



An anniversary edition marked by renewal and transmission, bringing together all the players in the industry: chefs, artisans and producers...



The Paris Chocolate and Pastry Show celebrated its 30th anniversary in style this year! From 29 October to 2 November 2025, **the event attracted more than 96,000 participants: professionals, enthusiasts, families and curious visitors who came to celebrate** all forms of **gourmet delights** at the Porte de Versailles. For five intense days, the show pulsated to the rhythm of demonstrations, tastings, award ceremonies, workshops and meetings, offering an immersive and festive experience centred on cocoa, chocolate and pastry.

A fair more vibrant than ever

For this anniversary edition, visitors were swept up in a wave of renewal and conviviality, with each space inviting surprise, encounters and indulgence. The show embodied its founding values: beauty, goodness and well-being, while bringing together the industry and enthusiasts.

Among the highlights were:



- **The new musical show** enchanted the audience. This year, the chocolate dress parade was transformed into a magical musical with a total of 11 performances. Orchestrated by 25 talented student performers, the show was directed by **Johan Nus**, director of the **AICOM** campus. Sparkling chocolate-themed costumes, choreography and catchy melodies had

the audience singing and dancing in an atmosphere charged with emotion. As every year, part of the proceeds from ticket sales for the opening night was donated **to the Mécénat Chirurgie Cardiaque association**, a partnership close to our hearts for over 10 years.

- **The Remix spot** stood out as a showcase of pastry excellence, bringing together three major figures from the world of sweet treats: Yann Couvreur, Jeffrey Cagnes and Cedric Grolet. A veritable gourmet residence, this shared space allowed visitors to enjoy unique moments of exchange with the three chefs, who shared their passion without restraint.



- The festive spirit of the holiday season came to the show with **La Maison du Père Noël (Santa's House)**, designed by **Maisons du Monde**. It was an enchanting space where nearly 1,000 children made their wishes to the most famous bearded man of all. At the heart of the space were two festive symbols: a display of **advent calendars** from the greatest chocolatiers and **an exhibition of 35 spectacular Yule logs** from leading pastry chefs, as well as exclusive Yule logs from **Galleries Lafayette Le Gourmet**.



- **The Allée de l'Inspiration** extended the magic of the Salon du Chocolat. The sumptuous chocolate costumes from the musical were on display, giving the public the opportunity to admire them up close and vote for their favourite. This visual and sensory space, a true ode to creativity, was also

enriched by chocolate sculptures and gourmet art pieces created by leading chocolatiers — a feast for the eyes.

- The first **Les Éclats du Chocolat** competition, organised in partnership with **Galleries Lafayette Le Gourmet**, rewarded five passionate and committed chocolatiers:
 - Best bean-to-bar bar: Ayitika – Kanperen – Contamana Amelonado – 80%
 - Best innovation: Mon Choco – My 70% raw bar
 - Ethical and responsible commitment award: Racine Carrée – Plant-based chocolate – Alto Miro – Peru
 - Favourite: 20° North 20° South – Anamalai – Tamil Nadu – India
 - New award – Best discovery: A-Typica – Caribbean hot chocolate and cocoa liqueur

These winners will be listed in the brand's catalogue in spring 2026.



- The savoury challenge was also successfully met at this 30th edition, thanks to **the new Village des Chefs by Gault & Millau**, which brought together 19 chefs to share their talent and creativity around unexpected combinations.

A moment of joy, passion and sharing

Once again this year, the **Paris Chocolate and Pastry Show** brought together the entire **cocoa-chocolate-pastry industry**, providing it with a platform for expression and visibility that matched its dynamism and diversity. This global showcase also attracted the general public, reaching **peak attendance levels throughout the weekend**.

This increase can be explained in particular by the exceptional programme and the return of iconic chefs such as Jean-Paul Hévin, the guest of honour, and Pierre Hermé, as well as the presence of loyal attendees such as Nina Métayer, Claire Santos Lopes, Eddie Benghanem, Nicolas Guercio and Philippe Conticini. **It's official: the Salon du Chocolat et de la Pâtisserie remains the world's leading event for sweet treats!**

The BtoB Village welcomed more than 3,000 trade visitors. Professionals came to exchange ideas, gather information, discover new products and explore new opportunities. Now located in Hall 5.2, it covered 600 m², brought together more than 30 exhibitors and offered conferences on cutting-edge topics.

Figures that bring a smile to your face

Over five days, more than 300 events and 200 hours of entertainment took place in the various areas of the show:

- 17,000 m² of gourmet delights
- 500 speakers
- 11 chocolate costumes created especially for the occasion by pairs of chocolatiers and stylists
- 250 exhibitors, 45% of whom were new faces
- 30 countries represented
- 43 chefs on the Pastry Show stage who offered nearly 3,000 sweet treats for the general public to sample
- 19 chefs took part in the Village des Chefs by Gault & Millau
- 35 prizes awarded (Club des Croqueurs de Chocolat, MAF Chocolaterie Confiserie Prize, Les Éclats du Chocolat, Master du Pain au Chocolat, Trophée des espoirs de la chocolaterie, Prize for the best pastry book, etc.)
- 3 monumental sculptures
- 1 unifying venue that hosted Marmiton's 25th anniversary
- 240,000 followers on social media

See you in 2026!

Building on the success of this anniversary edition, the Paris Chocolate and Pastry Show is already looking forward to welcoming all food lovers, professionals and enthusiasts of cocoa and pastry. **The 2026 edition will take place from 28 October to 1 November.**

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