD & WINE SELECTION IN 2009:

Air France • APHP • Arpège • Auchan • Aufeminin.com • Au Temps des Mets • Authentic Saveurs • Autogrill • Autour du Saumon • Avenance • Bienmanger.com • Hédiard • Carrefour • Casino • Caves Taillevent • Club Med World • Cojean • Comtesse du Barry • Concorde Hôtels • Cordon Bleu • Disneyland Paris • Eliance • Epicerie Fine Duponchel • Fauchon • Flunch • Galeries Lafayette • Globus • Gourmet Food Export • Groupe Bertrand • Hôtel Courtyard Marriott • Hyatt Regency Paris Madeleine • ITM • Kayser • La Cave Gourmande • La Grande Epicerie de Paris • La Maison de l'Aubrac • La Petite Epicerie • Lafayette Gourmet • Le Delas • Leclerc • Lenôtre • Léonidas • Lina's • Luxfood.ch • Maison Gourmet • Mavrommatis • Metro • Monoprix • Nature & Découvertes • Place de la Madeleine • Potel & Chabot • Printemps • Raynier Marchetti • Jacques Cagna • Riem Becker • Poilane • Servair • Sodexo • So Good • Toque et Vin - Vin des Gourmets • Une histoire de goût • Vendôme Caviar & Cie • Vins et Cie...

80% OF EXHIBITION VISITORS
PLAY A ROLE IN PURCHASING
AND PROCUREMENT

STYLISH TURNKEY PACKS TO EXHIBIT HIGHLIGHTING FIRST AND FOREMOST THE PRODUCTS

1

STARTER pack

(for up to 9 stands).

Your company is less than 2 years old and you are exhibiting for the first time at GOURMET Food & Wine SELECTION.

Price: €2,274 + VAT*

This pack includes:

- A 4sqm stand with dark brown carpeting and cream-coloured partitioning
- 1 sign with the exhibitor's name and stand number
- 1 lockable reception desk
- 1 bar stool
- Spotlights
- 1 triple power socket
- Daily cleaning
- A storeroom shared with other Starter pack exhibitors

TAKE A LOOK AT THE STAND VISUALS ON
www.gourmet-food-wine.com

2

DECOUVERTE pack

a 6sqm equipped booth

(limited to 15 stands)

Price: €3,036 + VAT*

This pack includes:

- A 6sqm stand with dark brown carpeting and cream-coloured partitioning
- 1 sign with the exhibitor's name and stand number
- 1 lockable reception desk
- 2 bar stools
- Spotlights
- 1 triple power socket, 1kW power supply (daytime only)
- Daily cleaning

* Registration fee and insurance included

** Discount granted for registration by 15 January

"This exhibition responds to a real need. It is a key event for fine foods specialists. Very good contacts."

DV France / Pays de Loire
2009 exhibitor

3

ESSENTIEL

equipped stands from 9sqm

Price: €3,975 + VAT*

This pack includes:

- A stand of at least 9sqm with dark brown carpeting and cream-coloured partitioning
- 1 lockable storeroom - 1sqm
- 1 sign with the exhibitor's name and stand number
- 1 table and 3 chairs - colour to be defined by the organiser
- 1 reception desk
- 1 bar stool
- Spotlights
- 1 triple electrical socket, 3kW power supply (daytime only)
- Daily cleaning

TAKE ADVANTAGE OF THE

10% DISCOUNT

BY BOOKING YOUR **ESSENTIEL STAND**
BEFORE **15 JANUARY 2011**

VISITORS TALK

A very well-organised exhibition (easy access) on a human scale, with lots of exhibitors. Ideal for looking for small suppliers.

Relay France/Levallois Perret (92)
Specialised retailing

Without any hesitation. Go ahead: it's great stuff. You'll find all the innovative manufacturers who are passionate about their jobs. You can discuss ideas and obtain advice. You get an eyeful and a noseful.

À la patte blanche/Cléon (76)
Fine foods

This exhibition gives rein to all sorts of fancies.

Cojean/Paris (75)
Commercial foodservice

Good approach for a first exhibition, a wide variety of motivated exhibitors from various fields. It was possible to taste the products and talk with the key contacts from each company.

Restaurant Hélène Darroze
Paris (75)/Commercial foodservice

Professionals from this sector: here is the exhibition that we were missing! Having all the suppliers under one roof, discovering their new products, negotiating with them, comparing, exchanging ideas, and buying is what this show is all about!

Darjeeling/Cormontreuil (51)
E-commerce

This human-scale exhibition responded to my demands; I found what I came for (new suppliers, new products, new flavours, etc.)

L'Heure des Thés/Jumièges (76)
Tearoom

Here at last is an exhibition for the grocer. Nothing but good and beautiful things. The artisans were fantastic. Those who failed to come really missed out. Long live 2011!

Ets Lambert/Belgique
Wholesaler



LE SALON DU FROMAGE ET DES PRODUITS LAITIERS

the meeting place for the cheese and dairy product professions, will be held in conjunction with GOURMET Food & Wine SELECTION



GOURMET FOOD & WINE SELECTION by SIAL

GOURMET Food & Wine SELECTION organised by SIAL, draws from the expertise of Comexposium, organiser of 150 events open to the public or reserved for professionals. Many of these are leaders in their fields such as SIAL (Salon International de l'Alimentation, the food exhibition), Salon International de l'Agriculture (the agricultural show), Foire de Paris, Salon du Fromage et des Produits Laitiers, Natexpo, SIMA, and more.

YOUR CONTACTS FOR EXHIBITING

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FOR FURTHER INFORMATION

Find the latest GOURMET Food & Wine SELECTION news on:
www.gourmet-food-wine.com

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