

**30<sup>th</sup>**  
ANNIVERSARY  
PARIS EDITION



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



**FROM 29 OCTOBER  
TO 2 NOVEMBER 2025**  
PARIS EXPO PORTE DE VERSAILLES - HALL 5



POSITIONING &

AMBITION



## OUR *MISSION* ?

**Celebrate** 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

## THE *TASTE*

Showcasing excellence and celebrating taste through surprising sensory experiences

PLEASURE ▪ PASSION ▪ SHARING

## THE *GOOD*

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





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

30 For  
years



A COMMUNITY

+ 500  
participants

Chefs, Confederations, Craftsmen,  
Producers, Experts

EVENT



# 30 years

Image produced with AI



# 2025

LE SALON DU CHOCOLAT  
IS CELEBRATING ITS 30<sup>TH</sup>!

## AN EXCEPTIONAL *BIRTHDAY EDITION*

TO HELP GROW **YOUR BUSINESS**

Unique collaborations, gourmet scenography, monumental sculptures, retrospective exhibitions, revisited events...

Between **the retrospective** and **the future**,  
take part in an immersive experience full of  
**glamour!**

A photograph of a busy food market stall. In the foreground, a woman with dark hair tied back is seen from the side, looking towards a stall. Behind the counter, a woman with short blonde hair is gesturing with her hand while talking to the customer. The stall has a glass display case containing various food items. In the background, other people are visible, and a sign on the wall reads "NEO GOURMETS". The overall scene is lively and suggests a food festival or market.

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  
▪ 102€ average basket  
(visitors survey 2024)

**BOOST**  
your brand and product awareness  
▪ 96 000 people welcomed  
▪ +7 millions € earned media\*  
▪ Almost 500 media coverage\*  
▪ 1,2 billions OTS\* (opportunities to see)

**GROW**  
your professional network





PRESENTATION OF THE

# SHOW

## EXHIBITORS *PROFILES*

# 230

EXHIBITORS

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

# 33%

NEW EXHIBITORS

# 79%

Satisfaction rate



## THEY TELL US



PIERRE LERICHE

**ALEP FRANCE - YOUNG TALENTS AREA EXHIBITOR**



The Salon du Chocolat de Paris was a week-long logistical challenge for us. The organisation's warm and professional welcome greatly enriched our experience, fostering customer loyalty and creating new opportunities. The experience gave us the opportunity to talk to future customers, share professional moments and strengthen links within our company.

HASNAÂ & VINCENT FERREIRA  
**HASNAÂ CHOCOLATS GRANDS CRUS**

The Salon du Chocolat [...] gives us a chance to reach out to visitors from all over France, and to introduce our products to new customers. Fashion shows, demonstrations and conferences are all opportunities for us to demonstrate our expertise.



HUGUES POUGET  
**HUGO & VICTOR**



The Salon is a meeting place for chocolate lovers, where we share our passion, our expertise and our products with gourmets young and old, amateurs and professionals alike. Our mission: to distribute happiness! Chocolate, of course!

# VISITOR

## PROFILE

77%

women

47%



visit with their family



52%

New visitors

44,4 YEARS

Average age  
of visitors

38%  
ABR



★★★★★  
85%

Satisfied visitors

67%

From  
Paris region



29%

From Province

102€

Average basket



9/10



buy



MAIN VISIT DRIVERS:

Taste products

Buy chocolate

Friendly family outing





# MUST-SEE

## ENTERTAINMENTS



THE  
CHOCOLATE DRESSES  
**Fashion show**



**Conferences**



CHEFS  
**Masterclasses**  
AT THE PASTRY SHOW



GOURMET & CREATIVES  
**Expositions**



**Contests**



## A WIDE RANGE OF *THEMED AREAS*



### THE CAKE TIME

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



### EN RÉSIDENCE

AREA

A veritable carousel of talent, the En Résidence area highlights a different 'young brand' every day, supported by renowned chefs.



## « ELLES » AREA

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



## JUNIOR AREA

The Junior area takes families on an adventure into the magical world of chocolate, with tasty, fun and educational experiences.



## YOUNG TALENTS AREA

The Young Talents area showcases the most promising chocolate and pastry makers in our regions.





## JAPAN AREA

The Japan area offers a total immersion in the world of Japanese gastronomy, with a focus on the emblematic products of Japanese cuisine and its surprising combinations with chocolate.

## PRODUCINGS COUNTRIES AREA

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.

