

SANDWICH  
& SNACK  
SHOW

PARIZZA



12 & 13 APRIL 2023

Paris Expo Porte de Versailles - Pavillon 7.1



# Save The Date

## The essential fast food and Italian cuisine trade shows are back!

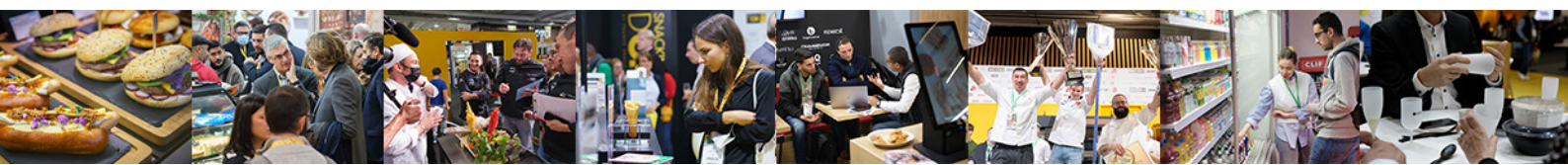
After a highly successful event with around **300 exhibitors** and **9,000 visitors**, the Sandwich & Snack Show / Parizza trade shows are back on **12 & 13 April**, in Pavillon 7.1 at Porte de Versailles! A fresh wind is blowing through the exhibition with a **whole range of new products** for visitors who are always on the lookout for innovations. In the face of the major upheavals facing the entire restaurant industry, the Sandwich & Snack Show & Parizza trade shows are definitely a source of inspiration and a real driving force in support of passionate restaurant professionals!

The two-day programme includes innovations, demonstrations, show cooking, conference sessions, and no fewer than... **6 contests!**

*There's the 8th French Burger Cup by Socopa, the 17th French Pizza Championship, the 6th French Sushi Championship... along with the 1st French Plant-Based Challenge, the 1st French Pasta Championship and the 1st French Aperitif Board Championship by Rovagnati!*

"I am always impressed by the fast food sector's ability to reinvent itself and innovate! This is the 23rd edition of the trade show and snacks continue to soar despite a complicated context. We will continue to inspire and support restaurant professionals to ride out this wave that is transforming the face of the restaurant industry far beyond its borders..."

**Béatrice Gravier,**  
Trade Show Director  
Sandwich & Snack Show / Parizza



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## Focus on what's new in 2023



**1st French Pasta Championship** promotes the different pasta and typical Italian recipes from various regions. 20 entrants will be selected to cook 3 categories of dry pasta from the Barilla Al Bronzo range (Orecchiette, Trofie, Casarecce), showcasing the 3 regions of Sicily, Apulia and Liguria. The jury will be chaired by a prestigious ambassador: Gabriele Ravasio, Chef at the Gordon Ramsay restaurant in Le Trianon. Applications are open until 10 February 2023.

> **Wednesday 12 April, 9:30am - 12:30pm**

**1st French Aperitif Board Championship by Rovagnati**: the aperitif finally has its own contest! The aperitif is a new and rapidly expanding food tradition, with boards becoming more premium. Here, it takes centre stage. The aim is to showcase these boards, some of which are true visual creations, as beautiful as they are tasty. 5 entrants (restaurant owners, caterers, butchers, etc.) will try to win over the jury of professionals.

Applications open on 1 February 2023.

> **Wednesday 12 April, 3pm - 5pm**



**Barista Masterclass**: a Keynote speech and workshop fully dedicated to coffee! The trade show is giving visitors the opportunity to discover a clever revenue booster - coffee!

The workshop will see a professional barista present some simple techniques to improve your drinks offering while a discussion with industry experts at the start of the session will offer business-oriented insight

> **Thursday 13 April, 9:30am - 11am**

**1st Plant-Based Challenge**: this is the very first event dedicated to plant-based products in the snacks industry! 4 entrants selected on the basis of their applications will go head-to-head to promote and improve access to animal protein alternatives in food service.

Applications open on 13 February 2023.

> **Thursday 13 April, 2pm - 5pm**



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**Grands Prix du Snacking** : the Snack Academy award, in recognition of innovative snacking concepts, has become a ceremony in its own right to celebrate the year's greatest initiatives and players in the snacking sector. The concepts and initiatives will be selected by a jury of professionals:

- Paul Fedèle, Managing Editor, France Snacking
- Nicolas Nouchi, Director of the Insights Department, CHD Expert
- Esther Kalonji, General Delegate, SNARR
- Julien Gantheret, Co-founder of Gallika
- Christophe Girardet, Founder of Victor et Compagnie
- Laurent Delafontaine, Founder of Axe Réseaux

Grands  
Prix du  
**Snacking**  
by Sandwich & Snack Show

In addition to the celebrated Snack Academy award, which recognises the best snacking concepts created that year, four new awards will be presented - Franchise of the Year, Figure Snacking of the Year, Eco-Friendly Initiative (in partnership with Restauration21) and the Digital Award (in partnership with the Digital CHR Award of the Year).

> **Wednesday 12 September**

**Snacking Avenue** : dedicated recruitment and networking area

New major business area at the trade show to discover new concepts and key entrepreneurs in the mobile catering industry. This new networking tool is a real business accelerator to help professionals with projects target brands and networks with which they can form partnerships or even join!



**See you on 12 and 13 April 2023 - Paris, Porte de Versailles - Pavilion 7.1**

23rd edition of the Sandwich & Snack Show

12th edition of Parizza

300 brands in attendance and over 9,000 visitors expected



#### About RX

RX is at the service of the development of companies, communities and individuals. We combine the power of face-to-face events with data and digital products that help our clients understand markets, research products and transact with over 400 events in 22 countries and 43 activity area. RX France, the French subsidiary of RX, organizes face-to-face, digital or hybrid events, leaders in around twenty different markets. Among the emblematic shows of RX France and essential on the national and international level, include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, FIAC, Paris Photo and many others... take place in France, China, India, Italy, Mexico, Russia and the United States. RX's desire is to have a positive impact on society and to create an inclusive working environment for all our employees. RX is part of RELX, a global provider of information and data-driven analytics and decision-making tools for professional clients. [www.rxglobal.com](http://www.rxglobal.com)

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