



ET DE LA PÂTISSERIE



TAKE PART IN THE  
BIGGEST EVENT  
IN THE WORLD  
DEDICATED  
TO COCOA,  
CHOCOLATÉ  
& PASTRIES

FROM 28 OCTOBER  
TO 1<sup>ST</sup> NOVEMBER 2026  
PARIS EXPO PORTE DE VERSAILLES - HALL 5

A woman with short brown hair, wearing a tall, textured hat and a sequined, dark-colored dress, is singing into a black microphone. Her eyes are closed, and she appears to be in the middle of a performance. In the background, a hand is reaching out towards her from the right side of the frame. The background is dark, with some blurred lights and shapes visible.

# POSITIONING & AMBITION



## OUR **MISSION**

Celebrate cocoa, chocolate and pastries as universal products of excellence and vectors of gourmet pleasure, driven by a **passionate industry** committed to **quality and sustainability**

MISSION

# OUR *RECIPE?*

## THE *TASTE* •

Showcasing excellence and celebrating taste through surprising sensory experiences



## THE *BEAUTY*

Encouraging creativity and innovation in all its forms



**PLEASURE • PASSION • SHARING**

## THE *GOOD*

Raise awareness of the sector's major economic, social and environmental challenges & adopt a sustainable CSR approach

EVEN

AN  
*EVENT...*

30 years  
For



A HISTORY

The world's biggest event  
dedicated to chocolate,  
cocoa and pastries

AN INTERNATIONAL SHOW

28 countries  
represented



A GATHERING

96 000 people welcomed  
in

5 days



A COMMUNITY

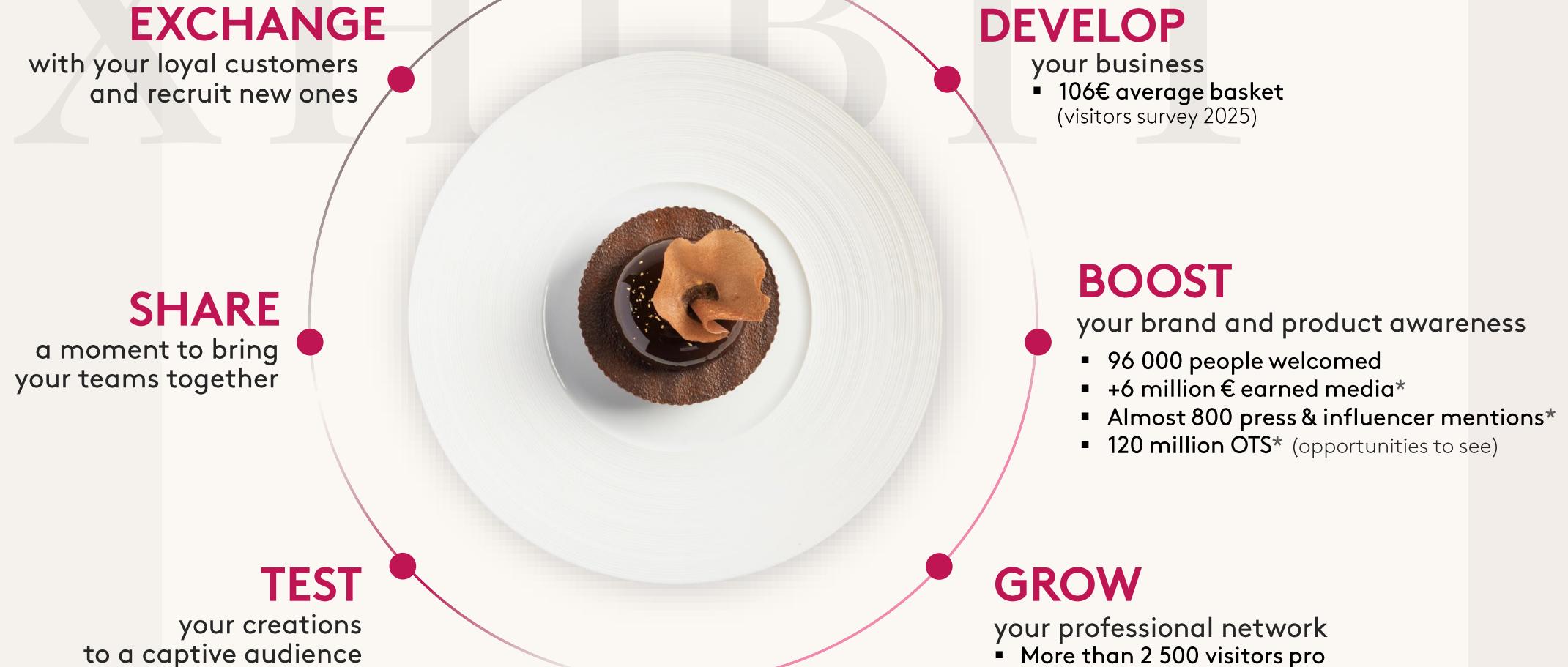
+500  
participants

Chefs, Confederations,  
Craftsmen, Producers, Experts



# WHY EXHIBIT

# WHY EXHIBIT?





# PRESENTATION OF THE SHOW

# EXHIBITORS *PROFILES*

# 240

Exhibitors

CHOCOLATE MAKERS • PASTRY CHEFS •  
CONFECTIONERS • COCOA PRODUCERS •  
PROFESSIONAL BODIES • PROFESSIONAL  
AND CONSUMER EQUIPMENT •  
MANUFACTURERS

