



## **Budapest – Gastro Capital 2018**

**HUNGEXPO organized the most successful Sirha Budapest at the Fair Center. The event, organized for the third time attracted more than 20.000 professionals. The most significant food industry, bakery & confectionery, hospitality, gastronomy and packaging industry event of the CEE region presented the products, services and innovations of over 300 exhibitors from 15 countries. Beside other professional events, the Bocuse d’Or Hungarian Selection was hosted on Sirha Budapest which brought victory for lake Balaton this time.**

„The gastronomy of a country can only be sustained on a high level if the ingredients are provided continuously in high quality” – said the Parliamentary State Secretary of the Ministry of Agriculture during his speech on the opening ceremony. **István NAGY** also added that Hungary has the required geographical conditions but other factors can be, and should be improved. Underlined the inevitability of the broadening of professional competence, creativity and the utilization of innovations on a wider scale. As he stated the country needs a change of attitude in order to put the high-quality production, environmental consciousness and food safety in the highlight, in harmony with the goals of the Ministry of Agriculture.

**Gábor GANCZER**, CEO of HUNGEXPO C.Co Ltd. emphasised that the sceptical voices regarding Sirha Budapest are gone by this year’s edition and „became not only the greatest event of the hospitality industry but the most widely supported one as well.” He said it is a great success that the players of the bakery and confectionery industry became one of the most important participants of the show.

The Budapest edition of Sirha is the biggest event of the Sirha International Network after the founding exhibition in Lyon. And this is not only measured by the size (this year’s trade fair covered 30.000 sqms), but by its significance as well. In Hungary, Sirha Budapest is the place where the related sectors present their offers and the professionals are provided the possibility to meet the latest trends, prepare new agreements with suppliers and sign contracts. The trade fair provided venue for countless business meetings, and this is the third time that the matching and meeting arrangement of the companies were aided by a special software on one of the programs. Almost 100 company, such as hotel chains,

multinational retail companies, furniture producers, packaging technology factories, food producers, bio product manufacturers, kitchen equipment producers indicated their intention to participate on the program. (Organizers of the program were Enterprise Europe Network and PRIMOM Foundation.)

Owing to the professional support of the Hungarian Bakery Association and the National Trade Corporation of the Hungarian Confectionery Industry, this year's Sirha Budapest attracted more baker and pastry chef than ever before.

The organizers laid a great emphasis on constantly renewing the exhibition so the portfolio contained several new elements compared to the event held two years ago. The **International Catering Cup Hungary Selection** was organized together with the Federation of Hungarian Event Organizers and Suppliers where the participating teams showcased their many skills from organization through logistics to preparing and serving meals. The winner of this first event in Hungary is Albatros-Expo Catering Kft. (László KASUBA, Gergő BALÁZS, István VOLENTER)

Another novelty was the **National Mass Catering Championship Competition** where, in the spirit of modern gastronomy, contestants created meals of traditional taste from a pre-determined food basket containing Hungarian basic materials. On the competition the Eurest Budapest team took the first prize.

It is now a tradition that the trade fair hosts the **Sirha Budapest Dessert Competition**, where the winner was Gréta BERTA and Emese KŐRÖSI-FEHÉR, from the confectionery of Kempinski Hotel Corvinus Budapest. The competition, organized by **Zoltán KOLONICS** for the third time, is one of the most prestigious in its sector, by the quality of the works and the professional support of the recognized pastry chefs in the jury.

The most anticipated program this time was the **Bocuse d'Or Hungarian Selection**. During the fierce competition, **Ádám Pohner**, the souschef of the Kistücsök Restaurant at Balatonszemes took the award for his work, and won the honour to represent Hungary in Torino, and the chance to compete in Lyon, where the president of the jury will be the last Bocuse d'Or Europe winner Tamás SZÉLL.

The V4 menu, created by the **Hungarian Tourism Agency and the Hungarian Bocuse d'Or Academy** for the honour of the presidency of Hungary at Visegrád Four was a great success. The menu contained ingredients from the members of V4. Also, the Week of V4 Menus were announced where anyone can taste the dishes presented at the exhibition between 12-18. February.

Amongst the professional programs, **Gastrodesign2018** and the related roundtable discussion was very popular, where professionals and the interested visitors can talk about the world's leading hotel and restaurant trends.

The well-known professional forum, **Omnivore** was held for the first time in Hungary, titled „Taste the world, to redefine your own taste”. (This time it was named Omnivore Budapest) During the program, the most innovative chefs of Hungary held 45 minutes-long shows, presenting their own gastronomical view, and their technical solutions that can be used later by the professionals as well.

Hungexpo C.Co. Ltd. and Trade magazine organized the **Sirha Budapest Innovation Product Competition** for the third time to award the most innovative solutions in the sectors related to the exhibition.

### **The winners**

*Packaging industry and logistics* category winner was YAMA by STARFOLplusz, with innovative, 100% biodegradable, compostable palm leaf tableware.

*Food and drink* category award was taken by the paprika seed oil of Rubin Szegedi Paprika Feldolgozó Kft.

*Baking and confectionery industry products* category was won by Zila Kávéház Kft. for their Zila 'I Love Cake' cake pan.

*Hotel industry products, furniture, fabrics, decorations, table settings* category winner was the ROBBE&BERKING bar set of Rill&Son Kft.

*Technologies* category winner was Maxíz Kft. with their eHACCP-els digital platform HACCP log system.

The professional partner of Sirha Budapest was Agrarian Marketing Center, key professional partner was METRO and key media partner was Trade Magazine.

Photos of the event can be downloaded here:

<https://joomeo.com/glexfoodservice/index.php>

Username: pressirhabudapest

Password: sirhabudapest2018

Budapest, 9<sup>th</sup> February 2018