

## COME AND BOOST YOUR SALES OF ORGANIC PRODUCTS!

**SIAL PARIS features all products made using organic farming methods:**

Beverages, dietary supplements, grocery products, fruit & vegetables, ingredients, seafood, dairy products, sweet products, frozen food products, meat, poultry, etc.

**• New since 2016!**

A village for gluten-free products!



**155**  
companies exhibited their organic products\*

**89%**  
of which are international exhibitors\*

**100%**  
of visitors interested in this sector would recommend SIAL PARIS\*



**92%**  
of exhibitors in this sector are satisfied\*

**85%**  
of exhibitors in this sector believe that SIAL PARIS served as a means of boosting their sales\*

\* 2016 figures



## SIAL Innovation Event

**It makes sense of the show's original offering and analyses consumer trends**  
**Visited by 7 out of 10 visitors!**

**Participants approve of the crucial role that SIAL Innovation plays in promoting their products.**

• **137** organic products selected in 2016\*

**2016 Major Health & Natural Foods Prize:**



**ICI&LA - LE BOUCHER VERT's steaks and leguminous balls (FRA):** Organic meat substitute made with leguminous vegetables, rich in nutrients Protein source. High in fibre. 100% plant-based. For frying or baking in a traditional oven.

**Examples of products selected in 2016:**

**MARKAL / BIO IDEA's leguminous pasta (FRA):** Organic gluten-free pasta made from leguminous flour.

**Eco Wafers with Addition of Milk Thistle / Biofell de PLANET FOOD SP. Z O.O. SP. K. (POL):** Organic milk thistle wafer. Source of fibre. Low in fats. European organic certification.

### Exhibitors include:

Vitagermine (FRA), Biolab (FRA), ALB-GOLD Teigwaren (DEU), Organic Food Manufacturing (USA), Nature & moi (FRA), Biotea (ITA), Huilerie Emile Noel (FRA), Colorex Quinoa (USA), Jean Hervé (FRA), Mengazzoli (ITA), Léa Nature (FRA), Tradin Organic (NLD), Micronutris (FRA), Frombio (FIN), Maya Gold Organic (NLD), Biomega (AUT), Radical Organic (PHI), IO Italian Organic (ITA), Herbal Med Organic (UKR), BOS Organic Ice Rooibos (ZAF),...



# WHO ARE THE BUYERS WHO COME SPECIFICALLY TO SEE YOU?

## They visited SIAL PARIS in 2016:

Aeon (JAP), Ahold (NLD), Albert Heijn (NLD), Aldi (DEU), Amazon (USA), Auchan (FRA), Biocoop (FRA), Carrefour (FRA), Casino (FRA), Costco (USA), Delhaize (BEL), Edeka (DEU), La vie claire (FRA), Leclerc (FRA), Lidl International (DEU), Metro (DEU), Naturalia (FRA), Rewe (DEU), Seven Food (JAP), Tesco (GBR), The Kroger (USA), Wal-Mart (USA), Coles (AUS), Woolworths (AUS).

# 91%

of visitors interested in this sector were satisfied\*

# 7

out of **10** people who visited this sector as a priority, have decision-making powers when it comes to purchases\*

## Ensure record visibility with SIAL PARIS

- More than **50 international promotional agents** covering more than **80 countries**
- **40 international press conferences**
- **500,000 invitation cards** sent out, **25 mailshot campaigns** and email campaigns segmented according to target (distribution, food services, agro-foods, fresh produce purchasers, wine purchasers, etc.)
- Strong presence on the **social networks**
- **2,685 journalists** in attendance over the five days of the show\*
- More than **6,500 mentions in the media** (press/radio/TV), both in France and abroad
- Significant political interest: **official delegations, 16 overseas ministers, 70 ambassadors...**

## Also take advantage of specific advertising for the sector in the shape of a major media plan

**800 mentions in more than 450 on and off-line media, in 40 countries:** Ein Herz für Bio (DEU), LSA (FRA), Linéaires (FRA), Grocery Headquarters (USA), Retail World (AUS), The Grocer (GBR), Largo Consumo (ITA), Gondola (BEL), Food Magazine (NLD),...

**Food service:** Neorestaurantion (FRA), L'Hôtellerie Restauration (FRA), Catering (BEL), Caternews (ESP), ...

COMEXPOSIUM

The SIAL sales team will be pleased to help you

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