

SALON DU CHOCOLAT

MONDIAL DU CHOCOLAT & DU CACAO

ET DE LA PÂTISSERIE

What kind of Salon du Chocolat et de la Pâtisserie 2025 for what kind of foodie?

FOUR ITINERARIES TO ENJOY 30 YEARS OF PASSION

AN ANNIVERSARY EDITION COMBINING TRADITION, INNOVATION AND EMOTION

From **29 October to 2 November 2025**, the Salon du Chocolat et Pâtisserie returns to Paris Expo Porte de Versailles for an exceptional edition celebrating 30 years of sweet passion. 240 exhibitors, 30 countries represented and **a completely redesigned programme to welcome all audiences, from discerning gourmets to curious families.**

To embody this renewed ambition, the Salon welcomes **Jean-Paul Hévin**, an iconic figure in the French chocolate scene, as its guest of honour. An internationally renowned master chocolatier, he embodies **the excellence of French craftsmanship and the spirit of innovation that drives this anniversary edition.**

Designed as a truly immersive experience, the 2025 edition is structured around **four major thematic journeys**, serving as common threads throughout the aisles and offering a new way to discover the Salon.



THE «PÉPITES» TOUR, FOR THOSE CURIOUS TO DISCOVER NEW FLAVOURS

Creativity and discovery: a tour for those seeking to unearth rare gems and discover emerging brands. The "Pépites" tour brings together new talent, gourmet innovations and the most unexpected creations of the moment.

FOCUS ON THE EXHIBITORS NOT TO BE MISSED:



Fleurs de Chocolat reinvents chocolate in original floral creations, combining creativity and artisanal expertise. A must-see to discover bold creations where taste and aesthetics come together with daring.



Fuzco offers a new approach to cocoa with its **organic infusions**, created by Xavier Touche and Vincent Cluizel - 4th generation of the Cluizel family of chocolatiers. A unique and refined way to enjoy chocolate: intense, thirst-quenching, surprising. Chocolate like you've never tasted before!



Cachoterics revisits the fortune cookie with poetry and mischief: **a crispy biscuit filled with a secret message and customisable design**. Created by a committed entrepreneur, the brand offers a playful treat that is kind to the body and the planet, perfect for marking life's small and big moments. Head to the **ELLES area** to find out more.

AND ALSO, LIVE EXPERIENCES:

REMIX

The must-see spot for the Salon's 30th anniversary, with the unprecedented presence of **Jeffrey Cagnes**, **Yann Couvreur** and **Cedric Grolet**. A five-star cast is setting up in the heart of the Salon for a unique experience, designed especially for this anniversary. Bespoke creations, exclusive encounters and an electrifying atmosphere set the tone for this new space, where **haute pâtisserie is experienced as a show**.





Santa Claus' house

The eponymous event transforms the Salon into an enchanted tale thanks to a magical decor by **Maisons du Monde**, expert in furniture and decoration. Hosted by actors from **Polaris**, it unveils an exceptional exhibition of Advent calendars and Yule logs created by the greatest pâtissiers and chocolatiers.

New for 2025: **Galleries Lafayette Le Gourmet** presents a preview of exclusive creations from its artisan partners.



The Inspiration Lane

The artistic theme of this anniversary edition, this new space offers a sensory journey through textures, shapes and technical audacity. Among others, **Jean-Paul Hévin**, **Vincent Guerlais** and **Maxime Henry** will lend their talents to chocolate sculptures on the theme of celebration. The show's iconic chocolate costumes and spectacular pieces created by the finalists of the **Meilleur Apprenti de France** competition, inspired by great female figures in history, will also be on display in the space: a vibrant showcase of craftsmanship and the younger generation.

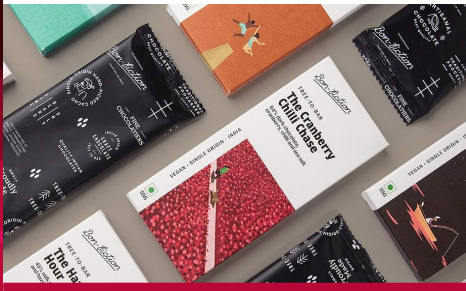


The Musical Show

New for 2025, the Salon du Chocolat et de la Pâtisserie is reinventing its iconic chocolate dress parade to make way for an immersive musical show combining singing, dancing and chocolate! An exclusive event created in collaboration with **AICOM**, ideal for families to enjoy every day at 3pm and 4pm on the Cacao Show stage.

THE «ORIGINS & BEAN TO BAR» TOUR, FOR COMMITTED ENTHUSIASTS AND DISCERNING PALATES

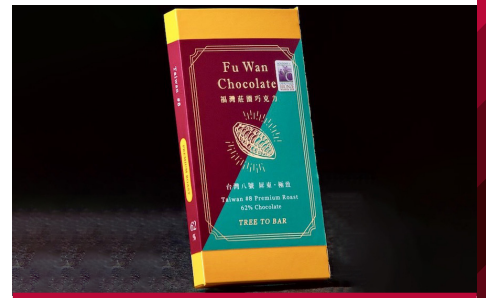
A tour designed for discerning enthusiasts who appreciate the history of each cocoa bean. This journey highlights artisans committed to traceability, sustainability and respect for producers, from bean to bar and sometimes even from tree to bar.



