

INTERNATIONAL EXHIBITIONS



SIHRE



#RETAIL
SHOW



WINE
&
SPIRITS
SHOW



16-19
FEBRUARY
2027

GASTR^{ON}OMIX
Professional culinary forum



POST SHOW REPORT 2026

SIHRE

#RETAIL
SHOW

WINE
&
SPIRITS
SHOW

GASTRONOMIX
Professional culinary forum

OVER
5 000
sq.m



260+
PRESENTED
BRANDS



41+
presentations

12 000+
visitors
professional public



110+
exhibitors

VIDEO



SIHRE
2026



SIHRE

- PROFESSIONAL KITCHEN EQUIPMENT
- NEUTRAL EQUIPMENT
- REFRIGERATION EQUIPMENT
- INDUSTRIAL VENTILATION AND AIR CONDITIONING
- BAR, PASTRY, CATERING EQUIPMENT
- COFFEE AND VENDING EQUIPMENT
- SERVING UTENSILS - PLATES, GLASSES, CUTLERY AND TABLE ACCESSORIES
- SANITARY AND HYGIENIC EQUIPMENT AND SUPPLIES FOR HOTELS AND RESTAURANTS
- PROFESSIONAL CLEANING MACHINES
- PROFESSIONAL WASHING AND IRONING MACHINES
- HOTEL SUPPLIES AND EQUIPMENT
- INDOOR AND OUTDOOR LIGHTING AND GARDEN FURNITURE
- EQUIPMENT FOR WATER FACILITIES
- SPA, SAUNA AND FITNESS EQUIPMENT
- UNIFORMS AND WORKWEAR FOR HORECA SECTOR



WINE & SPIRITS SHOW

- PRODUCERS AND DISTRIBUTORS OF WINE AND SPIRITS: WHISKEY, VODKA, BRANDY, GIN, RUM, LIQUEURS, FRUIT DRINKS
- CRAFT DRINKS, BEER, ETC.
- SPECIALIZED EQUIPMENT FOR THE PRODUCTION, BOTTLING AND STORAGE OF BEVERAGES
- GLASSES AND BOTTLES, ACCESSORIES



#RETAIL SHOW

- RETAIL EQUIPMENT FOR GROCERY STORES
- FURNITURE, DESKS, SHOWCASES, WALL SYSTEMS, SHELVING AND RACKING SYSTEMS
- SHOP AND WAREHOUSE FURNISHINGS
- SHOPPING CARTS AND CASH REGISTERS
- STORAGE AND WAREHOUSING SYSTEMS
- DECORATION, PACKAGING; ILLUMINATED AND OTHER ADVERTISING, PRINT TECHNOLOGIES FOR THE RETAIL SECTOR
- PAYMENT SYSTEMS, ACCESS CONTROL
- DIGITAL MARKETING, POP AND POS SOFTWARE, HARDWARE AND SERVICES
- E-COMMERCE SOLUTIONS
- ROBOTS AND ARTIFICIAL INTELLIGENCE IN THE RETAIL SECTOR
- GOODS MONITORING AND SURVEILLANCE INSTALLATIONS

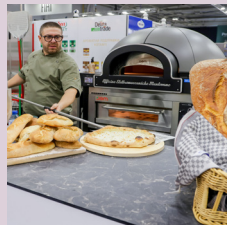


SIHRE 2026

SIHRE

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SIHRE

EVERYTHING FOR THE HORECA SECTOR IN ONE PLACE

SIHRE presents:

- innovations and opportunities in the professional hospitality and restaurant sector;
- brands from HORECA and retail industry from around the world;
- technological solutions for every component of HORECA sector;
- top chefs with master classes, presentations and seminars on several stages;
- seminars, workshops and talks with experts, professionals and market leaders;

SIHRE is a platform for researching new products and trends in technology for bars, restaurants, hotels and public places for food and catering services.

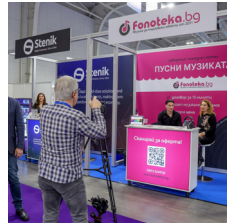
**WINE
& SPIRITS
SHOW**

One-of-a-kind business exhibition in the sector, which brings together producers and traders of wine and spirits with business clients from HORECA sector.



#RETAIL SHOW

DIGITAL BOX presents innovations and trends in technology and mobile retail solutions, payment systems, solutions for digital marketing, POP and POS software, hardware and services, solutions for online shopping, robots and AI, managing logistics, labelling, management of human resources, access control, payment systems, communication technologies and networks, RFID, monitoring of goods, monitoring installations, warehousing and logistic, security systems, mobile devices for distributing system, cloud solutions, analytic apps.



DIGITAL BOX is a global platform for presentation of digital solutions, technologies and innovations in the field of retail, advertising and printing. It gives the participant a physical opportunity to share space, present the advantages, the approach and the solutions, both to clients and to specialists in the same field.

