

# SALON DU CHOCOLAT

MONDIAL DU CHOCOLAT & DU CACAO

## ET DE LA PÂTISSERIE

ÉDITION **30** ANNIVERSAIRE  
ANS



**29<sup>></sup>02** **oct. nov.**  
PARIS EXPO PORTE DE VERSAILLES

**PRESS KIT**  
**SEPTEMBER 2025**





- EDITO -

## 30 years, the passion still intact



**Marianne Chandernagor**

*Exhibition Director, Salon du Chocolat et de la Pâtisserie*

Ever since its earliest days, the Salon du Chocolat et de la Pâtisserie has never ceased to thrill audiences and honour the entire sweet gastronomy sector – from cocoa producers to pastry chefs, artisan chocolatiers, confectioners, emerging brands and prestigious educational institutions.

For this 30th edition, I wanted to make sure that the anniversary was not just a retrospective, but quite the opposite.

We have designed an edition that looks both to the past and to the future, reaffirming the Exhibition's *raison d'être*: to **provide the entire cocoa-chocolate-pastry sector with a focal point, a platform for expression and visibility that reflects its dynamism and diversity.**

This is precisely what makes this event so unique: a space for representation like no other anywhere in the world, where institutions, artisans, manufacturers, producing countries, experts, flavour partners and young talents come together.

The Exhibition is both a showcase and a springboard: a place for sharing, demonstrations, encounters, emotions and... passion.

We decided to **reinvent the visitor experience**: two out of three features have been revamped,

and around a hundred new exhibitors are joining the adventure this year. The visitor experience has been made even richer, more engaging, more participatory and more immersive.

The highlight of the show will be the first-time staging of **a chocolate-themed musical**, developed in partnership with **AICOM**.

### Our ambition ?

**To put the Salon du Chocolat et de la Pâtisserie back on the map**, assert a discerning and joyful vision of sweet gastronomy, celebrate the excellence of French and international culinary expertise, and above all, **highlight the people behind each creation.**

At a time of rising cocoa prices, it is more important than ever to offer a reminder of **the value of what we call black gold**, and to tell the story of its origins, the skills involved in its production, the professions associated with it and the challenges it faces.

This year, the exhibition is therefore stepping up its **educational dimension**, with workshops and talks on the supply chain, ethics, transmission and creativity. More than ever, the Exhibition wishes to take the time to explain, recount, promote understanding and engage with everyone in their consumption, because **chocolate is not just any product**. It is a daily pleasure, a universal emotion that transcends all social codes and affiliations.

It is also a powerful lever for philanthropy thanks to our long-standing partnership with **Mécénat Chirurgie Cardiaque**; every dress, every technique, every creation becomes a concrete act of solidarity.

We have never had so many young talents on board, or so many reasons to believe in the future.

In a world of turbulence, there still remains this key moment, suspended in time, both unifying and mouthwatering, and I am proud to continue to keep it alive and developing for a long time to come.

**The Salon du Chocolat et de la Pâtisserie is a bubble of joy, passion and sharing.**



# A look back on three chocolate-filled decades

## 30 YEARS OF PASSION IN FIGURES



## FOCUS ON THE 2025 EDITION



# A guest of honour shining a spotlight on excellence

To celebrate its 30th anniversary, the Salon du Chocolat et de la Pâtisserie is honouring an iconic figure from the French chocolate scene: **Jean-Paul Hévin**.

A world-renowned master chocolatier and Meilleur Ouvrier de France in 1986, he has personified **French chocolate excellence** for more than three decades.

This former trainee of Joël Robuchon has developed a unique style that combines technical precision, refined aesthetics and absolute respect for flavour. At the helm of more than 20 outlets in Paris, Japan and Taiwan, he embodies the perfect combination of artisanal expertise and international influence.