# 45%

New  
exhibitors  
in 2025

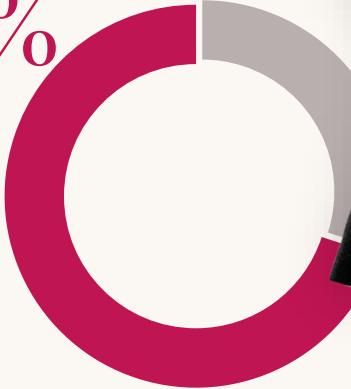
# 79%

Satisfaction rate



# VISITOR PROFILE

75%  
*women*



45%   
visit with their family



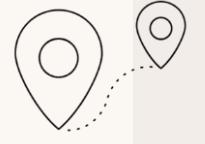
49%  
New visitors

46 YEARS  
Average age  
of visitors

★★★★★  
82%

Satisfied visitors

54%  
ABR

 68%  
From  
Paris region  
 32%  
From Province

106€  
Average basket



9/10  
buy 

## MAIN VISIT DRIVERS:

Taste products

Buy chocolate

Friendly family outing 

# TAKE THE LARGE BITS

4 VISITOR

TARGETS

1

THE EPICUREAN  
FAMILY



2

THE CHOCOLATE-  
LOVING WOMAN



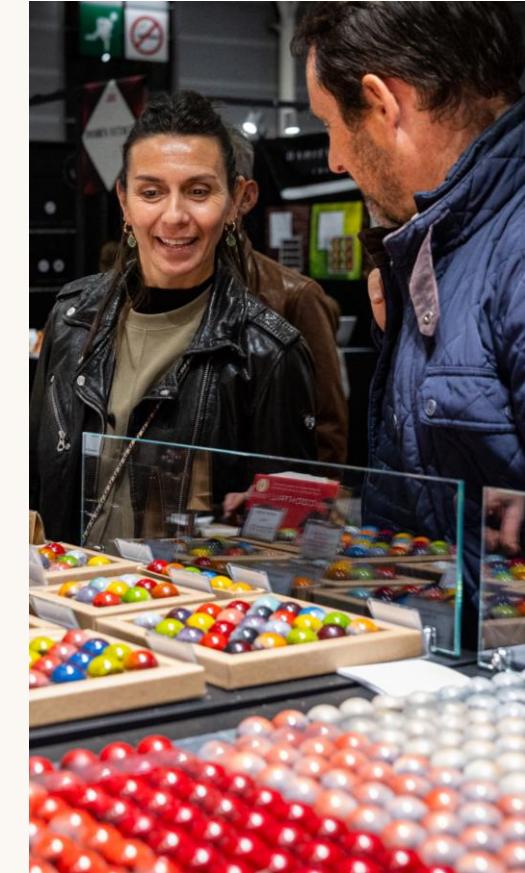
3

THE PASSIONATE WOMAN  
PAstry EXPERT



4

THE CHOCOLATE  
ENTHUSIASTS

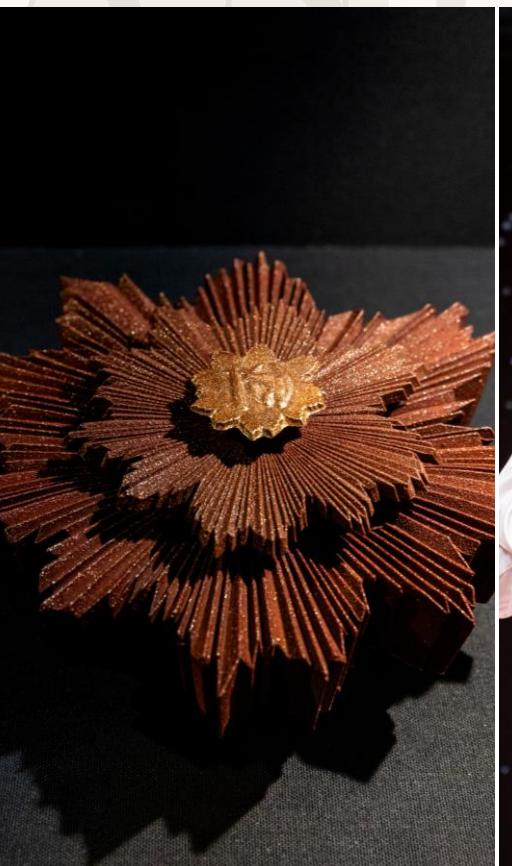




# TASTINGS & DISCOVERIES

# MUST-SEE

## ANIMATIONS



CHEFS  
**Masterclasses**  
AT THE PASTRY SHOW

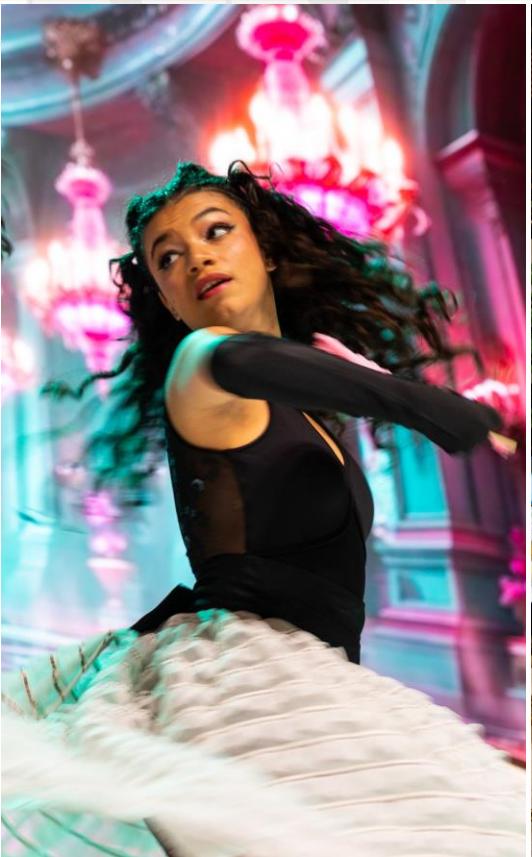
**Yule logs**  
PREVIEW

**Conferences**

MONUMENTAL  
**Artworks**

**Award**  
CEREMONIES

NEW  
*ANIMATIONS*



THE  
Mascot

THE  
Musical show  
AND ITS CHOCOLATE OUTFITS

Santa's  
House

The Inspiration  
Lane  
AND ITS GOURMET CREATIONS

THE GOURMET  
Workshops

## A WIDE RANGE OF *THEMED AREAS*



### THE CAKE TIME

In a gourmet tearoom atmosphere, the Cake Time area showcases a renowned pastry chef and his signature creations day after day.



### EN RÉSIDENCE AREA

A veritable carousel of talent, En Résidence area highlights a different brand every day, offering visitors a unique experience with each discovery.

# Salon du Chocolat



## ELLES AREA

The Elles area celebrates creativity and female entrepreneurship through the careers of passionate chocolatiers and pastry chefs.

NEW  
2025  
Edition



## REMIX AREA

Custom creations, exclusive encounters, an electrifying atmosphere, and a cast of ultra-talented chefs... Remix area immerses you in a unique experience right in the heart of the show!

NEW  
2025  
Edition



## VILLAGE DES CHEFS BY GAULT&MILLAU

The world of savory cuisine makes its debut at the Salon with the Village des Chefs by Gault&Millau, perfectly in keeping with the spirit of haute cuisine already embodied by the event.