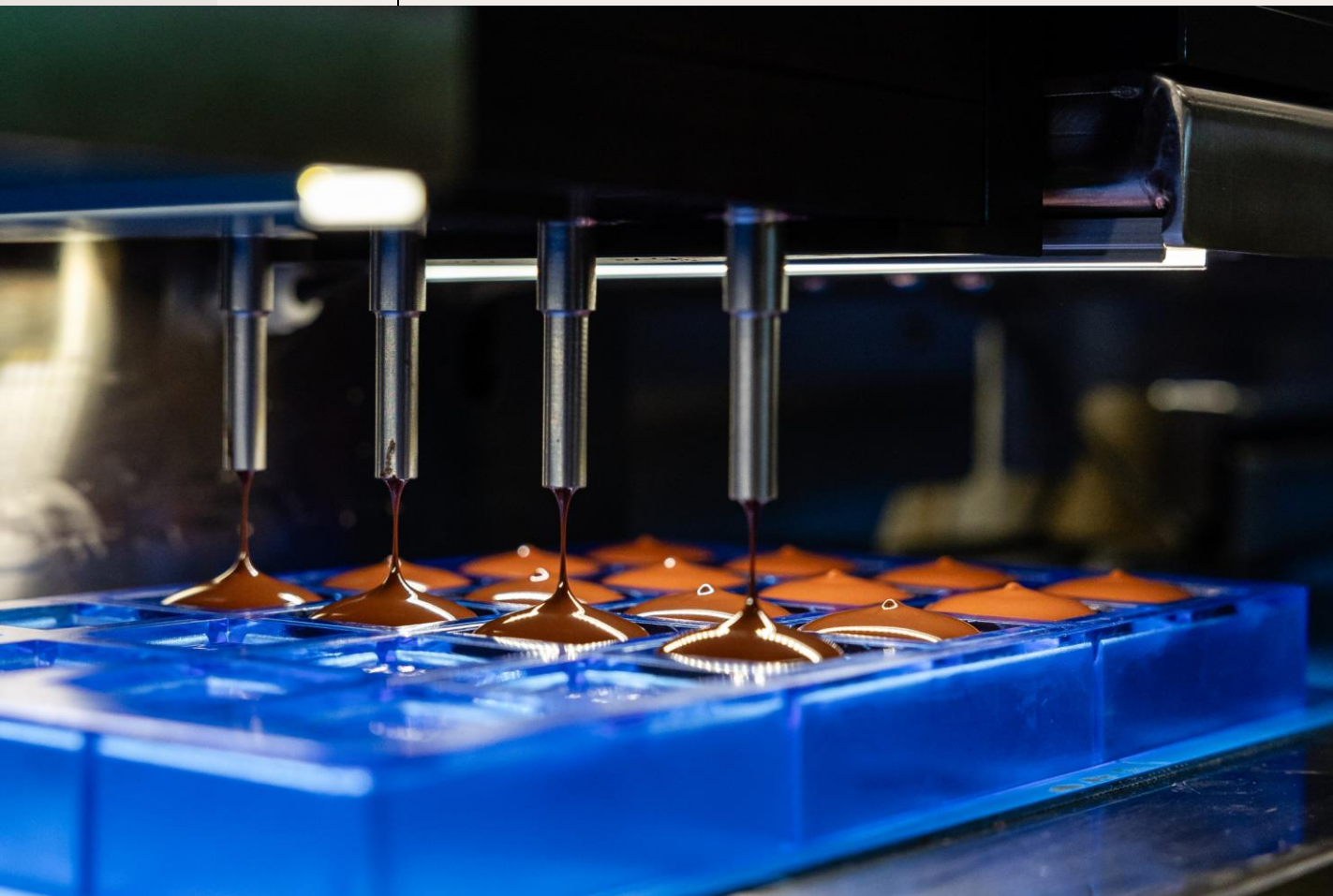


## BTOB VILLAGE

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

AREAS

FOR PROFESSIONALS ONLY



27

BtoB exhibitors

5000

professional visitors

5

days

during the main show

## FOCUS ON THE *BTOB VILLAGE*

MANUFACTURERS OF EQUIPMENT FOR CHOCOLATE  
MAKERS AND PASTRY CHEFS • LABORATORY EQUIPMENT •  
INGREDIENTS • COUVERTURE CHOCOLATE • DECORS • PACKAGING

### 3 reasons to exhibit

**BOOST**  
YOUR BUSINESS WITH CAPTIVE VISITORS

**TALK TO INDUSTRY PROFESSIONALS**  
(DEDICATED LOUNGE & NETWORKING BREAKFASTS)

**DEVELOP LEADS**  
WITH QUALIFIED PROSPECTS

A video camera monitor is the central focus, displaying a live feed of two women in a kitchen. One woman is wearing a white chef's hat and a blue apron over a white shirt, while the other is in a white shirt. They are both smiling. The monitor has 'SMOOTH HD' written on its bottom bezel. The background is a blurred kitchen scene with other people in white uniforms. The entire image has a dark, semi-transparent overlay.