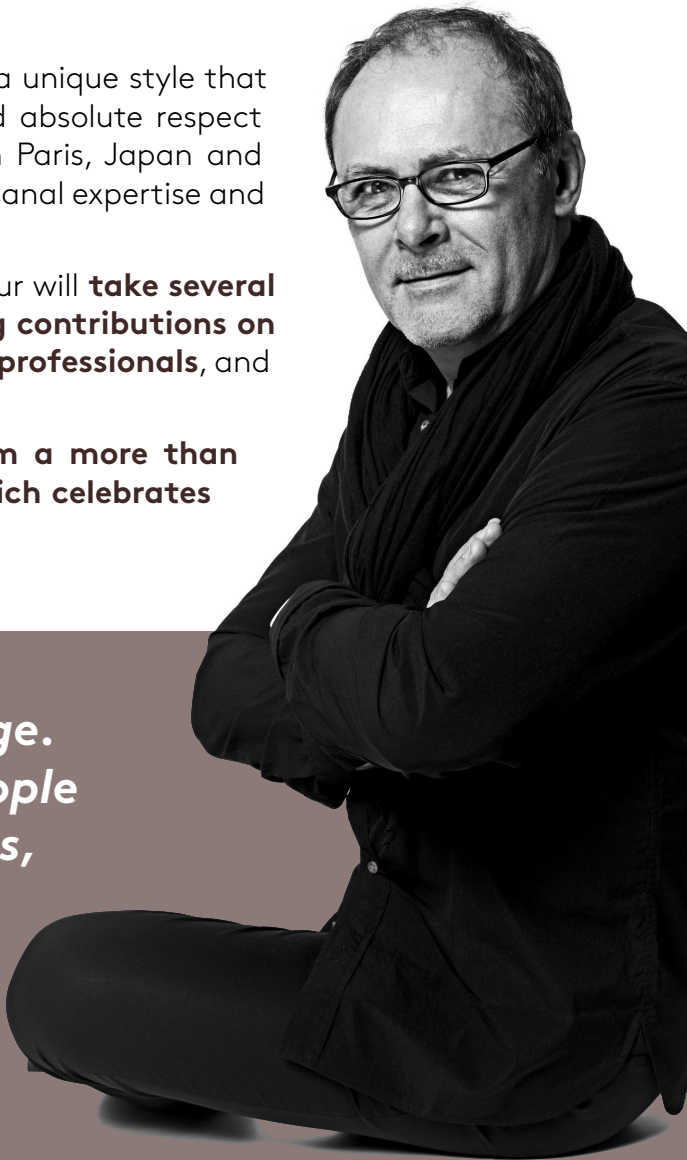
For this anniversary edition, his role as guest of honour will **take several forms: a unique chocolate composition, speaking contributions on socially conscious topics, meetings with industry professionals**, and an **inspiring presence** throughout the exhibition.

His commitment, modesty and vision make him a more than fitting figurehead for this ambitious edition, which celebrates goodness, beauty and decency.

*« Chocolate is a universal language. It has the rare ability to bring people together, tap into their emotions, and take them on a journey.*

*Taking part in the Salon du Chocolat offers a chance to celebrate a living substance, a profession driven by passion, and a craft with a future. »*

— JEAN-PAUL HÉVIN



@ Stéphane de Bourgies



# It's Showtime : the chocolate musical show

To celebrate its 30th anniversary, the Salon du Chocolat et de la Pâtisserie is reinventing its iconic fashion show. In its place is a spectacular new format: a truly gourmet show combining fashion and musical theatre.

## AN UNPRECEDENTED PRODUCTION WITH AICOM

**AICOM** In partnership with **AICOM**, France's leading multidisciplinary school for the performing arts, the Exhibition has devised an original production: a **chocolate musical show** combining dance, song, theatre and chocolate costumes.

**Johan Nus**, the renowned choreographer and director of the Paris Créteil campus, took part in every stage of the creative process: writing, directing, set design and artistic direction, accompanied by the academy's students who will be performing in the show. It is an **educational and collective adventure** that embodies the next generation of a curious, committed and enthusiastic artistic scene.

## BETWEEN BROADWAY AND COCOA

Inspired by the great classics of the genre — The Greatest Showman, Mamma Mia, Starmania, Mary Poppins and Mozart, The Rock Opera — the production will feature **five narrative vignettes**, each showcasing **chocolate costumes designed as living works of art** by **pairings of designers and chocolatiers**.

