



## Visitors up 12% on 4<sup>th</sup> edition of Sirha Istanbul

The benchmark event for professionals in hotel and food service industries in Turkey

24-26 November 2016  
Istanbul Congress Center

**Sirha Istanbul just closed its doors and gathered 12% more professionals than last year in spite a gloomy economic background in the hotel and restaurant industry. Visitors found a comprehensive offering of products, services and equipment featured by 309 exhibitors and brands. True to its DNA, Sirha Istanbul was also a unique source of inspiration for hotel and restaurant professionals, staging the famous Bocuse d'Or pre-selection rounds, Omnivore cuisine festival and unique conference content with famous keynote speakers.**

**This 4<sup>th</sup> edition clearly set Sirha as the benchmark event for professionals in hotel and food service industries in Turkey.**

**Marie-Odile Fondeur, Sirha Managing Director:** « we are happy and proud to have welcomed so many high profile visitors to Sirha Istanbul, in spite of the current difficult industry background. Sirha is now marking its exclusive territory, being a show as much as an exhibition and providing professionals with innovative ideas to improve their hotel and restaurant business.”

### **A comprehensive offering including food & beverages, services and equipment for hotels and restaurants**



**309 exhibitors and brands** presented their exhaustive offering: food products, beverages and services, as well as tableware, furniture, decoration, textile and equipment for hotels and restaurants. An opportunity, unique in Turkey, for professionals to find in one same place everything they may need to operate their hotel or restaurant.

### **Turkish authentic products encountered a great success.**

Visitors were enthusiastic about tasting recipes based on forgotten and noble Turkish products cooked before their eyes. “Taste inventory of Anatolia” demonstration area was orchestrated brilliantly by The Turkish Kitchen Friends Association in association with Metro.

**Peruvian products** were also highlighted, giving the public a chance to try recipes with exotic products from this country renowned for its cuisine.

## An amazing set-up of contest, animations and conferences



**The Bocuse d'Or pre-selection round** nominated Mutlu Sevket Yılmaz, Ogün Koca, Özgür Taylan Yücel and Özhan Akarsu, who will compete against each other next year for the national selection. The competition was presided by **Rudolf Van Nunen** who gathered a jury composed of the most talented chefs in the country.

Sirha Istanbul also promoted **avant-garde cuisine** with **Omnivore** masterclasses, another great source of inspiration for visitors. Foreign chefs from Ukraine and Russia as well as famous Turkish chefs from Antalya, Bodrum and Istanbul, gave their tips and secrets through 13 masterclasses. Famous and new faces including **Maksut Askar** (Neolokal), **Deniz Temel** (Alancha), **Mustafa Otar** (Kilimanjaro) were on stage.



A series of **conferences** rounded up Sirha's extremely rich content platform. Keynote speakers including **Nehret Apaydin**, representing the Ministry of Tourism and Culture in Istanbul or **Tülin Ersöz**, Director of Tourism department for the Mayor of Istanbul, talked about trends and best practises in Gastronomy and Tourism. Dünya Gıda Magazine organised a forum about healthy nutrition and gluten-free menus in restaurants.

### Sirha Istanbul key figures

**309** exhibitors and brands

**40** contests, masterclasses and conferences

**Next edition: 16-18 November, 2017**

## Sirha, an international network of food service & hospitality events

Sirha, the World Hospitality & Food event brings together food service professionals to share trends Food World Service. Held in Lyon - **France** every January of odd years, it has hosted for more than 30 years international culinary competitions: The Bocuse d'Or and the Coupe du Monde de la Pâtisserie, created respectively by Paul Bocuse and Gabriel Paillason. Today Sirha is exported in five other cities: **Mexico, Sao Paulo, Geneva, Budapest** and of course **Istanbul**.

Sirha Lyon 2015 Key figures:

- **189 028 professional visitors** including 25 448 international
- **19 715 chefs**
- **3 045 exhibitors and brands** including 486 international (+ 16% vs. 2013), in 11 sectors of products, equipment and services.

The next edition of Sirha Lyon will be held from **21 to 25 January 2017** in **Lyon, France**.  
[www.sirha.com](http://www.sirha.com)

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