

SIAL PARIS 2024: Delpyrat and Fermiers du Sud-Ouest united under the Maïsadour International banner

Haut-Mauco, October 19, 2024. SIAL, a key event for food innovation, is being held in Paris from 19 to 23 October 2024. This edition is all the more exceptional as it celebrates the 60th anniversary of this major event. The emblematic brands of the Maïsadour Cooperative Group, Delpyrat and Fermiers du Sud-Ouest, will be present on this occasion, under the Maïsadour International banner. Meet them at booth n°6J047 to discover their know-how and their exceptional products.

Farmhouse poultry from the South-West: an internationally recognised quality
SIAL is an international showcase for the Fermiers du Sud-Ouest Group, an expert in high-end poultry. A unique opportunity to promote the traditional farming method of the South-West and the slow-growing rustic poultry. With breeders located in the Landes, Gers and Périgord, Fermiers du Sud-Ouest defends a sustainable economic model, promoting the riches of the South-West. A pioneer of the Label Rouge and committed to animal welfare, the Group is committed to offering healthy products, thanks to complete control of the production chain, from poultry feed to their final processing.

Les Fermiers du Sud-Ouest is making a name for itself in various distribution channels with three flagship brands:

- St SEVER, intended for mass distribution (supermarkets), embodies the excellence of the first Label Rouge in France created in 1965 with the Yellow Free-Range Chicken of the Landes, which today benefits from the PGI.
- Peyriguet, dedicated to Food Service, offers professionals in the high-end catering industry fresh or frozen free-range poultry, with adapted packaging.
- Marie Hot, acclaimed by more than 2,500 butchers, delicatessens and caterers in France, represents the authenticity of free-range poultry, recognized for its superior quality.



Fermiers du Sud-Ouest highlights a unique know-how that guarantees exceptional poultry.

Sarrade, the brand of excellence at the service of restaurant professionals
Since 1850, SARRADE has been supporting chefs and restaurateurs with exceptional products, meeting the highest requirements of the market.



This year, the brand unveils its Whole Duck Foie Gras with Freshly Ground Pepper, in a 500g tray. Made without preservatives and with a guaranteed France origin, this foie gras comes from ducks born, raised and processed in France. Freshly ground pepper brings an elegant marbled visual, enhancing the melting texture of each slice. Practical, this 500g format ensures easy removal from the mould and a clean cut, ideal for a neat presentation on a plate. This product combines both quality and practicality for restaurateurs looking for refinement.

Since the start of the school year, Sarrade has also been offering a range of frozen seafood catering, including:

- A strip of skinless and pre-sliced smoked salmon, without loss of material for optimal control of portion cost,
- A smoked salmon with 16 regular slices in fixed weight, a service product par excellence,
- A salmon steak with string, slightly crusty on the surface and soft in the middle, to be eaten hot or cold. These cobblestones, made from skinless and boneless fillets, are fed GMO-free, salted with dry salt and smoked with beech wood, guaranteeing an authentic and natural flavor.



This new range, 100% of Norwegian origin, represents a valuable asset for restaurant professionals, who are keen to offer products that are both practical and gourmet.

Delpeyrat, tradition and innovation at the heart of gourmet pleasures

Delpeyrat unveils its foie gras speciality "Le Divin", a subtly balanced recipe, flavoured with Port and Armagnac. Composed of 50% foie gras and duck liver, this creation comes from ducks



born, raised and prepared in France. Each liver is meticulously selected by hand, following Delpeyrat's traditional know-how, to guarantee exceptional quality and a refined taste.

Delpeyrat also presents a varied range of smoked salmon available in supermarkets, ideal for the end of year celebrations. Consumers will be able to discover:

- Dill-lemon gravlax,
- Smoked salmon petals with dill-lemon, perfect for an aperitif,
- Smoked salmon accompanied by a stick of citrus coulis, a festive, original and refined touch for Christmas tables.

These offers combine authenticity and modernity, making Delpeyrat a must-have brand for lovers of gastronomic products, whether foie gras or salmon.



Maïsadour on the international stage

With nearly 90 years of experience, Maïsadour has been able to develop its activity on all continents, whether through the establishment of its sites (research, production, sales, etc.) or its commercial activity. The 4 divisions of activity of the Cooperative Group - agricultural division, poultry division, seed division, and gastronomy division, are thus represented in many countries around the world and Maïsadour achieves 20% of its turnover internationally. The Group's reputation and gastronomic excellence make the Group's brands products of choice to export.

ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936, Maïsadour 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. Maïsadour develops sectors of excellence that meet consumer expectations to promote its farmers' production in France and in 50 countries. " *At Maïsadour, 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 Info

Governance: Daniel Peyraube, Chairman / Christophe Bonno, Chief Executive Officer
Turnover for the 2022-2023 financial year: €1.475 billion / 5000 farmers and 4300 employees

ABOUT THE GROUPE FERMIERS DU SUD-OUEST

Fermiers du Sud-Ouest, a subsidiary of the Maïsadour 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 / www.st-sever.fr

ABOUT MAISON DELPEYRAT

Founded in 1890, Maison Delpeyrat has been committed to responsible gastronomy for nearly 130 years and uses all its know-how to offer the best to consumers and allow them to experience convivial moments around good products of the gastronomy of the South-West. And if the adventure of the Maison Delpeyrat began under the impetus of a single man, Pierre Delpeyrat, it owes its longevity to the women and men, and in particular to the farmers, who shaped it, all grouped together within the Landes cooperative Maisadour. This, with the know-how and passion that characterize them. Lovers of the gastronomy of the South-West, they do everything possible to preserve this unique heritage.

www.delpeyrat.com

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