

SIRHA/+ BOCUSE D'OR

SIRHA LYON
EUREXPO
FRANCE

26-27 SEPT. 2021



+ DAILY PRODUCTS: THAT'S ALSO PART OF THE BOCUSE D'OR!

PERSPECTIVES WITH CHEFS REGIS MARCON, PRESIDENT OF THE INTERNATIONAL ORGANISING COMMITTEE, AND ENRICO CRIPPA, PRESIDENT OF THE ITALIAN TEAM, ON TWO DAILY PRODUCTS THAT WILL BE AT THE CENTER OF THE COMPETITION ON 26 AND 27 SEPTEMBER: BEEF CHUCK AND CHERRY TOMATOES.

A meat and a fruit that the whole world knows and cooks. The beef chuck (French Label Rouge meat) will be the masterpiece of the platter theme. The cherry tomato and the shrimp, chosen with the partner METRO, are at the heart of the theme created in 2021 to reflect the initiatives taken by the restaurant owners during the pandemic: the "take-away". Candidates are invited to create a take-away menu comprising a starter-main course-dessert and a box as a container. These choices reflect societal trends towards simplicity and mobility, without ever excluding creativity.

"COOKING IS FOR EVERYONE"

At the origin of the competition, whose the platter theme is one of the traditional key moments, the meat dish takes on a little popular tune this year.
"For the main product of this event, we have chosen a simple and inexpensive, but still noble, piece of beef: the chuck. Through the imposed cooking of the braising, it will allow us to better evaluate the cooking techniques of each candidate. It is the quintessence of our know-how", explains Régis Marcon, President of the International Organising Committee of the competition. The chuck, which can be found in all the cuisines of the world, from Asian Bok'ho to Boeuf Stroganoff, via French pot-au-feu,

Flemish carbonade, Hungarian Goulash and Tunisian Pkaila, reflects one of the evolutions of Food Service: a return to more simplicity. This dish, which is more technical than it appears, will have to be accompanied by a ragout composed exclusively of vegetable ingredients to harmoniously highlight the cooking of the piece of meat.
"Stew is the popular dish par excellence! A dish like this in the final of the Bocuse d'Or reminds us that cooking is for everyone", adds Régis Marcon.

A "RIGHT TASTE" FOR CHERRY TOMATOES

"Tomatoes are part of our daily lives. We know it and we master it, raw, cooked and dried. This gives the Italian team a certain responsibility," comments with enthusiasm Enrico Crippa, 3-stars Michelin chef at the Piazza Duomo restaurant in Alba (Piedmont), President of the Italian team. This local and seasonal fruit, grown and cooked not only in Italy but also in over 170 countries, will be the dominant ingredient in the brand new and revolutionary "take-away" theme, from starter to dessert. A daily product, easy and simple to cook? "No. The tomato in general is a very interesting product to work with,

but it is difficult because its taste varies a lot from one variety to another, but also according to the land and the period in which it is grown," replies Enrico Crippa. Traditionally used in Italy in sauces for pasta, or in a gazpacho composed only of hulled and blended cherry tomatoes, the popular red fruit will undoubtedly deliver some very nice surprises, the most unexpected of which is already...

... CHERRY TOMATOES FOR DESSERT

"It has a very balanced taste that is often just right. This balance allows it to be used in desserts. It is a product that goes very well with sweet markers. For example, with strawberries. Some have the same level of acidity as cherry tomatoes. I'm also thinking of almonds, olive oil, ricotta cheese, coffee. All this can form a kind of Sicilian cannolo! It's really inspiring", concludes Enrico Crippa.

SHRIMP: SUITABLE FOR TAKE-AWAY

The candidates will also be working with the black tiger shrimp supplied by METRO, a seafood product that is fully adapted to the convenience required by the take-away. What's more, the shrimp goes very well with the cherry tomato!

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The **Label Rouge beef** is a guarantee of superior quality meat, produced with high social responsibility and sustainability commitments:

- Herds graze outdoors most of the year
- Grass and fodder are produced on the farm to feed the animals
- Farms are family-run and value animal welfare
- Meat is aged
- Farmers get a fairer deal

These commitments to promote quality and defend producers are shared by the Chefs and the Bocuse d'Or organisers.