



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

**FROM 28 OCTOBER
TO 1ST NOVEMBER 2026**
PARIS EXPO PORTE DE VERSAILLES - HALL 5



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 *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

THE *TASTE*

Showcasing excellence
and celebrating taste
through surprising
sensory experiences





AN INTERNATIONAL SHOW

28 countries
represented



A GATHERING

96 000 people welcomed

in
5 days

AN
EVENT...

A HISTORY

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

For
30 years



A COMMUNITY

+ 500
participants

Chefs, Confederations,
Craftsmen, Producers, Experts

EVENT



MON
CHOCO

ARTISAN CHOCOLATIER
CÔTE D'IVOIRE

CHOCOLATE
EXCELLENCE

WINING
CUP

WHY

EXHIBIT

WHY *EXHIBIT?*

EXCHANGE
with your loyal customers
and recruit new ones

SHARE
a moment to bring
your teams together

TEST
your creations
to a captive audience



DEVELOP
your business
▪ 106€ average basket
(visitors survey 2025)

BOOST
your brand and product awareness
▪ 96 000 people welcomed
▪ +6 million € earned media*
▪ Almost 800 press & influencer mentions*
▪ 120 million OTS* (opportunities to see)

GROW
your professional network
▪ More than 2 500 visitors pro



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

VISITOR

PROFILE

75%
women

45%
visit with their family



49%
New
visitors

46 YEARS
Average age
of visitors

54%
ABR

★★★★★
82%

Satisfied visitors

68%
From
Paris region

32%
From Province

106€
Average basket



9/10

buy

MAIN VISIT DRIVERS:

Taste products

Buy chocolate

Friendly family outing

4 VISITOR

TARGET'S

1

THE EPICUREAN
FAMILY



2

**THE CHOCOLATE-
LOVING** WOMAN



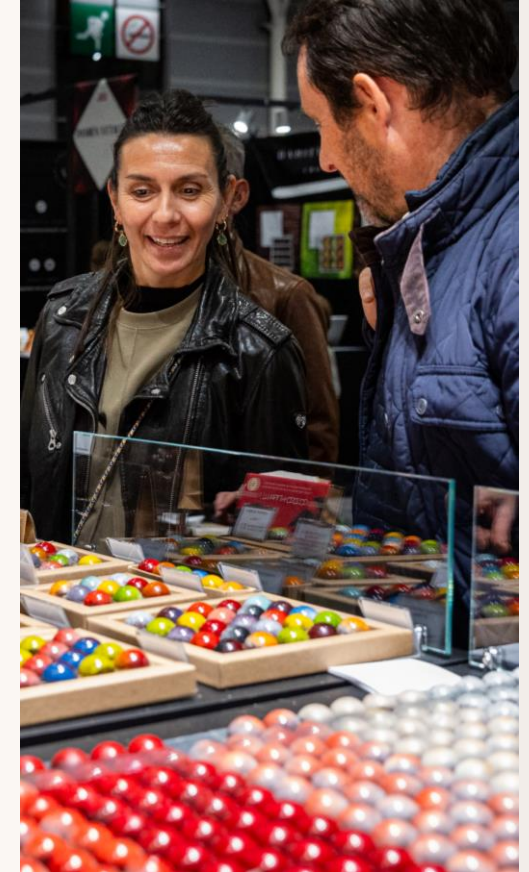
3

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*



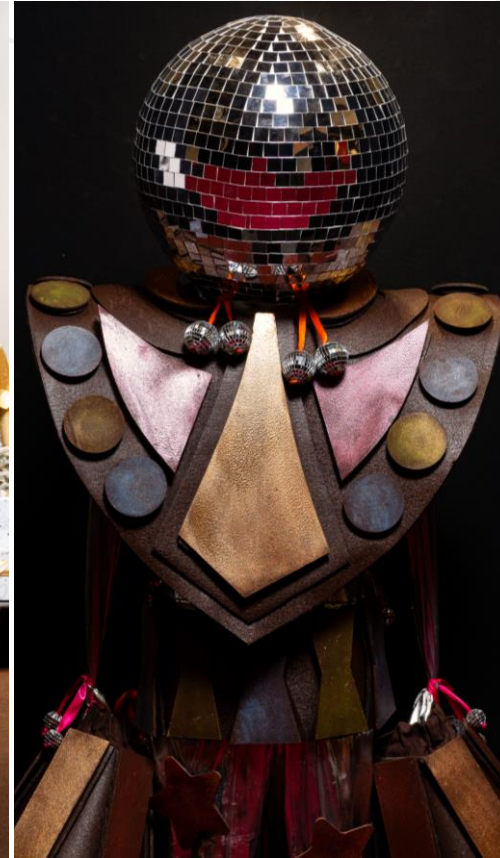
THE
Mascot



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.