Lighting, music and choreography will all feature in this immersive production, designed to captivate all audiences, on the opening evening and on every day of the Exhibition.

A selection of chocolate dresses from the previous edition will be on display from 20 October to 3 November at **Galleries Lafayette Le Gourmet**. This is a unique opportunity for the most curious to discover the spirit of the exhibition before it opens.

## A PHILANTHROPIC DIMENSION WITH MÉCÉNAT CHIRURGIE CARDIAQUE

True to its commitment, the Salon du Chocolat et de la Pâtisserie is continuing its **partnership with Mécénat Chirurgie Cardiaque**.

**As every year, a share of the proceeds from ticket sales for the opening night will be donated to the charity.**

For more than 10 years, this initiative has helped to fund **life-saving operations for children with heart defects** who cannot be treated in their home countries.



## PARTICIPATING MUSICAL SHOW DUOS

Christophe Bertrand and Nicolas Morin  
for La Reine Astrid & designer  
Angélique Godey

Mélanie Paulau, founder of the chocolate shop  
20° Nord 20° Sud

Jean-Luc Decluzeau & wedding dress designer  
Michaëla Daniel-Thomas for  
Kathshoppin Couture

Hugo Pralus for Maison Pralus  
& designer Marie Ferrero-Favoriti  
for MLF attitude couture

La Maison Guillaume Bichet & designer  
Sarah Bounab for her namesake brand

The Chocolate maker Alex Olivier,  
Les Chocolats du Cœur  
& wedding dress designer Léa D Atelier

Artisan chocolate maker Gaël Jacob  
& designer Vanessa Galan from  
Maison Aléna Artistique

Maëlig Georgelin for Au Petit Prince  
& stylist-costume designer Delphine Le Blet  
for Elphi Désiderata

Meilleur Ouvrier de France Pâtissier  
Stéphane Glacier & designer Marine Clesse

Jonathan Caillard for Des Lis Chocolat  
& designer Pascale Pajoul for Pajoul Studio

Emmanuel Moine for Maison Moine  
& designer Morgan Kirch  
for his namesake brand

## MANY THANKS TO OUR MUSICAL PRODUCTION PARTNERS

MAKE UP FOR EVER Academy  
Official make-up artists for the musical

MAKE UP  
FOR EVER  
ACADEMY

Élysées Marbeuf  
Official hairdressers for the musical

Élysées Marbeuf



# New features for 2025

To celebrate its 30th anniversary with panache, the Salon du Chocolat et de la Pâtisserie is unveiling a brand-new programme, packed with new features designed to surprise, thrill and delight visitors of all ages.

## REMIX: THE UNAVOIDABLE ATTRACTION

**Jeffrey Cagnes, Yann Couvreur and Cedric Grolet.**

Three chefs. Three visions. A unique and unprecedented experience for the exhibition's 30<sup>th</sup> anniversary.

A five-star cast takes up residence at the heart of the event.

A sneak peek at the programme: tailor-made creations, exclusive encounters, an electrifying atmosphere, all set to the pulsating beat of music mixes!

Stay tuned: the rest of the programme will be announced very soon.



**EAT, FEEL, REMIX, REPEAT**

@ Kévin Rauzy

## TASTY WORKSHOPS

Learn by doing, discover the right technique, understand the precision of aesthetics, or discover how to taste exceptional chocolate. The **tasty workshops** will allow visitors to go behind the scenes of the profession to perfect their desserts and discover cake design.

Led by enthusiastic professionals (**M Cook Studio, Claire Verneil, Bloomwood Bakery, etc.**), these interactive and educational workshops for young and old alike will be an opportunity to refine your skills.

(Participation fee: children €10, adults €20, book [online](#) – Pavilion 5.1)



## SANTA'S HOUSE



A place of dreams and magic, **Santa's house** will be coming to the Exhibition in a **fairytale setting designed by Maisons du Monde**, experts in immersive and seasonal worlds.

It will also be brought to life by performers from the **Polaris** shows, who will entertain and amaze visitors.

