




**THE FIRST TRADE SHOW 100% DEDICATED  
TO THE WORLD OF BARBECUE**

PARIS EVENT CENTER

**FROM 18 TO 20 MARCH 2022**

**BUFFALO TRACE**  
KENTUCKY  
STRAIGHT BOURBON  
WHISKEY

 **PRIMAGAZ**

**BIG  
PEAT**

**SEVERIN**  
Friends for Life





**CONTACT US**

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**THE EVENT**

**Barbecue Expo is the only French trade show,  
100% dedicated to the world of barbecue**

An exhibition of the latest trends, it aims to become the must-attend event for all those who love grilling and friendly outdoor cooking.

**120**

exhibitors from all over the world

**20**

countries represented

**15 000**

visitors expected as well as must have brands

**Behind the tool, a real way of life!**

The objective of Barbecue Expo is to present all the products that revolve around the Barbecue world :



Cooking tools & accessories



Fuels



Sauces & spices



Liquor & Spirits



Food



Cooking books

The goal is also to show that barbecuing is not limited to grilling but can be used in winter as well as in summer to cook various foods. Finally, beyond the exhibitors present, the visitors will have the opportunity to live a unique day thanks to a whole panel of demonstrations, trainings and tastings.



# WHY BECOME AN EXHIBITOR ?

To become an exhibitor is to benefit from a 360° communication campaign all over France. It is also a unique opportunity to present your products to a passionate public eager to discover new products from all over the world.



61 000 followers



11 000 followers



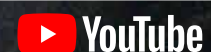
27 000 subscribers



## IMPORTANT MEDIA COVERAGE

B2B and B2C press relations campaign. Advertising pages in the most important specialized magazines: Food, Kitchen, Outdoor and Lifestyle and in general media

## AN XXL SIZE SPONSOR



Rafa from the Youtube channel «Le Barbecue de Rafa» has a community of over 100,000 subscribers

## DEVELOP YOUR B2B NETWORK

Invitations sent to over 2000 contacts :  
Specialized retailers, GSS / GSA / DIY buyers, hotel and restaurant professionals...

## CROSS COMMUNICATION

Create synergies with other brands, and establish partnerships with Youtubers, bloggers and specialized influencers

## PUBLIC DISPLAYS

150 posters in the parisian tube

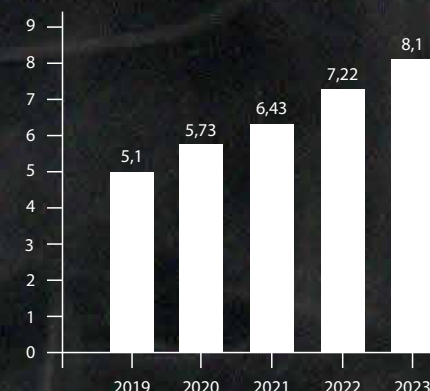
## RADIO CAMPAIGNS



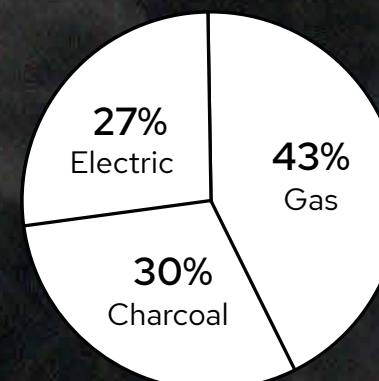
168 radio spots

# KEY DATA

Barbecue sales turnover (worldwide)



Distribution of sales by product in France, in 2020



**213 millions €**

turnover in France in 2020

**1 million**

new barbecue sold per year

**+250%**

followers in this sector

Since 2004 turnover

**X4**

**3/4**

french people own a barbecue

**80%**

of french people have at least 1 barbecue at home

Among the French who indulge in the pleasures of the barbecue

**6%**

of french people have at least 3 barbecues at home



**2%**

of french people have at least 4 and + barbecues at home

**12%**

of french people have at least 2 barbecues at home



Interior part

Exterior part

Exit

Entrance



THEMES :



From 18 to 20  
MARCH 2022



From monday to saturday  
9h30AM to 7PM  
Sunday  
from 9h30AM to 6PM



PARIS EVENT CENTER  
8000sqm interior  
2000sqm exterior



120 exhibitors



15 000 expected visitors



# ANIMATIONS : FOOD

Barbecue Expo is a festive and friendly show. In addition to being a public and professional event, the Barbecue Expo is a culinary experience not to be missed. During these three days, you will have the opportunity to attend many animations, shows, competitions and even championships!



# ANIMATIONS : FUN







# JPC

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