

SIRHA 2025: SARRADE AND FERMIERS DU SUD-OUEST, TRADITIONS AND INNOVATIONS AT THE RENDEZ VOUS

Haut-Mauco, January 17, 2025. SIRHA, the world's leading restaurant and hotel event, will be held in Lyon from 23 to 27 January 2025. The duck and poultry sectors of the Maisadour Cooperative Group, represented by the subsidiaries Delpeyrat (and its professional solutions under the Sarrade brand) and Fermiers du Sud-Ouest, will be present at this edition. Visit stands 2.1k29 (Fermiers du Sud-Ouest) and 2.1M48 (Sarrade) to discover their vision of gastronomy combining authenticity, innovation and sustainability.

Fermiers du Sud-Ouest: tradition at the service of culinary excellence

A pioneer of Label Rouge poultry, Fermiers du Sud-Ouest maintains a farming model that respects the terroir, people and living things.



On the occasion of this show, Fermiers du Sud-Ouest invites visitors to celebrate a milestone in the history of the sector: the 60th anniversary of the Label Rouge. This label, a guarantee of superior quality and animal-friendly breeding, will be honored thanks to an immersive experience: virtual reality headsets allowing you to dive into the heart of a free-range farm. Visitors will also be able to taste products

sublimated by two students from the Ferrandi hotel school and meet Mickaël Chabanon, Meilleur Ouvrier de France butcher, present on Sunday.

The unique expertise of Fermiers du Sud-Ouest is reflected in a varied range of products adapted to the needs of the most demanding professionals and that visitors will be able to find on the stand:



Marie Hot, a reference brand for butchers, delicatessens and caterers, offers exceptional poultry for authentic and tasty recipes.

The Poultry and Poulet d'ici menu, designed for professionals in the catering industry, combines practicality, quality and local commitment.



St SEVER, a brand dedicated to mass distribution (GMS), embodies tradition and offers quality products in self-service.

The 3 brands with IGP Gers, Landes and Périgord, multi-circuits (supermarkets, BCT), symbols of a production rooted in the terroir and recognized for its quality.

LANDES PÉRIGORD



Find the Fermiers du Sud-Ouest products at stand 2.1k29



Sarrade, the brand of Delpeyrat Professional Solutions, excellence at the service of the restaurant industry

With the same level of requirement since 1850, Sarrade offers its customers gastronomic products from virtuous sectors that meet new societal expectations for moments of shared pleasure, in full conscience.

Always attentive to market developments, Sarrade organises themed events and tastings on the stand, a great opportunity to demonstrate that duck and cured meat products adapt to all market trends (health, snacking, etc.) and all types of catering.



This year will also be an opportunity for Sarrade to celebrate the brand's 175th anniversary. An event that will be relayed as a common thread throughout the year on social networks and during the brand's events with restaurant professionals.

Sarrade will also present a preview of the Whole Duck Foie Gras with XO Cognac, in a 500g tray, new for the 2025 festivities.



- Hand-seasoned whole duck foie gras
- Aromatic and fruity notes of XO Cognac, aged in oak barrels in the South-West of France
- Preservative-free recipe
- Origin in France, from our integrated supply chain

And to meet the expectations of catering professionals on long-life products in order to better manage their stocks, the brand is relaunching, on the occasion of the show, a Block of duck foie gras with canned pieces, in a 400g can.

- An emblematic recipe where Port and Armagnac come together to sublimate the scent of foie gras.
- The presence of pieces forms pretty mosaics on the slice of foie gras.
- Origin in France, from our integrated supply chain
- Shelf-stable product



Finally, the project around the smoked salmon offer entitled "Serenity" will also be presented during the show. A smoked salmon with a reinforced quality control plan in the face of the risks of listeria. This range of frozen products will be intended for distributors aimed at at-risk populations (nursing homes, hospitals, etc.).

Find Sarrade products at booth 2.1M48



ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936, Maisadour has been a committed cooperative in the South-West, labelled CSR Engaged, which places Man and the Living at the centre of its concerns, for sustainable agriculture, food and society. Maisadour develops sectors of excellence that meet consumer expectations to promote its farmers' production in France and in 50 countries. " *At Maisadour, we work together for the success of our members and build the future of our territories* ." The Group, structured around the agricultural, seed and food business lines, markets gastronomic products under the Delpeyrat, Sarrade, and Comtesse du Barry brands and Label Rouge poultry under the St SEVER and Marie Hot brands.

www.maisadour.com

Key information Governance: Daniel Peyraube, Chairman / Christophe Bonno, Chief Executive Officer
Turnover for the 202-2024 financial year: 1.385 billion euros / 5000 farmers and 4300 employees

ABOUT FERMIERES DU SUD-OUEST

Fermiers du Sud-Ouest, a subsidiary of the Maisadour Cooperative Group, is the Label Rouge specialist in poultry from the South-West. The 1st Poultry Group in the South-West works to "Feed well" by preserving the richness and know-how of its territories. It brings together more than 1,100 breeders in the Landes, Gers and Périgord regions, three origins recognised for the quality of their agricultural production. Through the brands St SEVER, Gers, Landes, Périgord, Poulet d'ici, Marie Hot, Le Gemmeur, Menu Volaille, it is aimed at 3 types of professional customers: Large and Medium-sized Food Stores, Out-of-Home Catering and Butchers-Charcutiers-Rôtisseurs-Caterers in France and internationally.

www.fermiers-so.fr

ABOUT SARRADE

It was in the Gers, in 1850, that our Sarrade brand was born. Thanks to our historical know-how and increased standards for 175 years, we offer gastronomic products from virtuous French sectors that meet new societal expectations for moments of shared pleasure, in full conscience. Our range is therefore aimed at all committed and passionate restaurateurs! SARRADE is committed to working alongside its customers in order to adapt to the changes in the Out-of-Home Consumption market thanks to its solutions: control of portion cost, traceability, support (from distributor to user), quality guarantee.

www.sarrade.fr

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