

Inspire Food Business SIAL Paris 2022



SIAL Paris 2022, appuntamento dal 15 al 19 ottobre a Paris Nord Villepinte, un'edizione all'insegna delle novità SIAL Paris, la fiera internazionale dell'alimentazione oltre a promuovere e incrementare il business delle aziende presenti, offre per questa edizione una decodifica unica delle tendenze che stanno interessando il pianeta food e porta alla luce il meglio delle innovazioni a livello mondiale.

DI PATRICK SAURIN



UN APPUNTAMENTO IRRINUNCIABILE

Parigi. Sial Paris 2022 proseguirà con il tema Own the Change, lanciato nel 2020, per dare a tutti le chiavi di lettura necessarie per creare il cibo di domani, in risposta alle aspettative e alle iniziative di tutto il mondo. Si tratta quindi di un'edizione costruita con impegno e agilità attorno a un programma arricchito per soddisfare le aspettative dell'intero ecosistema.

I TEMI PORTANTI

SIAL INNOVATION

SIAL Innovation: dell'innovazione alimentare mondiale è ampiamente valorizzata. Le candidature sono aperte agli espositori fino al 12 agosto 2022. Una giuria di esperti premierà le aziende con i prodotti più innovativi della loro categoria

SIAL START UP

SIAL Start Up, un nuovo spazio che presenterà un'accurata selezione di nuove aziende di nicchia nel settore food con la collaborazione di Start-up Sesame e La FoodTech. I visitatori scopriranno aziende francesi e internazionali innovative in attività da 5 anni.

SIAL INSIGHTS

SIAL Insights/Think Tank presenta studi esclusivi sulle aspettative dei consumatori, innovazioni prodotte

to, tendenze di mercato e ristorazione fuori casa. NDP Group, nuovo partner, si unisce al team di esperti Kantar e Protéines XTC responsabili del book delle tendenze.

SIAL PODCAST

SIAL Podcast un nuovo appuntamento mensile sulle ultime novità della filiera alimentare per supportare gli operatori del suo ecosistema durante tutto l'anno.

2 DOMANDE a Audrey Ashworth

Cosa significa per lei il tema Own the Change?

Ci ricorda che siamo responsabili del cambiamento e dobbiamo cogliere le sfide ambientali, etiche, digitali e demografiche del pianeta.

Stai a noi rispondere alle sfide in merito a un

equilibrio alimentare mondiale e al cambiamento delle abitudini di consumo. Significa anche individuare i talenti e dare spazio alle "giovani generazioni" che vogliono agire e contribuire all'ecosistema di domani.

Quali sono le sue ambizioni per SIAL?

L'ambizione è quella di essere molto più di un semplice salone professionale.

Desidero lavorare su 3 assi specifici: Business: portare sempre più ricchezza e diversità, federare e facilitare i contatti e gli incontri tra i partecipanti prima, durante e dopo la fiera. Ispirazione: portare contenuti e servizi che aiutano i professionisti a evolvere con buoni strumenti 365 giorni all'anno. Esperienza: più supporto e consulenza, un maggiore e semplificato comfort di visita. E soprattutto mantenere la convivialità che caratterizza Sial Paris.



Audrey Ashworth, Direttrice di SIAL PARIS



Sial Paris: una fonte d'ispirazione con il patrocinio dello Chef Mauro Colagreco

L'appuntamento mondiale dell'innovazione alimentare dal 15 al 19 ottobre 2022 a Paris Nord Villepinte

DI PATRICK SAURIN

Parigi. Fonte di ispirazione per l'intera comunità alimentare mondiale, il SIAL è il luogo in cui si creano sinergie tra i vari operatori con l'obiettivo di offrir loro un impulso collettivo e positivo, e dare

a tutti le soluzioni migliori per creare l'alimentazione di domani. Lo chef e il SIAL hanno in comune l'impegno per il cambiamento

#OWN THE CHANGE

Un tema in linea con i valori espressi dallo chef Mauro Colagreco

« **Da parte mia c'è il desiderio di battermi affinché gli** uomini e le donne di questo pianeta siano ben nutriti. E' importante per la nostra salute ma anche per quella della nostra Terra. Ogni volta che mangiamo, decidiamo il mondo in cui vogliamo vivere. Per questo motivo condivido il tema "Own the change". Il mondo è già cambiato, è compito nostro sapersi rinnovare! »