**On the programme:** an **exceptional display of Advent calendars and Yule logs**, created by the greatest pastry chefs and chocolatiers.

**New this year:** **Galeries Lafayette Le Gourmet** is joining the adventure with a dedicated **window display** unveiling a preview of the **exclusive Yule logs from their artisan partners.**

**Galeries Lafayette**  
LE GOURMET

**MAISONS DU MONDE**  
MEUBLES & DÉCORATION

**POLARIS\***  
SPECTACLES IMMERSIFS

## INSPIRATION LANE



A true artistic thread running through this anniversary edition, **Inspiration Lane** (Allée de l'Inspiration) invites visitors on a sensory journey through textures, shapes, and technical audacity. This unique exhibition will feature:

- **Chocolate sculptures** created by renowned exhibitors on the theme of celebration;

- **Replicas of chocolate costumes** from the musical production.

Chocolate sculptures created by the finalists of the **Meilleur Apprenti de France Chocolatier** competition on the theme of "women in History" will also be showcased in Inspiration Lane, a powerful showcase for the expertise of the younger generation and emerging talents.



## New features for 2025

### TASTEFUL OFFICIAL PARTNERS

#### Gault & Millau

**Gault & Millau** has been celebrating culinary excellence in all its forms since 1972. **For the first time, the Salon du Chocolat et de la Pâtisserie is expanding to include savoury cuisine** with a partner of choice at the heart of a dedicated area hosted by renowned chefs. On the agenda: exclusive demonstrations, creative inspiration and tasty highlights throughout the duration of the show.

#### marmiton

**Marmiton**, France's favourite culinary media brand, is celebrating its 25<sup>th</sup> anniversary at the Salon du Chocolat et de la Pâtisserie! For the occasion, **Marmiton is recreating a convivial kitchen where its community is invited** to share masterclasses, activities and gourmet moments with surprise guests! Join us to blow out the candles in style!





## The classics revisited

To celebrate its 30<sup>th</sup> anniversary, the Salon du Chocolat et de la Pâtisserie is revamping its special events and is offering a joyful and sophisticated sensory experience for all lovers of chocolate, pastries and savoir-faire.

### THE ICONIC PASTRY SHOW

The Pastry Show is back with an exceptional line-up. Anchored by the famous French TV 'Bake Off' presenter **Mercotte**, it will welcome around fifty leading figures from the French and international pastry scene, among whom **Nina Métayer, Aurélien Cohen, Jeffrey Cagnes, Jordan Talbot, Hélène Kerloeguen, David Boudinet, Grégory Masse, Claire Santos Lopes...**



together with **Pierre Hermé** and **Philippe Conticini**.

The online pastry and baking course platform **VoilaChef** will host demonstrations with **Maxence Barbot & Johan Giacchetti** as a duo (Le Bristol Paris).

All these names are now well known to cake and pastry lovers, and they are sure to expand their circle of fans thanks to these authentic moments of sharing.

The tableware from our partner **JL Coquet** will set off the chefs' most beautiful creations.



### MONUMENTAL SCULPTURES



For each edition, **partner artisans design monumental works**, hand-sculpted in chocolate (bears, dogs, elephants, camels, Parisian monuments, etc.). These works highlight the artistic dimension of the profession, as well as the infinite possibilities of this material. This year, **Brazil**, the country of honour, is preparing an exceptional sculpture paying tribute to its history. The **Confédération Nationale de la Pâtisserie** is partnering with the brand **Factis**, a specialist in the manufacture of food replicas, to deliver a unique 'anniversary' sculpture combining tradition and surprise.

### INTERNATIONAL DESTINATIONS PAVILION

A true **multicultural showcase**, this dedicated pavilion will highlight the wealth and diversity of the Salon du Chocolat et de la Pâtisserie around the world.

Chocolatiers, pastry chefs, confectioners and producers from all over the world will share their creations and craftsmanship, offering the public a true cultural immersion in the heart of cocoa and pastry traditions.

Among the countries represented are **Peru, China, Saudi Arabia, the United Arab Emirates and Canada**, accompanied by a dozen chefs who will be putting on demonstrations and offering visitors the chance to discover new things.

