

USA Pavilion at SIAL Paris 2014
organized by Imex Management, Inc.
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NEWS RELEASE

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USA Pavilions Highlight American Products at SIAL 2014 - October 19-23, 2014 – Paris, France

CHARLOTTE, NC, USA – October 19, 2014... 2014 marks a milestone year for SIAL Paris, "The Global Food Marketplace," that celebrates its 50th anniversary this month October 19-23, 2014 at the Paris Nord Villepinte Exhibition Center in Paris, France. The world's number one food exhibition brings together the majors of the food industry; 6,000 exhibitors and 150,000 visitors from across the globe are expected to convene on the 2 million square feet of exhibit space.

Among the show's impressive expanse of vibrant national pavilions, the U.S. presence stands among the largest and most popular. The USA Pavilion at SIAL 2014 is stronger than ever with a total of 145 exhibitors, of which 40 first-time exhibitors, spread over 2,365 square meters of exhibit area organized among three distinct pavilions in Halls 4, 5A and 6. First-time USA Pavilion exhibitor, Brooklyn Brew Shop, celebrates their inaugural participation with the SIAL Innovation Grand Prize for Alcoholic Beverages. The NY company is honored to be among the 16 award winners selected from 1,700 submitted products. Their award-winning Beer Making Kits and Hard Cider Making Kits can be seen on display in the SIAL Innovation area in Hall 6 and on their booth 4R064.

New in 2014, the USA introduces a USA Organic Pavilion featuring six companies organized with the Organic Trade Association and located in the Organic Sector in Hall 5A. Laura Batcha, Executive Director of the Organic Trade Association, explains this new venture, "*The appetite for organic food is booming around the world. With global consumption of organic products growing by almost 20 percent annually, the Organic Trade Association recognizes how important it is to build relationships with consumers outside the United States. Thanks to the E.U.-U.S. organic equivalency arrangement, accessing high-quality, innovative, USDA-certified organic products in Europe is easier than ever. OTA is at SIAL to share the benefits of that partnership with show visitors. Sourcing USDA-certified organic products can create opportunities for their businesses by providing their customers with a diverse array and a consistent supply of premium organic products.*" Trending organic products found in the USA Organic Pavilion include allergy-friendly candies, drinking chocolate, super food snack bars, sun care, grains for pet food and sprouted flours.

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The main USA Pavilion is located at the front of Hall 4, assembling 117 exhibitors with eleven group exhibits presented by American Indian Foods, Food Export – Midwest and Food Export – Northeast, Southern United States Trade Association (SUSTA), Specialty Food Association, the Virginia, Illinois and Florida Departments of Agriculture, USA Dry Pea & Lentil Council, US Dry Bean Council, U.S. Pecans and Western United States Agricultural Trade Association (WUSATA). As it has for many SIAL editions, WUSATA will host a multitude of member companies at SIAL 2014. WUSATA's Executive Director, Andy Anderson, explains, "*SIAL Paris is one of WUSATA's most successful shows and encompasses one of our largest pavilions of Western U.S. companies. For WUSATA exhibitors, the show has provided a solid platform for growing global business and in the past two editions, our companies have garnered over 13 million dollars in sales and met with over 365 buyers on average. SIAL Paris plays a key role within the E.U. market in assisting our Western companies' global reach.*"

The USA Meat and Poultry Pavilion is located in Hall 6. Organized with U.S. Meat Export Federation (USMEF) and USA Poultry and Egg Export Council (USAPEEC), the group stand presents 22 of their member companies. Four new exhibitors will take their place among many long-standing pavilion exhibitors to unveil their products at SIAL. Thad Robertson, representing first-time exhibitor Certified Piedmontese beef, describes SIAL as "*an excellent opportunity for Certified Piedmontese beef to communicate our farm-to-fork story. With full traceability, our Verified Natural Beef program prides itself on the stewardship of the land and animals in its care. Incredibly lean, exceptionally tender, Certified Piedmontese beef naturally fits into this market.*"

Throughout all three USA Pavilions, exhibitors are introducing many new products available to the European market. Exciting and innovative products such as "Quinoa Pops! cereal" by Pereg Gourmet (booth 4R064), "Bacon Rubs" by Southern Culture Artisan Foods (booth 4S100) and "Sriracha Aioli" by Stonewall Kitchen (booth 4R053) are sure to delight show visitors.

Attendees interested in the U.S. products on exhibit can pick up a copy of the "SIAL 2014 USA Pavilion Directory" available throughout all three USA Pavilions. The directory includes alphabetical listings of all pavilion exhibitors with company and product descriptions as well as new product, brand and product indexes for locating specific products.

All three USA Pavilions at SIAL Paris are organized by Imex Management, Inc., based in Charlotte, NC, and are officially endorsed by the U.S. Department of Agriculture. Other upcoming USDA-endorsed pavilions organized by Imex include: FOODEX Japan (March 3-6, 2015), SIAL Canada (April 28-30, 2015), SIAL China (May 6-8, 2015), SIAL Brazil (June 9-11, 2015) and IFEA South Africa (November 4-6, 2015).

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