SIHRE is accompanied by exciting lectures on the open stage of **GastronomiX**, a format specifically aimed at popularizing the intricacies of the culinary profession.



GastronomiX is a place for the culinary community to meet, exchange ideas, follow innovations in food preparation and trends in catering and services in the sector.



2016

The first edition featured the following chefs:



- Jonas Lundgren, Sweden, Bocuse d'or winner

- Jan Smink, **restaurant Smink, 1* from Michelin**, Mike van Bokhoven from The Netherlands

- Yazuyuki Konishi and Keiji Saiki from Japan

- Roberto Dal Seno from Italy

- Luis Spost from the USA from Bulgaria

- Dimo Dimov

- Andre Tokev

- Milen Panev

- Alex Ivanchev

- Borislav Ekzarhov

- Radi Stambolov

- Elitsa Bozhinova

- Joana Petrova

- Nikol Tsvetanova

- Yuri Baltaliyski

- Yordan Dabov

2017



The chefs:

- Jan Smink, **restaurant Smink, 1* from Michelin**

- Georgi Boykovski

- Milen Panev

- Svetozar Georgiev

- Radi Stambolov

- Borislav Ekzarhov

- Dr. John Dunning

2018

The chefs:

- Massimo Rossetto

- Mario Sandoval, chef of **the Coque restaurant in Madrid, 2* from Michelin**

- Eduard Xatruch, Oriol Castro and Mateu Casañas, **restaurant Disfrutar in Barcelona, 2* from Michelin**

- Henry Donno, Chef of the prestigious HRC Academy

- Martin Schiffrers





2020



Chef
**Yuri
Baltaliiski**



Chef
**Nihad
Mameledja**



Chef
**Umut
Karakus**



Chef
**George
Boikovski**



Chef
**Paolo
Casagrande**
3* Michelin
restaurant Lasarte,
Barcelona



Chef
Emil Minev
Culinary Arts Director
culinary academy
Le Cordon Bleu, London



Chef
**Altin
Prenga**



Pizza chef
**Gennaro
Luciano**



Prof. **Ozge
Samanci**

2022



**Veselin
Daykov**
Chef



**Remy
Delette**
Chef



**Vassilis
Mandros**
Chef



**Veselin
Panov**
Barista



**Mohamed
Salama**
Chef



**Hugues
Boutin**
Chef



**Robin
Villarreal**
Chef



**Georgi
Angelov**
Chef



**Vasil
Zlatarev**
Chef



**Juri
Velev**
Chef



**Vanja
Pushkar**
Chef



**Kaloyan
Kolev**
Chef



**Jan Kristoff
Duke**
Chef



**Anton Vasev
& Martin
Nikolov**
Chefs



**Jun
Yoshida**
Chef



**Plamen
Evropeiski**
Chef



**Petra
Dimitrova**
Chef



GASTRONOMIX STARS 2024



Arpad Szucs

Chef



Walter Antunes De Campos Neto

Chef



Veselin Doykov

Chef



Luka Esposito Domenico Desiante

Chefs



Milen Panev

Chef



**Ivan Ilchev
Ivalina Ilcheva**

Casa Kakao



Quique Dacosta
chef
restaurant
Quique Dacosta
3* Michelin



Yuri Velez

Chef



Iva Kaloyanova

Pastry Chef



Milen Zlatev

Chef



Laurent Moreno

Pastry Chef



Angel Tumbev

Barman



Viliana Stefanova

Pastry Chef



Ivaylo Buchinski

Pastry Chef



Michaël Pankar

sushi chef



Boryana Kostadinova

Pastry Chef



Georgi Varbanov

Sommelier



Kaloyan Kolev

Chef



Natalie Vasileva

Pastry Chef



Petko Kostadinov

Pastry Chef



Tihomira Koleva

Pastry Chef



Lyuben Koychev

Chef





GASTRONOMIX STARS

2025



EXECUTIVE CHEF
STILIANOS DINGAS



MEAT ILLUSION CHEF
GEORGE LORENZOS



EXECUTIVE CHEF
AMEUR ELTAEF



EXECUTIVE CHEF
ALEXANDROS PERDIKOMATIS



EXECUTIVE CHEF
ÖNER ÇULFAZ



EXECUTIVE CHEF
ZEYNEP CEREN AKKÖK



CHEF
DAVID VEENSTRA

MEDITERRANEAN a sea of flavors

- Egypt "Aromas and flavours from the Nile"
- "Turkey – crossroads of tastes"
- Veal tenderloin with Bulgarian shopska inspired salad
- Greece "Where history meets taste"
- Tunisia "When the sun touches the sand, exotic Tunisian cuisin is born"
- Morocco/Tunisia Tender veal ribeye with deconstructed tagine
- Middle East/Levantine: Beef tenderloin and sweetbread fattoush and baba ganush
- Greece "With a new look at meat"
- Egypt "The pharaohs' cuisine throughout the centuries"
- "Ternera inspirada paella", Paella-inspired pastry dish
- Tunisia "Rich tastes of the East in the Northeastern Mediterranean"
- Turkey "The sweet taste of the East"
- Recipe FUSION of the Mediterranean
- "Culture and culinary of the Mediterranean"



