



Press release

SALON DU CHOCOLAT 2017 **23rd edition**

28 October - 1st November 2017, VIPARIS Porte de Versailles, Hall 5

Man has sought over the centuries to get the very best out of cocoa so that today's consumers can rediscover chocolate in a wide range of forms and flavours. The great chocolate adventure still has many ways of making our mouths water.

Are the chocolatiers and patissiers the New Adventurers?

That's the unusual theme of the 23rd Salon du Chocolat, which is set to open in Paris, Porte de Versailles, from 28 October to 1st November 2017, for 5 days of discovery, passion and adventures for the taste buds and the senses.

France's favourite food event will be offering visitors the broadest range of chocolates from the 5 continents that you'll find nowhere else.

With over 500 participants, including **over 200 renowned international chefs and pastry chefs**, 20,000 sqm of exhibition and show space, 50 countries represented, an original programme for the public and professionals, gastronomic, cultural and festive experiences, and non-stop activities for children and adults, this 2017 show is going to take you on a journey!

In the footsteps of the great cocoa explorers...

In 2017, this precious food is attracting interest across the planet: producer countries, consumer countries and new countries opening up to chocolate consumption.

One of cocoa's great adventures lies in the many different lands that it has conquered. Chocolate is an unending journey through Africa, the Indian Ocean, Asia and the Amazonian countries.

In the last few years we have seen a definite return towards “cocoas of origin” as a result of the “Bean to Bar” trend and the efforts of many artisans, the new “cocoa adventurers” to source new supplies and work with the beans in a more authentic way.

This year, the Salon du Chocolat will be focusing on the “Lands of Cocoa”: this will include hosting the 2017 International Cocoa Awards, which reward excellence in the production regions and the work of the planters. The Salon du Chocolat will be welcoming the biggest-ever representation of cocoa planters and producers from all over the world to Paris for the occasion.

... Take part in a great journey for all ages at Porte de Versailles!

✓ **Level 2: here, members of the general public** will find the major players in the chocolate industry and the leading French and foreign artisans, who'll be sharing their passion and revealing their manufacturing secrets, their new products and the very latest trends in the chocolate and patisserie world.

The talented members of the **New Patisserie Scene** will also be there, offering visitors a choice of desserts.

The Japanese area is to be enlarged and will be offering an unusual **Japanese Experience** involving the “crème de la crème” of Japanese patisserie trends.

✓ **Level 1: parents and children can enjoy a magical journey through the heart of the Junior Salon du Chocolat...**

An entertaining and educational area in which the chocolate experience begins from the age of 3! Taste awareness workshops for children and young teenagers, fun “cocoa classes” run by great chefs and experts, video games for budding chocophiles, gourmet competitions, a “Le Grand Goûter Bio c’Bon” and “Choco-Tours” in the Show. A great area for everyone...with lots of cocoa and gifts!

✓ **... and discover the Lands of Cocoa!**

Because cocoa is the future of the chocolate professions, the 2017 Salon du Chocolat will be focusing on the new challenges facing the commodity, with a dedicated area offering a broad presentation of the **main cocoa-producing countries** (Africa, South America, Indonesia) and **Bean to Bar specialists** will be inviting visitors to explore their very special world in which they work closely with the countries that grow the fruit of the cocoa tree.

✓ **From 30 October to 1st November, this floor will also be accommodating the Show’s BtoB area in a new format more focused on Networking.**

Here, professionals in the sector will find a **selection of suppliers and manufacturers of equipment used by chocolatiers and patissiers**: ingredients, decorations, kitchen equipment, and small items of equipment, packaging, shop layout and equipment and trade press.

R&D and key innovations in the sector will also be presented throughout the event.

- **New for 2017: a “Networking” area:** The Show will be offering professionals attending the show a working and Networking area set aside for meetings. The Salon du Chocolat will also provide them with high-quality digital tools to enable them to fill out their address book and get the best out of discussions during network appointments.

- **Workshops:** working sessions on themes and future prospects of interest to professionals, run by international specialists and offering a cocoa and chocolate experience.