Major cocoa-producing countries such as **Peru, Ecuador, Côte d'Ivoire, Ghana and Madagascar** will also be honoured in Pavilion 5.1, to reaffirm the essential role of their terroirs in the wealth and diversity of chocolate worldwide.

The Salon du Chocolat et de la Pâtisserie showcases the richness of the cocoa, chocolate and pastry sector throughout the world. With editions in **Malaysia, Peru, the United Arab Emirates, China, Canada, Saudi Arabia, India, Japan, the United States and Türkiye**, it showcases local craftsmanship and unique expertise. It is a true international showcase, promoting the cultural and culinary diversity of this sector. culturelle et gourmande de cet univers.

*Brazil will be the country of honour at the 30th edition of the Salon du Chocolat et de la Pâtisserie. As the historical birthplace of cocoa, it remains an essential source of inspiration thanks to the wealth of its terroirs and the diversity of its beans. This presence is a fitting tribute to this producer country, the custodian of flavours that inspire the chocolate of yesterday, today and tomorrow.*

### ROYAL TEA TIME AT CAKE TIME

For a sweet break, the **Cake Time** space invites visitors to settle down in a **warm and convivial** atmosphere. A gourmet interlude at the heart of the event, this cosy space offers **refined tastings** and encounters with **pastry chefs from leading**

**establishments** such as **Claire Santos Lopes** from the Royal Champagne Hotel & Spa, **Nina Métayer** from Délicatiserie and **Eddie Benghanem** from the Waldorf Astoria Versailles Trianon Palace. Their sweet creations will be complemented by a selection of teas from **George Cannon**, a French maison founded in 1898, which brings its unique expertise to accompany each moment with elegance.

**New for 2025 for adults: the Royal Tea Time** concept makes its debut with an exceptional pairing: sweet pastries combined with the exquisite sparkle of **Champagne Gremillet**, the event's partner. A subtle and festive combination, ideal for making your break even more special... or prolonging the pleasure.

*\*Please drink responsibly*





## Chocolate in all its facets

### A BEAN-TO-BAR SUPPLY CHAIN ROOTED IN ETHICS, TRACEABILITY AND EXPERIMENTATION

The Salon du Chocolat et de la Pâtisserie gives pride of place to artisans who master the entire supply chain in a bean-to-bar approach.

**SONGES ET CACAO**, in Ardèche, offers unrefined and unroasted chocolate that is vegan, organic and fair trade certified, sweetened with coconut blossom and wrapped in compostable packaging.

Also present, **TERRE DE FÈVES** (Vannes) selects exceptional origins such as the Chiquihuat plantation in El Salvador (75% and 85%) and organises participatory workshops to highlight artisanal production.

**CHOCOLATERIE ORIGINES** reinvents the art of chocolate in Bordeaux by producing

organic and ethical chocolate on site, from bean to bar, in an open workshop where transparency, education and indulgence all come together.

These players embody a generation of chocolatiers determined to provide healthy, traceable, sustainable and educational products – a charter also supported by the **Bean to Bar France association**, whose members also include exhibitors such as **20° NORD 20° SUD**.

Together, they represent a new standard: reconnecting consumers with the lands of origin, production methods and human values at the heart of cocoa.

### INDULGENCE REINVENTED FOR A NEW EXPERIENCE

Beyond ethics, the Exhibition highlights culinary innovations and concepts that breathe new life into gourmet food.

**RENOU GENÈVE** embodies a contemporary, family-run patisserie and chocolate shop founded by **Meilleur ouvrier de France Christophe Renou**, where artisanal excellence meets generosity and modesty, with the ambition of firmly establishing its creative universe in the heart of Geneva.

**WONDERLAND PÂTISSERIE** challenges the codes of traditional pastry-making with artisan, bold and magical creations by Rodolphe Groizard.

In a different vein, **O'BOMB** will provide an immersive experience around 'galactic

universe' hot chocolate bombs, combining spectacle and taste.