Mauro Colagreco,
 Chef e proprietario del ristorante 3 stelle
 Michelin Le Mirazur a
 Menton e padrino di SIAL Paris 2022

SIAL INSIGHTS

I nostri tre partner Kantar, ProtéinesXTC e NPD hanno analizzato, in esclusiva per SIAL, le principali tendenze di consumo globali e la loro evoluzione. Questi studi dimostrano che, in un contesto di incertezza mondiale, i consumatori sono ancora convinti che ciò che mangiano influisce sul mondo in cui vivono. Il cibo e le scelte alimentari vanno oltre il semplice soddisfacimento di un bisogno primario quotidiano.

4 punti fondamentali delle tendenze alimentari:

- Da due anni, le linee di forza strutturali fondamentali si stanno inevitabilmente delineando, con diversi gradi di intensità e velocità a seconda delle nostre disparità culturali ed economiche, dei nostri paradossi e contraddizioni.
- Più natura: la salute è più che mai nel piatto
- Più ambiente ed etica: la Responsabilità sociale delle imprese
- Più piacere: l'impegno della società nelle scelte alimentari
- Trasformazione digitale: al vostro servizio



Mauro Colagreco, all'interno della sua cucina, Ristorante MIRAZUR a Mentone, Francia

SIAL 2022 welcomes new patron Mauro Colagreco to champion 'own the change' campaign



The internationally renowned chef is partnering with SIAL 2022 to help people change their relationship with food and develop a circular gastronomy.

DI PATRICK SAURIN

Paris. His three-Michelin star restaurant Mirazur was the first in the world to be certified zero plastic and he is now hoping to inspire others at this year's trade show. He spoke to SIAL Newsroom about his efforts to remove plastic from the kitchen and create a circular gastronomy for the future.

WE CAN SEE THAT OUR RELATIONSHIP WITH FOOD IS CHANGING. COULD YOU TELL US MORE ABOUT THIS FROM YOUR PERSPECTIVE AS A LEADER IN THE INDUSTRY?

We have our own, slightly different approach, because we believe the world has already changed and that we are already running late. Today, we believe restaurants and in particular kitchen staff, are too far removed from living things and nature. I've been asked to give talks at some of the best cooking schools in the world and when I start, I ask if anyone knows how long it takes to grow an onion. Unfortunately, in the past four years, not one of the 20,000 students has been able to answer me. As a cook, our job is to transform these products and so the disconnect between these products and cooks, who have been reduced to a technical tool, has become a real problem today. A problem, because few cooks today

understand the different seasons. They receive a list of ingredients where ordering carrots, caviar or salmon is all the same. Today, we are heading in the right direction and events like SIAL are helping, but for the past 30 years little attention has been paid to the relationship between cooks and living things.

COULD YOU TELL US ABOUT MIRAZUR AND YOUR EFFORTS TO SHAKE THINGS UP?

While we primarily serve food, we also have around five hectares of cultivated gardens. And by getting closer to nature, we were able to witness first-hand the problems which we are facing today. So based on our



observations, we immediately started working towards the decontamination of plastics and four or five years later, we are the first restaurant in the world to be certified plastic free. And after we opened in January 2020, the organisation which certified us received 500 calls from restaurants and hotels around the world.

This is a testament to the impact which we can have, because when we started, we were only looking at our consumption in the restaurant. But we quickly realised that despite reducing our use of plastic, this would not be very useful, unless we looked at the entire supply chain. So we started working with our providers and producers.



The "Splendid Landscape" of the MIRAZUR RESTAURANT, Chef Mauro Colagreco in Menton France

Some understood very quickly and rallied to our cause, while others took a little more time to change their habits. But it has had much more of an impact than we originally thought. This will hopefully inspire people at SIAL by showing them that they too can make a real difference by owning the change.

COULD YOU TELL US WHAT YOU MEAN BY CIRCULAR GASTRONOMY?

You have probably heard people talking about the circular economy. Here, I'm speaking about a circular gastronomy, which I believe is the gastronomy of the future and will

impose itself, because there is no other feasible model. The circular gastronomy, like a circular economy, views products as finite rather than infinite. We must adopt a circular food system, and to do this we are going to have to change our behaviour and realise that the primary materials we depend on are not endless. Today we are importing ingredients from the four corners of the world, but in the future we are going to have to adapt, because I think this could even be forbidden.

