

Snack  
Show

# Snack Show 2025: another flagship event to mark the success of the snacking sector!

*In 2025, Snack Show confirmed its status as an essential event for the fast food industry, attracting 14,650 professionals. This year marked a major change, with a new hall offering higher capacity and greater comfort for visitors and exhibitors. More than ever, the show played a key role in bringing together snacking industry professionals to share ideas, discover innovations and shape the future of the sector.*



## The essential snacking event

The Snack Show has continued to establish itself as **the essential event for fast food professionals**. With **over 360 exhibitors this year**, the show offered a unique opportunity to discover the latest trends and innovations in the sector.

2025 saw **lots new features to enrich the visitor experience**, with a new conference area, the Italian Show event, a new tech zone and new contests. There were two fun-packed days, with plenty to discuss and discover!

FOOD,  
TECH &  
MORE...

“ This year’s event made another step forward in offering snacking professionals an even more ambitious show tailored to their needs. Changing the hall has improved the comfort and experience of visitors and exhibitors alike. As in previous years, the quality of the visitors was outstanding, attracting committed professionals actively seeking innovations. ”



says Béatrice Gravier, Director of Snack Show.

## Highlights

### Best Brioche in France - 1<sup>st</sup> edition

**Christophe Delporte** (Boulangerie Rouget) wins the first edition of the Best Brioche in France contest, **headed up by Jean-François Feuillette**. He came out on top after brilliantly mastering all three events: the puff pastry brioche in the technical event, the savoury plant-based brioche in the set event, and finally, the sweet brioche in the creative event.



### Plant-Based Challenge by Flora Food Group - 3<sup>rd</sup> edition

**Camille Bury** an employee at the Feuillette laboratory in Blois) was the overall winner of the Plant-Based Challenge 2025. She won over the judges with a veggie sandwich made using Violife vegan cheddar and Swapfood vegan chicken fillet, a new take on beef bourguignon with Flora butter alternative and Planted vegan steak, and a gourmet dessert creation using Flora 31% vegan cream.



### French Aperitif Board Championships by Rovagnati - 3<sup>rd</sup> edition

**Mathieu Soulière**, manager of Soulière Traiteur in Chamalières (63), wins the French Aperitif Board Championships. He won over the jury through his exacting standards, creativity and the quality of his compositions.



### French Donut Championships by Dawn Foods - 3<sup>rd</sup> edition

**Florent Masgonty** (founder of Ô Donuts Toulouse) wins the 2025 Donut Championships, thanks to his technical and creative performances across the three events: technical donut, donut that goes best with a hot drink and flavours of the world donut.



### French Pizza Championships - 19<sup>th</sup> edition

The 19th edition of the French Pizza Championships saw **Jimmy Pestel** from Le Havre take gold. He won over the judges with his recipe for smoked salmon pizza on a butternut purée, created in collaboration with chefs.



### French Pasta Championships - 3<sup>rd</sup> edition

The 2025 French Pasta Championships, **organised by the Association des Pizzerias Françaises** and headed up by **Diego Accettulli**, master pasta chef, crowned **Fabrizio Rubino** this year's winner of the dry pasta event and **Joel Palmerio** winner of the fresh pasta event.





### French Tiramisu Championships by Galbani - 1<sup>st</sup> edition

The French Tiramisu Championships by Galbani Professionale and led by **Nabil Barina**, saw a 100% female podium for this first edition. **Doris Albert**, pastry chef at Ladurée in Morangis (91), took first prize with her Volcan and Spirale gourmande creations.



### French Burger Cup by Socopa - 10<sup>th</sup> edition

For this anniversary edition of the French Burger Cup by Socopa, **headed up by Tom Meyer, Camille Loas** won double, taking the 2025 National Final and the Battle of Champions with his Le Wellington burger. The Young Talent award went to **Lucas Veith**.



### French Sushi Championships - 8<sup>th</sup> edition

**Pierre-Maël Belaifa**, from Landes in South-West France wins the French Sushi Championships. He will represent France at the upcoming European Championships.



### Barista Masterclass by De'Longhi - 2<sup>nd</sup> edition

This Barista Masterclass event was 100% dedicated to coffee and gave food service professionals the **keys they need to structure their offering and boost their sales**. Xavier Caro (De'Longhi), Maxime Lefevre (Mamatte) and Jean-Christophe Albaret (Cafés Richard) spoke at a panel session, while Théo Cherrier (De'Longhi) **led practical demonstrations for participants**.



### Snacking d'Or

The Snacking d'Or awards, organised by **France Snacking** magazine, presented **over 40 awards** to this year's top products in the snacking world. This benchmark award for industry suppliers (VSEs, SMEs and large groups) showcases the best products and equipment for the fast food and mobile catering sector.



### The Italian Show by I Love Italian Food - 1<sup>st</sup> edition

A major new feature this year at the Snack Show - Parizza was **The Italian Show**, an event dedicated to Italian cuisine in international food service. Organised by the **I Love Italian Food** association, the event showcased the excellence of Italian products and know-how through events, masterclasses and tastings.



## Conference programme

This year, the show launched a **new conference area, Smart Talks**, dedicated to tech topics, with speakers including Julien Liberge (Buzzman), Djam (Black & White Burger) and Alexandre Maizoué (Krispy Kreme).

The iconic **Zapping du Snacking** also attracted a large audience, hosting fast food experts over the two-day trade show. The conference sessions covered crucial topics for the sector, with **renowned speakers** such as Columbus, Poilâne, Burger King, Blondie and Les Burgers de Papa. **Jean-François Feuillette and Christophe Adam** presented a keynote together, discussing the role of coffee shops for the bakeries and cake shop segment, while **Julien Sebbag and Grégory Cohen** shared their vision of the food service industry in two well-attended keynotes.



## The Grands Prix du Snacking

The Grands Prix du Snacking awards ceremony honoured the sector's major initiatives and key players. The **Snack Academy** prize went to **Compadre**, while the **Jury's Choice Award** went to **Maurice Sfez Café** and the **Audience Choice Award** to **Le Café Feuillette**. **Black & White Burger** won the **Franchise of the Year Award**, and **Krispy Kreme** received the **Master-Franchise prize**. The **Eco-Friendly prize** was awarded to **Mûre**, while **Oté** was voted **Young Talent**. The **Bakery Initiative prize** was awarded to **Mamatte**, and **Florent Mercier**, for **Le Grand Feu**, was crowned **Snacking Figure of the Year**.



## Franchise Pitch - 2<sup>nd</sup> edition

The second edition of the Franchise Pitch rewarded **Lupo**, a snacking concept offering innovative pizzas. Four young franchises had the opportunity to present their concepts, with the aim of winning a **six-month subscription to L'Observatoire de la Franchise**.



**See you on 1 and 2 April 2026  
for the 26<sup>th</sup> edition of the Snack Show**

### 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.

### Press contact - 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)