ENGINEER
SVETLANA GENOVA

and more:

- Pastry Academy presents Open Lesson for Hotels and Restaurants "Nobody Is Bigger Than Bread"

- Presentation of JRE Jeunes Restaurateurs
- Zero waste – Innovations and new technologies in vacuum sealers, Sous Vide and Pacojet
- Sushi show cooking
- Techniques for baking bread and baked goods to perfection
- Presentation of innovative and trendy products
- Preparation of unique sauces and dressings
- Presentation of the restaurant "Fake French"



CHEF
HRISTO FILYOV



CHEF
ILIIYAN ALEXANDROV



MAESTRO
PIZZAIOLO
ANTONIO BUONAUGURIO



CHEF
ZDRAVKO PETROV



CHEF
LOZAN IVANOV



MAESTRO
PIZZAIOLO
GABRIELE MARRUCCI



CHEF
VLADISLAV PENO



CHEF
ALEXANDER TSEKOV



MAESTRO
PIZZAIOLO
ADRIAN PANTELEV



GASTRONOMIX STARS 2026

- A contemporary interpretation of sustainable, modern vegetarian cuisine
- From garden to table - creativity in vegetarian cuisine
- Diverse dishes and techniques with one product – Beetroot. Presentation of five different dishes with Beetroot
- The Fundaziun Uccelin Foundation is a charitable initiative created by the world-famous chef Andreas Caminada and his wife Sara with the aim of supporting and developing young talents in the field of gastronomy and service.
- Eat Global, Cook Seasonal Jardin



degustation menu

- First professional meeting between technologists and chefs – “Dry” vs. “tender” meat
- The New Bulgarian Taste: Between Tradition and the World

- School round of Sofia Vocational High School in Tourism from the National Vocational Competition Category: Best Young Baker-Confectioner
- Intelligent Dosing Systems: A Revolution in Hygiene Cost Management in HoReCa.
- How automation turns reservations into a



growth tool?

- Is it time for B2B digitalization in 2026?
- EAT GLOBAL, STAY LOCAL
- Bulgarian Association of Professional Chefs-Retrospection

- Annual Meeting of the Bulgarian Association of Professional Chefs
- Smart Cooking for the Modern Kitchen: When the Ready-Made Solution is Truly Delicious
- Preparing restaurants in Bulgaria for inclusion in international culinary guides. Michelin debate.
- Kitchen Knives: the debate – handmade versus factory production
- The reliable partner behind successful HoReCa menus
- The two most important trends in the confectionery in 2020.

- Can artificial intelligence become the hotel employee of the month?
- More guests. More reservations. More turnover.



- Intelligent Communication – a practical look at the role of communication solutions as an engine of hotel sales;



- Sofia Banitsa - one brand, three directions of growth: franchise, corporate service and a new sub-brand;
- What do you need to know about music in your retail outlet?



16-19 FEBRUARY 2027

SIHRE

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BUSINESS PLATFORM WHERE INDUSTRY PROFESSIONALS HAVE THE OPPORTUNITY TO:

- learn about the latest trends and innovations
- take advantage of business opportunities and expand their contact network
- benefit from best practices and discover personalized solutions
- develop strategic partnerships with leading companies in the sector



FOR A PERIOD OF FOUR DAYS

owners of hotels, restaurants, catering companies, cafes, clubs, and hypermarket managers will find everything they need for their facilities, from equipment for HORECA and retail sectors, furnishings for restaurants, hotels, bars, and catering equipment to equipment for SPA centers and swimming pools, park furniture, technological solutions for the retail sector, etc.

16-19 FEBRUARY 2027



SIHRE

For the first time, **SIHRE, RETAIL, WSS** and the **Gastronomix Culinary Forum** will join **HOLIDAY & SPA EXPO** under one roof.

Hospitality. Tourism. Gastronomy. Retail.

#RETAIL
SHOW

One destination. Endless business opportunities.
More professionals. More brands. More connections. More business.

Be part of the first edition of this unique industry gathering in 2027!

**HOLIDAY &
SPA EXPO**

OVER
22 000
visitors

WINE
&
SPIRITS
SHOW

special edition

GASTRONOMIX
Professional culinary forum

6
HALLS



16-19 FEBRUARY 2027

A photograph of the Inter Expo Center building, a modern multi-story structure with a curved facade and large glass windows. The building is set against a clear sky. The text "WE LOOK TO" is overlaid in white.

**WE LOOK
TO**

A photograph of a chef in a white uniform holding a white plate with a salad and a piece of salmon. The text "FORWARD MEETING YOU!" is overlaid in dark blue.

**FORWARD
MEETING YOU!**