

SIAL Paris – MMM Store Tours 2016

MMM, based in Paris, is a retail benchmark company specialized in organizing Retail Study Tours around the world. With a 60 year old experience in this area, our knowledge of the worldwide and Parisian retail industry is wide and we are able to settle the fields of interest of our customers.

Food retailing is at a very competitive stage in France, with purchasing alliances between leaders. On the customer level, it has improved a lot in the six past years: the focus is on fresh produce, local producers, serviced counters for meat, fish, deli, bakery..., in-store dining with the introduction of sushi corners or café areas, customer service, digital innovations, nice atmosphere within the store (more beautiful flooring, more pleasant and ecological lighting, easier signage...).

In addition to selecting the relevant stores for the Store Tours, we also set up meetings with our privileged contacts in store. You will then meet store managers, regional directors or banner directors.

For the 4th consecutive edition, SIAL Paris trusted us and gave us the opportunity to offer you even more inspiration thanks to a panel of Tours on different themes:

Friday October 21st – The “Classic” SIAL Paris – MMM Store Tour is a “must do” if you want to discover the newest food store openings of the French leaders in just one day (8:30am - 6pm). You’ll visit 6 to 8 innovative points of sale (different formats) highlighting the latest trends in Paris to meet a demanding and urban customer: convenience, fresh produce, service, new technologies, organic offer, premium formats... You will also meet store managers or food managers, to exchange and learn about the French best practice.

New this year: a lunch box (veggie or chicken) has been included in the price!

Last but not least: we offer an “early bird fee” until June 1st: € 335 excl. VAT per person instead of € 365.

Application form: [click here](#)

Wednesday October 19th – “The Visit of Rungis”: you can either be a producer, a retailer or a journalist: if you’re interested in the food industry, then this visit is a “must do” for you. Rungis is the biggest wholesale market in the world. 1,200 companies work there; 1.6 million tons of food products transit every year. It is the attic of Paris!

The visit lasts roughly 3h30 including an excellent breakfast with fresh products from Rungis. You’ll be escorted by an official guide from the market and will be visiting the various pavilions: meat, seafood, fresh produce, horticulture... And you’ll still be right on time for the SIAL Paris opening (back at 9:30am).

Application form: [click here](#)

The following 2 are **the newest additions for this 2016 edition**:

Friday October 21st (morning) – “Gourmet – Food service Store Tour”: “French gastronomy” was the 1st cuisine added by the UNESCO to its list of the world's Intangible Cultural Heritage. French professionals offer the best mix of product quality, know-how and display in-store.

During this half-day (8:30 am – 1 pm), you will discover 3 to 5 specialty food stores and upmarket food offer of department stores, such as La Grande Epicerie or Lafayette Gourmet. You will meet store managers, learn more about the “behind the scene” and be able to taste some of the products displayed! A nice way to start the day!

Application form: [click here](#)

Friday October 21st (afternoon) – “Wine & Spirits Store Tour”: 2nd wine producer in the world, France combines both a historical tradition and an undisputed product quality. Its retail offering includes spectacular and innovative stores in terms of dramatization, product range and also customer service.

During this half-day (2 pm – 6:30 pm), you will visit 3 to 5 wine-related stores, under different formats: wine and spirits specialists, gourmet stores, premium supermarkets and hypermarkets, etc. You will meet sommeliers and store managers and will discover the latest trends in terms of merchandising, dramatization, digital innovation, service, etc. A nice way to start the weekend!

Application form: [click here](#)

All those stores tours are also available for exhibitors on the 14th of October.

Go to www.sialparis.com/Visiting/Store-Tour to have all details!

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About SIAL Paris

Organized by the Comexposium Group, SIAL Paris is part of the SIAL Network, the world's largest food and beverages exhibition network. Its seven regular shows (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China, SIAL Middle East, SIAL ASEAN in Manila and SIAL Interfood in Jakarta) attract some 14,000 exhibitors and 330,000 visitors from 194 countries. You can follow SIAL on Twitter, LinkedIn, Youtube and www.sialparis.com - www.sial-network.com

About Comexposium

The COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. Comexposium hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. Comexposium operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, UAE, UK, and USA.