



## Snack Show 2026 :

### quick service more dynamic than ever

On 1 and 2 April 2026, Snack Show once again confirmed its position as the benchmark and leading trade show for quick-service professionals, bringing together key buyers from chain and independent foodservice, bakery, institutional catering and mass retail. With 16,000 foodservice professionals and 450 exhibitors, this 26th edition more than ever confirmed the sector's vitality and its appetite for innovation. Over two days, trends, networking opportunities and new products set the pace for a show buzzing with energy.



### The event that captures and decodes the key trends shaping snacking

With **1,800 new products and innovations** showcased, Snack Show 2026 stands out as a genuine **barometer of the market**, notably shining a spotlight on the **Jeunes Pousses** area and the **new products and solutions** helping to drive the sector forward.

This year's edition was marked by several major developments, starting with **Parizza+Gusto**, which for the first time passed the milestone of 100 exhibitors and broadened its positioning to cover the entire world of Italian snacking.

Another highlight was **the launch of The Coffee Place**, a new area dedicated to coffee, reflecting changing consumer expectations and the growth opportunities available to professionals.

**Bakery** also confirmed its growing importance at the show, with bakery foodservice now a strategic **segment within quick service**, accounting for more than **10% of visitors**. Experts also took the floor to discuss the challenges and growth of snacking in bakery, notably during a dedicated keynote featuring **Pascal Rigo**. Two brands from the sector were also recognised: **Poulaillon**, winner of **the Bakery Initiative Award at the Grands Prix du Snacking**, and **Nicolas and Cécile Bécam** (Maison Bécam), named **Snacking Personalities of the Year**.

Through competitions, award ceremonies and expert talks, the show once again delivered **two intense days of inspiration, networking and discovery**.



“ With this edition, we are reaching a new milestone in offering snacking professionals a trade show that is richer and more inspiring than ever. The presence of key buyers, the diversity of exhibitors and the many innovations on display make Snack Show 2026 a true reflection of the sector's dynamism. ”

explains Béatrice Gravier,  
Director of  
Snack Show

# Highlights

## 20<sup>th</sup> French Pizza Championships



The French Pizza Championship crowned **Christopher Pacaud**. Competing for the seventh time and following several wins in the regional rounds, the pizzaiolo combined technical skill and creativity to claim the title and confirm his place among the very best in his field.

## French Barista Championships by Specialty Coffee Association France



For the first time, the **French Barista Championship organised by SCA France** was held at Snack Show over the two days of the event. **Brice Robin** stood out for his technique and creativity, winning the championship title.

## 11<sup>th</sup> French Burger Cup by Soccopa



**Kévin Buchailot**, from Dole in the Jura region, won the Coupe de France du Burger on the theme of the Burger of the Future with his creation, “**Maraîcher**”.

## 4<sup>th</sup> Plant-Based Challenge, sponsored by Bonduelle Food



**Elora Theobald** won the Plant-Based Challenge. She impressed the jury in all **three rounds**: the Sandwich du Monde with Bonduelle Food Service grilled vegetable trio and Ducros Korean spices; the caterer-style bite featuring Redefine Meat plant-based flank steak and Bonduelle Food Service roasted onions; and the free-creation round using Bonduelle Food Service black beans. The Jury’s **Favourite Award** went to **Hector Torres**.

## 4<sup>th</sup> French Aperitif Board Championships by Rovagnati



The 4th French Aperitif Board Championship crowned **Marie-Charlotte Hamon**, who won over a jury of Meilleurs Ouvriers de France. Her boards stood out for their colours, textures and bold pairings. Originally from Normandy and a greengrocer-cheesemonger, she highlighted local producers, notably during the “Board from Your Regions” challenge.

## 4<sup>th</sup> French Pasta Championships



The French Pasta Championship, organised by the Association des Pizzerias Françaises under the direction of master pasta maker Diego Accettulli, crowned **Ivan Alliata in the dried pasta category** with a recipe prepared in a Barilla cheese wheel, and **Valerio Marroccu in the fresh pasta category** with his Culurgiones Mare & Terra, typical of his region.

## Best Sandwich Trophy by Gastronomes Professionnels



For the first time, Snack Show hosted the **Best Sandwich Trophy**, this year built around the Crusty Challenge theme. Finalists had to imagine a sandwich combining texture, flavour and creativity to showcase French poultry at its best. It was **Morgane Tellai** who stood out and took the title.

