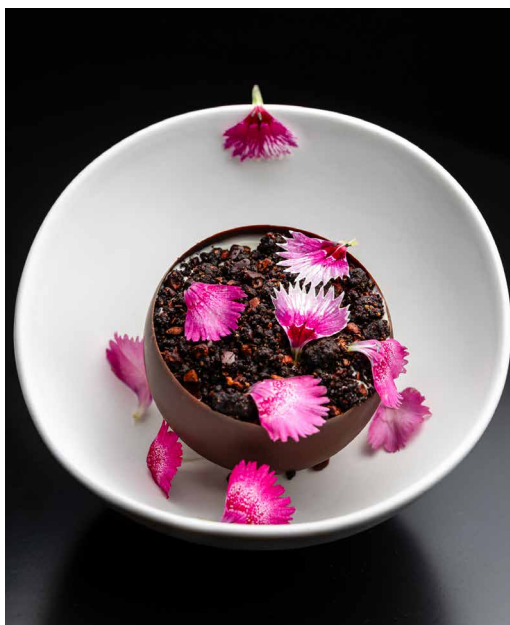




**THE SALON DU CHOCOLAT,  
THE MAJOR EVENT FOR ALL CHOCOLATE  
AND COCOA LOVERS, NOT TO BE MISSED  
UNDER ANY CIRCUMSTANCE !**



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**THIS AUTUMN, THE SALON DU CHOCOLAT MELTS PARIS!**

Epicureans, food lovers or gourmets, young or old, amateurs or professionals, everyone can now save the dates of the next Salon du Chocolat in their calendars.

Celebrating the exquisite art of chocolate-making and sweet gastronomy, the iconic autumn event will be held from **30 October to 03 November 2024**, promising an unforgettable experience.

Over five days, Hall 5 of the Parc des Expositions at Porte de Versailles will be transformed into the **chocolate capital of the world**. Master chocolatiers, pastry chefs, renowned ice-cream makers, young talents and producing countries from around the globe will converge on more than 20,000 m<sup>2</sup>. Spread over two floors, 280 exhibitors will be vying with each other in their creativity to delight both taste buds and eyes.

## CHOCOLATE THROUGH THE AGES

Each cocoa bean undergoes a meticulous process of cultivation and processing to yield the finest cocoa. Each chocolate, each pastry, each confection is the result of creative thought and painstaking work requiring experience and preparation. This year's Salon du Chocolat will be dedicated to the theme of «**time**».

As the event approaches its 30<sup>th</sup> anniversary, this theme is particularly significant, reminding both its exceptional longevity and the unfailing loyalty of chocolatier, pastry chefs, the industry and the public over all these years.

The theme will weave through the event's various animations: from the **chocolate dresses fashion show** where time flies, to **conferences** celebrating training and the transmission, via the **Pastry Show** where precision timing is key, **competitions** where participants race against time, and the special moments of tasting at the exhibitors' stands.

## A LINE-UP SHOWCASING EXPERTISE FROM AROUND THE WORLD

Each year, nearly **40 countries** are represented, half of which are cocoa producers. Indeed, more and more producing countries are striving to highlight the distinctive qualities of their cocoa and are keen to make their own chocolate, to showcase their ancestral know-how.

This year, a new space will celebrate the neighbors' work : **the Grand'Place**, where countries such as Switzerland and Belgium will unite under the common and gourmet banner that inspires them all: chocolate!

Regular visitors will also be able to rediscover the key moments that have made the show such a success over the years. As they wander the aisles, they will meet the crème de la crème of the artisans, pastry chefs and Meilleurs Ouvriers de France. They will appreciate the chefs' mastery and the surprising flavors of their creations on the demonstration stages of the **Pastry Show**, the **Pastry Show Junior** (for young gourmets) and the **Espace Japon**. They can also take a break at **Cake Time** to discover the art of teatime reimaged by prestigious establishments.

Finally, because chocolate is also a feast for the eyes, chocolate lovers will be able to marvel at the famous **chocolate dresses fashion show**, which showcases the most daring creativity inspired by this captivating product year after year.

## THE MEETING PLACE FOR AN ENTIRE INDUSTRY

Thanks to its **Village BtoB**, running from 30 October to 1 November, the Salon du Chocolat aims to foster discussion and reflection on the cocoa sector, which faces major social and environmental challenges as well as innovation in technology and raw materials. This new space reflects the event's commitment to becoming a legitimate meeting place for the entire industry, offering dedicated services and content.

Although the Salon du Chocolat remains a popular event for the general public, it also gathers all industry professionals in a dedicated space that expands each year. Cocoa producers, suppliers, professional bodies, chocolatiers, pastry chefs, ice-cream makers, confectioners, canners, training institutes, equipment manufacturers, packagers and many others will have the opportunity to connect on site.

## UNDOUBTEDLY THE BIGGEST EVENT OF THE YEAR FOR LOVERS OF CHOCOLATE, PASTRIES AND SWEET GASTRONOMY IN GENERAL!

### About Comexposium

The Comexposium Group is a leading events organiser worldwide, creating events that bring communities together to discover and explore businesses, passions and interests. Comexposium organises over 150 professional and general public events, covering more than 10 sectors (including agriculture/food, retail/digital, fashion/accessories and leisure). The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year.

Comexposium creates experiences as well as opportunities for encounters among participants with its events, such as SIAL, Paris Retail Week, Foire de Paris, Rétromobile... and their content, enabling communities to connect throughout the year, through an effective and targeted omnichannel approach.

[www.comexposium.com](http://www.comexposium.com)

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