✓ **The inaugural adventure for the public: Save the date, 27 October 2017!**

Since last year, the Show's famous inaugural evening has been open to the public! 3000 places, available from FNAC at a higher price than for the public days, will be sold in favour of the "Association Mécénat Chirurgie Cardiaque" (*Heart Surgery Sponsorship Association*). Contributors will therefore enjoy a very special evening on 27 October...and help towards a good cause! The money made from ticket sales should be enough to pay for a new heart for several sick children!

✓ **The XXL artistic adventure**

When artists get involved, chocolate simply gets bigger! This year, Richard Orlinski, one of the best-known contemporary artists, will be working with patissier Yann Couvreur on a new, monumental chocolate surprise; the world of Astérix will also be in the spotlight in giant size through the talent of Jean-Luc Decludzeau for Leonidas...

✓ **And the Show still has its timeless favourites:**

Visitors can still enjoy open access to the Salon du Chocolat's annual tastings and flaship activities:

- ✓ The daily **Chocolate Fashion Show** on the theme of "the Great Chocolate Adventure", **attended every day by some particularly chocolatey celebrities...**
- ✓ The **Pastry Show**: when the world's top chefs reveal their recipes and patisserie secrets...
- ✓ The Chocosphere and its public **lectures** on a wide range of topics
- ✓ The gourmet **workshops** open to all
- ✓ The **permanent entertainment** in the Cocoa Show area
- ✓ The **author signings** at the "Librairie Gourmande"

See the detailed programme for the Salon du Chocolat from September on:

www.salon-du-chocolat.com

And follow us on:

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Visuals, accreditations, complete topics and interviews on request

Le Mondial du Chocolat et du Cacao

Since its creation in 1995 ...



210 SHOWS



26,000 PARTICIPANTS



16 COUNTRIES



9.5 MILLION VISITORS



4 CONTINENTS



32 INTERNATIONAL CITIES

Each year ...

20 SHOWS

1 MILLION VISITORS

€ 25 MILLIONS

OF MEDIA COVERAGE

(SPACE PURCHASE EQUIVALENT)

+2.5 MILLION UNIQUE VISITORS

ON THE WEBSITES

The Salon du Chocolat is currently **the world's biggest chocolate and cocoa event**. It has been ranked by World Guide as one of the world's best gourmet events and by The Culture Trip as one of the top 10 culinary events in Paris.

Hailed by all chocolate-lovers and experts in the market, **the Worldwide Chocolate and Cocoa Show is a national and international label**.

Fix a date for your gourmet weekends!

EUROPE

FRANCE
PARIS
CREATED IN 1995
UPCOMING DATES:
28 OCT. - 1 NOV. 2017
REGISTRATION OPEN

LYON
CREATED IN 2011
UPCOMING DATES:
10 - 12 NOVEMBER 2017
REGISTRATION OPEN

MARSEILLE
CREATED IN 2010
UPCOMING DATES:
FEBRUARY 2018

UNITED KINGDOM
LONDON
CREATED IN 2013
UPCOMING DATES:
13 - 15 OCTOBER 2017
REGISTRATION OPEN

BELGIUM
BRUSSELS
CREATED IN 2014
UPCOMING DATES:
MARCH 2018

ITALY
MILAN
CREATED IN 2016
UPCOMING DATES:
FEBRUARY 2018

RUSSIA
MOSCOW
CREATED IN 2006
UPCOMING DATES:
17 - 19 NOVEMBER 2017
REGISTRATION OPEN

ASIA

JAPAN
TOKYO, SENDAI,
SAPPORO, KYOTO,
FUKUOKA, NAGOYA,
OSAKA
CREATED IN 2003
UPCOMING DATES:
JANUARY/FEBRUARY 2018

SOUTH KOREA
SEOUL
CREATED IN 2013
UPCOMING DATES:
JANUARY 2018

MIDDLE EAST

LEBANON
BEIRUT
CREATED IN 2014
UPCOMING DATES:
16-18 NOVEMBER 2017

UAE
DUBAI - BOUTIQUE
LE CHOCOLAT
(PERMANENT SITE)
CREATED IN 2016

... AND MORE TO COME SOON

19

Find the dates of all the Salon du Chocolat events on:
www.salon-du-chocolat.com