## 4<sup>th</sup> French Donut Championships by Dawn Food



**Lucie Etheve** won the 2026 French Donut Championship! Formerly a contestant in 2025, when she took third place, she returned this year more determined than ever. Her creativity and technical expertise impressed the jury, allowing her to emerge as the overall winner of the 2026 edition.

## 2<sup>nd</sup> Best Brioche in France



For the second edition of the Best Brioche in France competition, contestants competed in three rounds designed to showcase the full richness and modernity of brioche. **Louis Hamel** won the title, while **Raphaël Docq** received the Jury’s Favourite Award.

## 3<sup>rd</sup> Franchise Pitch, sponsored by l'Express Franchise



At the third edition of the Franchise Pitch, four brands were each given five minutes to present their concept and win over the audience. **Mister Garden** won the Audience Award, earning a feature on the L'Express Franchise TV Show as well as a two-month subscription to the media outlet. **Tio Bigotes** was named L'Express Franchise's Jury Favourite, recognising the originality and creativity of its concept.

## The Grands Prix du Snacking



The Grands Prix du Snacking shone a spotlight on the talents driving quick service forward. The **Snack Academy Award** went to **Onigami**, the Jury's Favourite Award to **Café Victorine**, and the Audience Favourite Award to the **Sandwich de Bâtard**. **Krousty Sabaidi** won the Franchise of the Year Award, the Bakery Initiative Award went to **Poulaillon**, and **Nicolas and Cécile Bécam**, of Maison Becam bakeries, were named Snacking Personalities of the Year.

## Conference programme



Le Zapping du Snacking, the show's conference area, hosted more than **15 talks and 30 speakers** on a wide range of topics highly anticipated by industry professionals: bakery, packaging, dietary habits, digitalisation, mistakes to avoid, business development and more. Among the highlights, **Mohamed Cheikh** led a highly attended keynote on fried chicken, one of the sector's standout products of the moment, while **Pascal Rigo** shared his expertise in a keynote on bakery development.

## The Italian Show par I Love Italian Food



For its second edition at the show, **The Italian Show**, organised by **I Love Italian Food**, once again attracted strong interest from industry professionals. More than thirty exhibitors came together to showcase the richness of Italian snacking, with a focus on pizza, fresh pasta and more. Demonstrations, masterclasses and show cooking sessions highlighted the expertise of leading chefs such as Denny Imbroisi, Peppe Cutraro and Diego Accettulli, while the "100% Italiano" ceremony honoured those committed to promoting authentic Italian gastronomy internationally.

## Save The Date Snack Show - 27<sup>th</sup> edition

24 - 25 March 2027, Pavilion 7.3, Paris Porte de Versailles



### About RX

RX is a world leader in events and trade shows. RX draws on its sector expertise, data and technology to develop businesses, communities and individuals. Active in 25 countries and 42 business sectors, RX organises around 350 events a year.

RX is committed to creating an inclusive working environment for all its employees. RX enables companies to grow through data and digital solutions. RX is part of RELX, a global provider of data, analytics and decision-making tools for professionals and businesses.

For more information, go to [www.rxglobal.com](http://www.rxglobal.com)

RX France creates leading, high value-added events in some 15 different markets. Our high-profile national and international events include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet\* and many others. Our events are held in France, Hong Kong, Italy and Mexico. For more information, go to [www.rxglobal.fr](http://www.rxglobal.fr)

\*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France



### About Snack Show

Snack Show is the leading trade show for professionals from the snacking sector. Each year, it brings together over 450 exhibitors and 16,000 professionals across three areas: Snacking (food concepts and packaging), Parizza+Gusto (Italian snacking) and Smart Lab (foodtech and equipment). With around 1 800 new products presented each year and more than ten competitions and awards, the show highlights the most innovative concepts, personalities and products in the sector, alongside conference sessions and talks from experts highlighting the latest trends.

The 27<sup>th</sup> edition of the Snack Show will be held on 24 and 25 March 2027. [www.snackshow.com](http://www.snackshow.com)

### Contact presse - Agence Match

Clémence Bodinier

[clemence@agencematch.fr](mailto:clemence@agencematch.fr) - +33(0)6 33 41 45 04

Oanh Lecomte

[oanh@agencematch.fr](mailto:oanh@agencematch.fr)

FOOD,  
TECH &  
MORE...