**AU BON CHOCOLAT**, an artisan chocolate maker based in Montluçon, will take over the **En résidence Chocolat** space on 2 November, promoting young emerging talent.

Finally, the young brand **CACHOTERIES** infuses each biscuit with magic and meaning: artisanal, natural and customisable fortune cookies, to create moments of joy to savour and share.

All these initiatives illustrate the sector's transition towards responsible, innovative, diverse and resolutely conscious enjoyment.

## Competitions: excellence, transmission and commitment

The Salon du Chocolat et de la Pâtisserie is also the setting for leading competitions that celebrate the talent, diligence and passion of tomorrow's artisans.

### MEILLEUR APPRENTI DE FRANCE CHOCOLATERIE CONFISERIE 2025

Highlighting young talent and promoting their dedication is the aim of this competition, which brings together the best apprentice chocolatiers in France. It is a springboard to excellence, symbolising the passing on of knowledge and confidence in the future. The overall winner will be announced by the **Confédération des Chocolatiers et Confiseurs de France** (French Confederation of Chocolatiers

and Confectioners) on Wednesday 29 October at 11am on the Cacao Show stage.



### CLUB DES CROQUEURS DE CHOCOLAT AWARDS



The **Club des Croqueurs de Chocolat** will once again present its prestigious **Awards** on the Cacao Show stage on Wednesday 29 October at 2pm.

These awards, presented following blind tests conducted by club members, recognise the craftsmanship and innovation of the best chocolatiers and confectioners.

The Club des Croqueurs de Chocolat will also present the **Trophée des Jeunes Espoirs Chocolatiers** (Young Chocolatier Trophy) alongside the **Confédération des Chocolatiers et Confiseurs de France** (French Confederation of Chocolatiers and Confectioners) and the **Chocolatiers Engagés** (Committed Chocolatiers) on Friday 31 October at 2pm on the Cacao Show stage.



# Competitions: excellence, transmission and commitment

With the amicable support of:

## THE MASTER DU PAIN AU CHOCOLAT



The **pain au chocolat**, an icon of the baking world, will also be in the spotlight and **distinguished on stage**. Launched in 2022 by the **Confédération Nationale de la Boulangerie-Pâtisserie Française** (French National Confederation of Bakers and Pastry Chefs), this competition celebrates the unrivalled crispiness of this delicacy and the expertise that goes with it. The awards ceremony will take place on Thursday 30 October at 2pm on the Cacao Show stage.

## LES ÉCLATS DU CHOCOLAT



Organised in partnership with **Galeries Lafayette Le Gourmet**, the competition is exclusively open to the show's exhibitors. It will award **four major prizes, determined by a jury of experts** committed to promoting taste, quality and ethics.

**A golden opportunity:** professional, media and commercial recognition in a prestigious setting, with the winners being promoted and listed by Galeries Lafayette Le Gourmet in spring 2026.

The awards ceremony for the four winners will take place on Sunday 2 November at 12 noon on the Cacao Show stage.

## PRACTICAL INFORMATION

Opening evening on 28 October – doors open 7pm

Exhibition open to the public from Wednesday 29 October to Sunday 2 November 2025, every day from 10am to 7pm, Paris Expo Porte de Versailles – Pavilion 5

1-day pass: Adults €17 – Children €8 – Professionals €17

Opening evening pass: €30



HALL 5.1 : Café Joyeux + Food Court du Monde : Kreol Bowl + Mamma Roma + Savane & Mousson

HALL 5.2 : Paul  
HALL 5.3 : Linas

For further information and the latest exhibitor list, visit our website at

[www.salon-du-chocolat.com](http://www.salon-du-chocolat.com)



### About Comexposium

The Group is a leading event 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: shows that include SIAL, Paris Retail Week, Foire de Paris and Rétromobile. The group connects 48,000 exhibitors and 3.5 million visitors, 365 days a year. Beyond the events it organises, Comexposium creates experiences as well as opportunities for encounters among participants, enabling communities to connect throughout the year through an effective and targeted omnichannel approach. [www.comexposium.com](http://www.comexposium.com)

Photos: @ Brunet – Monié Photographe



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