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

**865 000** SESSIONS

## WEBSITE



## DATABASE

**70 000**

ACTIVE CONTACTS



ALMOST

1,2 Billions

OTS  
(opportunities to see)



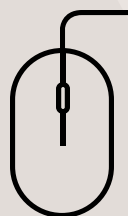
ALMOST

900

journalists & media  
present

+ 7M€

earned media



260 000

visits to the website in the month  
before the show

MEDIA

COVERAGE



126K  
followers



100K  
followers



35% Commitment  
rate



ALMOST

500

media coverage

\*DATAS UNTIL 10/12/2024

A close-up photograph of a hand holding a piping bag, applying a dark chocolate filling to a chocolate sandwich cookie. The cookie has a distinct ridged pattern on its surface. The background is blurred, showing more cookies and a white surface. The entire image is overlaid with a dark, semi-transparent filter.

A SHOW THAT GOES

ABROAD



# THE SALON DU CHOCOLAT *IN THE WORLD*


**UNITED STATES - New York City** | MAR 21 > 23, 2025

Javits Center

PARTNER  messe frankfurt

**TURKEY - Istanbul** | APR 18 > 19, 2025

Istanbul Congress Center

PARTNER  SOZEN

**MALAYSIA - Kuala Lumpur** | JULY 1 > 3, 2025

Malaysia International Trade & Exhibition Centre (MITEC)

PARTNER  COMEXPOSIUM

**PERU - Lima** | JULY 17 > 20, 2025

Centro de Convenciones de Lima

PARTNERS      

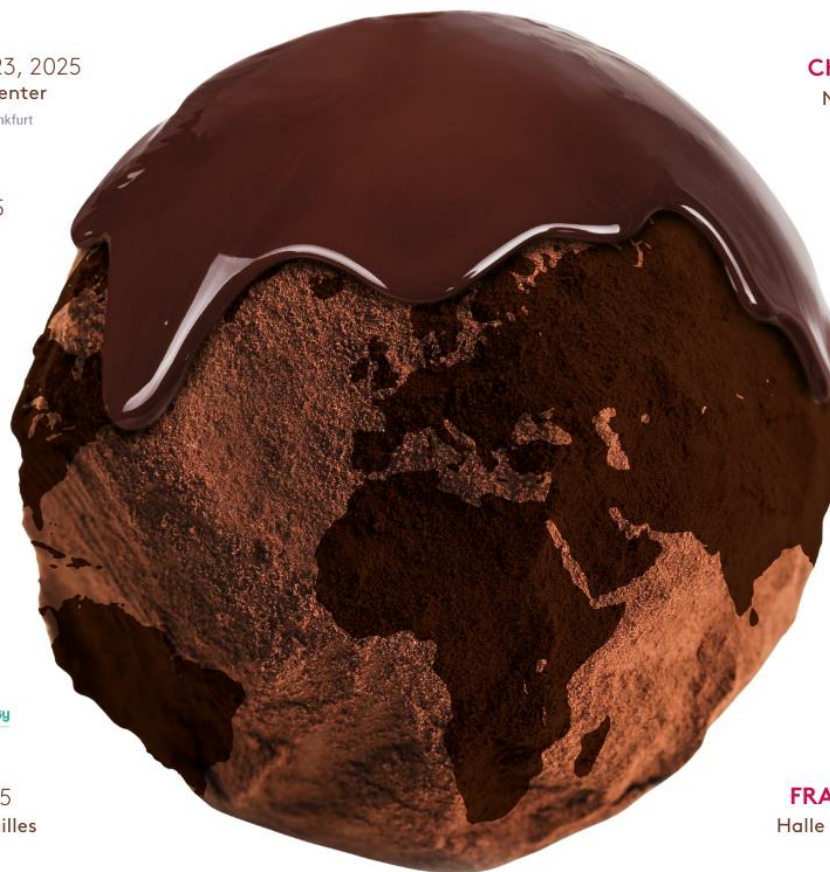
**UNITED ARAB EMIRATES - Dubai** | SEPT 30 > OCT 2, 2025

Madinat Arena - Madinat Jumeirah

PARTNER  Hospitality


**FRANCE - Paris** | OCT 29 > NOV 2, 2025

Parc des Expositions de la Porte de Versailles



**CHINA - Shanghai** | NOV 12 > 14, 2025

New International Exposition Center

PARTNER  sinexpo

**CANADA - Montreal** | NOV 20 > 23, 2025

Windsor Station

PARTNER 

**SAUDI ARABIA - Riyadh** | DEC 15 > 17, 2025

Riyadh Front

PARTNER 

**INDE - Mumbai** | JAN 16 > 17, 2026

JioWorld Convention Center



PARTNER 

**JAPAN** | JAN / FEB, 2026

Isetan Mitsukoshi Department Stores

SAPPORO, SENDAI, KYOTO, HIROSHIMA, FUKUOKA, TOKYO

PARTNER ISETAN MITSUKOSHI LTD.

**FRANCE - Lyon** | MAR 6 > 8, 2026

Halle Tony Garnier

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



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