Our garden produces around 70% of the fruit and vegetables which we consume in the restaurant. There is always a surplus of vegetables, which we then distribute amongst





CHALLANS DUCK WITH PLUMS, Chef Mauro Colagreco

our other restaurants, but the priority is on Mirazur and creating a virtuous cycle which, we hope, will one day supply all of them.

HOW IMPORTANT IS THE ROLE OF A CHEF IN THIS TRANSITION?

I think their role is primarily to educate and be an example for others. Today, people in developed countries are spending less time cooking at home and it's rare to see households cooking like they used to 40 years ago when mothers and grandmothers would be cooking for everyone. Now we live in a society where all this has been thrown into question and this has created a knowledge gap when it comes to recipes. When I learnt how to cook with my mum, it wasn't just learning a list of ingredients, there was a cultural element and I learnt to respect the seasons and of course, the most important ingredient, love. But for the next generation, there is a loss of information and know-how and that's where the chef's role is important. I often use the example of my grandparents who were modest people, living a normal life. I think they must have been to a restaurant about 40 times in their lives. Today, there are people we eat in a restaurant 10 or 12 times a week, if not more. So when it comes to our relationship with food, the chef's role is fundamental because rather than gatekeepers, their role is to educate the general public and others within the food industry. Events like SIAL provide us with an opportunity to do this.

SO CAN EVENTS LIKE SIAL ALSO PLAY AN IMPORTANT ROLE IN THIS?

Exactly, our partnership with SIAL and other organisation enables us to reach a large number of consumers. What we are doing at Mirazur is normative, because we are cooking for an elite who can afford a certain price point and only do 45 seats per service. So to help spread the word and lead by example, I have also launched a chain of burger restaurants called Carne which looks to address one of the main issues – eating meat. It's the only burger chain in the world to receive a B Corp certification, which is very difficult to obtain and has a triple impact – economic, social and environmental. For example, we are trying to communicate that the problem is not about eating meat, but the type and amount of meat we consume. We believe that we can feed the world and that all men and women should be able to eat well, and I don't mean just a bowl



of rice. I mean good food which is good for their health and the environment.

IN YOUR EYES, WHAT ARE THE MOST IMPORTANT CHALLENGES TO ADDRESS AT SIAL 2022?

The biggest challenge is going to be changing people's mentality. The hardest part of obtaining the plastic free certification was changing the mentality of our teams. Even though our teams are young and conscious of these problems, there is so much plastic in our lives that it is difficult to realise what needs to change. So I think the challenge does not only lie with plastic, but also asking consumers to change their behaviour. They might think something is simpler without realising what impact their consumption is having. That's why events like SIAL which bring people from all corners of the food industry together are so important. A phrase I often use, is when we are thinking about the food we want to eat, we are deciding what tomorrow's world will look like. Today people are consuming better, but this idea really has to become part of their thought process to en-



sure its reflected in their everyday actions. The second challenge I think is to do with methods of production. But if we manage to change the mentality of consumers this battle will be a lot easier. Without a change in mentality however, it will be impossible to change these production methods. So I think these are some of the important questions which we will be asking ourselves at SIAL 2022.

THERE WILL BE MANY PRODUCERS ATTENDING SIAL 2022. COULD YOU TELL US ABOUT THE PRODUCERS YOU WORK WITH?

We work with small producers, which is one of the reasons which are not completely self-sustained. We want to help and protect these small producers who have been working the land for generations but sometimes face challenges when their children, for example, do not want to follow in their parents footsteps. So we really value local producers, who are part of the land's richness and its terroir. Of course it's not 100% and we do allow ourselves certain small luxuries like for example, we import balsamic vinegar from Modena and parmesan. But we don't import any exotic fruits. We have planted our own bananas, dragon fruit and mangos, because with climate change our terroir is changing and so we have planted trees which can handle warmer and dryer climates. We also launched an initiative called Plant a tree in Mirazur, where for a minimum price of €25 people can plant a tree which then belongs to them for life. They can come and visit it with their kids and taste the fruit. It will be interesting to speak with people at SIAL 2022 and learn about other initiatives and what changes they are making.



Chef Mauro Colagreco, excellent tasting of "Carpaccio of Beef and Beetroot"