

SIRHA BOCUSE D'OR

SIRHA LYON
EUREXPO
FRANCE

26-27 SEPT. 2021



THE TAKE AWAY: AN EVENT IN TUNE WITH THE TIMES

THE 2021 BOCUSE D'OR FINAL PAYS TRIBUTE TO THE INITIATIVES TAKEN BY CHEFS DURING THE HEALTH CRISIS BY CREATING A NEW EVENT : THE TAKE AWAY. FLORENT LADEYN, FRENCH CHEF AT THE AUBERGE DU VERT MONT IN BOESCHEPE, BLOMEPOT AND BIERBUIK X BLOEMEKE IN LILLE, AND MEMBER OF THE 2019 BOCUSE D'OR FRANCE TASTING PANEL, ANALYSES THE PHENOMENON AND ITS IMPACT ON HIS PROFESSION.

THE TAKE AWAY, A TREND FOR THE FUTURE

"In my restaurants, things were done little by little. Even if we know how to adapt, it's not quite the same as the traditional restaurant business. The take away is a very interesting exercise and a trend with a future. We have to take into account the evolution of consumer behaviour", explains the man who saw the take away as an opportunity to keep his teams working and to strengthen the solidarity actions set up with the producers.

NEW CONSTRAINTS AND ISSUES

The take away imposes new constraints on chefs. "It's an exercise where you have to ask a lot of questions, so it's even more demanding. It is not the same temperatures, the same cooking, the same dressing.

We must also and above all think about conditioning. It is essential to choose eco-responsible and recyclable packaging such as jars to try to reduce the environmental impact. Nor is it simply a matter of doing in a jar or in a package what you would do on a plate".

In the take away, all processes must be rethought, from the reception of the consumer to the arrival of the dish at home, after transport, including the instructions given to the consumer for tasting. "The recipes are not the same. The palette is more limited. If the dish is to be reheated, it should be slightly undercooked; if it is to be finished at home, it should be semi-cooked. It is also necessary to take into account the conditions of transport of the dish in the sourcing and the design of the packaging and to think about a presentation that holds up and respects the health constraints".

HOW FAR WILL THE CANDIDATES GO IN THE FINAL ON 26 AND 27 SEPTEMBER?

"The take away test fits its time in a beautiful way. It is a good idea. I'm curious to see how far the candidates will push the idea of the "portable" and the "take away". Because the take away must be transportable and remain stable, whatever the conditions. That's the biggest challenge," concludes Florent Ladeyn.

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STRONG GROWTH IN TAKEAWAY SALES

- The health crisis has given a boost to takeaway sales. It has grown by 47% between 2019 and 2021.
- 85% of restaurant professionals plan to continue to sell takeaways.

(Source : Food Service Vision - Etudes 2020 et 2021).

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