AREAS



ELLES AREA

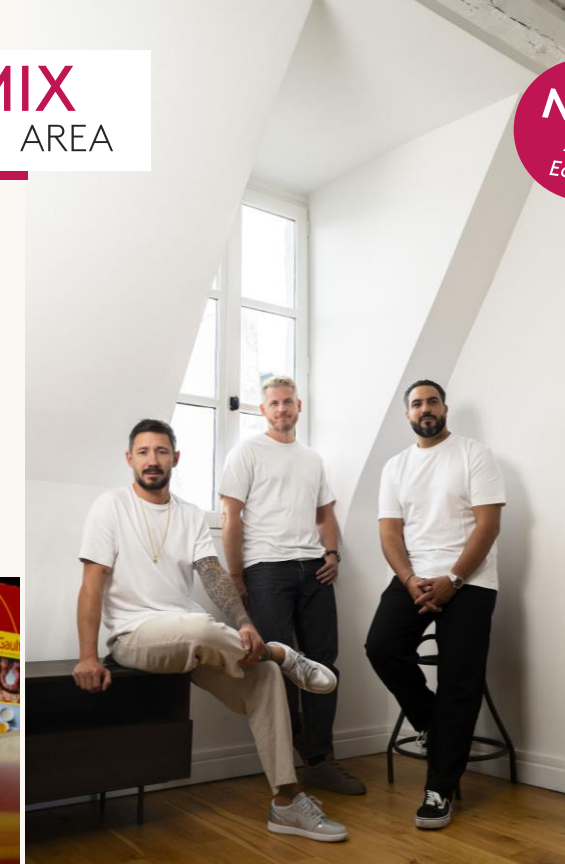
The Elles area celebrates creativity and female entrepreneurship through the careers of passionate chocolatiers and pastry chefs.

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.

AREAS



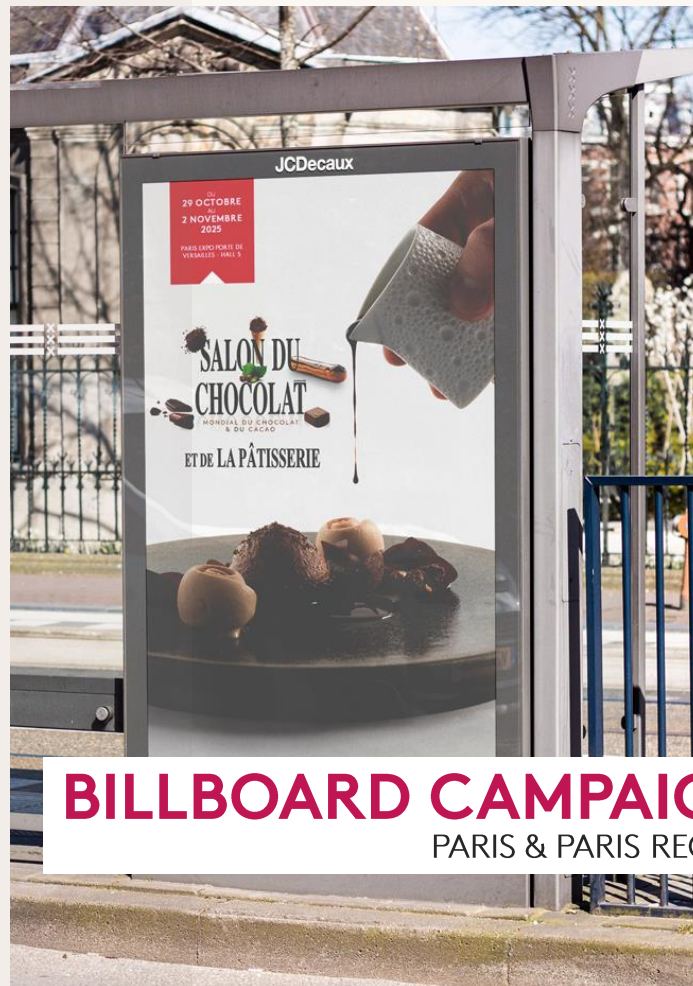
COMMUNICATION & MEDIA COVERAGE



OMNICHANNEL MEDIA PLAN

TV • RADIO • PRESS •
DIRECT MARKETING

COMMUNICATION PLAN



BILLBOARD CAMPAIGN PARIS & PARIS REGION

90% REACHED PARIS REGION RESIDENTS
ALMOST 5000 FACES

240 000 SESSIONS
WEBSITE



DATABASE

70 000
ACTIVE CONTACTS



ALMOST

122 million

OTS

(opportunities to see)



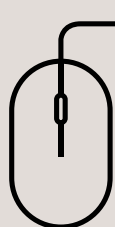
ALMOST

500

journalists & media
present

+ 6M€

earned media



153 000

visits to the website in the
month before the show

MEDIA

COVERAGE



128K

followers



110K

followers



ALMOST

500

media coverage
in France

*DATAS UNTIL 10/12/2025

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!



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A SHOW THAT GOES

ABROAD

THE SALON DU CHOCOLAT *IN THE WORLD*



SAUDI ARABIA – Riyadh | DEC 15 > 17 2025
Riyadh Front
Hospitality SERVICES SEMAR

INDIA – Mumbai | JAN 16 > 17 2026
JioWorld Convention Center
Hospitality SERVICES

JAPON | JAN / FEB, 2026
Isetan Mitsukoshi Department Stores
Sapporo, Sendai, Kyoto, Hiroshima, Fukuoka, Tokyo
ISETAN MITSUKOSHI LTD.
MITSUKOSHI ISETAN

USA – New York City | MARCH 7 > 8 2026
Center 415
messe frankfurt

CANADA – Montréal | MARCH 19 > 22 2026
Windsor Station
SOZEN

TURKEY – Istanbul | APRIL 10 > 11 2026
Istanbul Congress Center
SOZEN

MALAYSIA – Kuala Lumpur | JULY 2026
Malaysia International Trade & Exhibition
Centre (MITEC)
COMEXPOSIUM

PERU – Lima | JULY 2026
Centro de Convenciones de Lima
APRILIA DEVIDA

UAE – Dubaï | SEPT 22 > 24 2026
Hospitality SERVICES

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
sinexpo informafair FHC CHINA

SAUDI ARABIA – Riyadh | DEC 7 > 9 2026
Riyadh Front
Hospitality SERVICES SEMAR

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

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