**NEW**  
2025  
Edition



## LICENSING PAVILION

A true showcase for the Salon du Chocolat's presence around the world, the licensing pavilion brings together chocolate makers, pastry chefs, confectioners, and producers from around the globe to share their creations and artisanal expertise.



## PRODUCING COUNTRIES VILLAGE

A unique opportunity to meet producers from all over the world and discover the secrets and richness of their cocoa, the Salon du Chocolat is a real invitation to travel.



## BtoB VILLAGE

Dedicated to professionals only, the BtoB village features a selection of manufacturers of equipment for chocolate makers, pastry chefs & chefs, laboratory equipment, ingredients, couverture chocolate, decorations and packaging.

A dark, moody photograph of a video monitor mounted on a tripod, showing two women in a kitchen. A hand is visible in the foreground, holding a camera and filming the monitor. The background is blurred.

# COMMUNICATION & MEDIA COVERAGE

# COMMUNICATION PLAN

## OMNICHANNEL MEDIA PLAN

TV • RADIO • PRESS •  
DIRECT MARKETING



90% REACHED PARIS REGION RESIDENTS  
ALMOST 5000 FACES



## BILLBOARD CAMPAIGN PARIS & PARIS REGION

70 000  
ACTIVE CONTACTS



## DATABASE

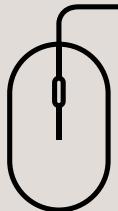
# MEDIA

## COVERAGE



ALMOST  
**122 million**

OTS  
(opportunities to see)



**153 000**

visits to the website in the  
month before the show



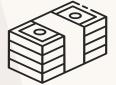
**128K**  
followers



**110K**  
followers

ALMOST  
**500**  
journalists & media  
present

+ **6M€**  
earned media



ALMOST  
**500**  
media coverage  
in France

YOUR COMMITMENT,

## *THE KEY TO SUCCESS*

1. Share your content with our communications team in advance (new ranges, innovations and major events)
2. Optimising the design and aesthetics of your stand
3. Organise events on your stand and product tastings
4. Promoting your participation in the Show through your various communication channels (social networks, website, database, press conferences, events, etc.)

Together, let's make the Salon du Chocolat shine!



## **Albane CHAUVAC LIAO**

Sales and Sponsorship Manager

[albane.chauvac@comexposium.com](mailto:albane.chauvac@comexposium.com)

+33 6 69 54 05 45

## **Aurélie GRIMAUD**

Sales and Sponsorship Manager

[aurelie.grimaud@comexposium.com](mailto:aurelie.grimaud@comexposium.com)

+33 7 61 18 78 16



A SHOW THAT GOES  
**ABROAD**

# THE SALON DU CHOCOLAT *IN THE WORLD*

SAUDI ARABIA – Riyadh | DEC 15 > 17 2025

Riyadh Front

INDIA – Mumbai | JAN 16 > 17 2026

JioWorld Convention Center



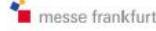
JAPON | JAN / FEB, 2026

Isetan Mitsukoshi Department Stores  
Sapporo, Sendai, Kyoto, Hiroshima, Fukuoka, Tokyo



USA – New York City | MARCH 7 > 8 2026

Center 415



CANADA – Montréal | MARCH 19 > 22 2026

Windsor Station



TURKEY – Istanbul | APRIL 10 > 11 2026

Istanbul Congress Center





MALAYSIA – Kuala Lumpur | JULY 2026

Malaysia International Trade & Exhibition  
Centre (MITEC)



PERU – Lima | JULY 2026

Centro de Convenciones de Lima



UAE – Dubaï | SEPT 22 > 24 2026



FRANCE – Paris | OCT > NOV 2026

Paris Expo Porte de Versailles

CANADA – Toronto | NOV 19 > 22 2026

Toronto Congress Centre

CANADA – Montréal | NOV 2026

Windsor station

CHINA – Shanghai | NOV 2026

New International Exposition Center

SAUDI ARABIA – Riyadh | DEC 7 > 9 2026

Riyadh Front

CREATE NEW OPPORTUNITIES AND A RELEVANT NETWORK  
BY EXHIBITING AT SALONS DU CHOCOLAT ABROAD

CONTACT:

Audrey QUENTIN, International Development Manager

[audrey.quentin@comexposium.com](mailto:audrey.quentin@comexposium.com)

+33 7 77 68 12 41