DISCOVER:

Bon Fiction (tree to bar) celebrates the raw, authentic taste of cocoa, with **bars made from minimalist, carefully sourced ingredients**. Each creation tells the story of a terroir and a passion for an unforgettable experience!

Fu Wan embodies the rise of bean to bar in Taiwan. Founded by Warren Hsu, the company combines artisanal standards, traceability and terroir, with careful local production at every stage. From freshly harvested beans to chocolate, combining family tradition and innovation.



Manufacture Paysac transforms specialty cocoa into exceptional chocolate in the heart of Lyon. Working directly with partner plantations, **this family-run artisan company masters every stage, from bean to bar**, to offer committed chocolates that are accessible to all.

HIGHLIGHTS NOT TO BE MISSED:

Tasty workshops to discover the behind-the-scenes of the profession, learn how to enhance your desserts and learn about cake design alongside passionate professionals. **This is one of the major new features of the show that is not to be missed**. Over five days, experts will take turns teaching young and old alike about pastry techniques and the art of chocolate tasting.

Workshops are subject to a fee and can be booked on the [website](#).



Throughout the show, in-depth **discussions** will take place on the **Cacao Show** stage, focusing on short supply chains, agroforestry and the major climate challenges facing the cocoa sector. **These discussions will provide a better understanding of the environmental and social issues at stake, while inviting the public to think about sustainable solutions for the future of chocolate.**

THE "CHEFS' SECRETS" TOUR, FOR LOVERS OF FINE PASTRY (AND MORE!), EXCELLENCE AND KNOWLEDGE SHARING

A behind-the-scenes look at exceptional pastry-making and a savoury interlude at the new Village des Chefs by Gault&Millau. This tour honours the Meilleurs Ouvriers de France, the big names in the gastronomic scene and the young talents who will shape the tastes of tomorrow.

ON THE BILL:



Sadaharu Aoki, a Japanese pastry chef and chocolatier, comes back to the Salon with his delicate and precise creations, imbued with Franco-Japanese culture. **A key figure on the contemporary sweet scene, he made a lasting impression in 2011 with a collection co-created with Anne-Sophie Pic.**



Stéphane Glacier, Meilleur Ouvrier de France, will uphold the values of rigour, transmission and French-style indulgence through his creations, which are as technical as they are elegant.



Chez Shibata, Japanese-style pastry excellence will be represented by **Takeshi Shibata**, whose refined textures and balanced flavours reflect expertise passed down through several generations.



Mohamed le Pâtissier, a television star who rose to fame on the **M6 programme Le Meilleur Pâtissier**, will offer modern creations that boldly combine unusual and ultra-indulgent flavours.

EXPERIENCES TO SAVOUR :

The iconic **Pastry Show**, orchestrated by **Mercotte**: an exceptional programme with more than **50 live demonstrations** by the biggest names in French and international pastry-making, **Nina Métayer, Aurélien Cohen, Hélène Kerloeguen, David Boudinet, Grégory Masse, Claire Santos Lopes, Cedric Grolet, Yann Couvreur, Thierry Marx, Pierre Hermé and Philippe Conticini...**

The Village des Chefs by Gault & Millau: for the first time, the Salon is opening up to savoury gastronomy! A space hosted by renowned chefs such as **Danny Khezzar, Mallory Gabsi, Pascal Barbot, Marco Sergiampietri** and **Edouard Chouteau** for **exclusive demonstrations celebrating culinary excellence in all its forms.**

Cake Time: A sweet break that invites visitors to settle into a warm and friendly atmosphere. **Refined tastings and meetings with prestigious pastry chefs are on the programme : Nicolas Guercio** – Mandarin Oriental Lutetia Paris ; **Julien Dugourd & Théo David** – Mandarin Oriental, Paris ; **Claire Santos Lopes** – Royal Champagne Hotel & Spa ; **Eddie Benghanem** – Le Trianon Palace Versailles... All accompanied by a selection of teas from Maison **George Cannon** or, for those who wish, a glass of **Champagne Gremillet ***.

** at an additional cost*

THE «TREASURES OF THE WORLD» TOUR FOR TRAVELLERS OF TASTE

A trip around the world through the cocoa-growing regions and pastry traditions of the five continents. This journey invites you to discover unique skills, strong cultural influences and products rooted in their territory.

Brazil, guest country of honour

This year, the Salon is honouring **Brazil**, a vibrant country and the ultimate cocoa producer. This presence is a fitting tribute to this producing country, guardian of flavours that inspire the chocolate of yesterday, today and tomorrow.

OTHER STOPOVERS INCLUDE:

The International Pavilion, a true multicultural showcase, celebrates the richness of cocoa and pastry traditions around the world. Chocolatiers, pastry chefs, confectioners and producers from countries such as **Peru, China, Canada** and the **United Arab Emirates** will share their expertise during demonstrations and meetings, affirming the Salon's global reach and its commitment to diversity of origins and talents.



The major producing countries are also present at 5.1: **Ghana, Peru, Ivory Coast, Madagascar, India...** revealing the aromatic richness of their beans, for ever more exceptional chocolates.

The Moroccan Pavilion invites visitors on a **sensory journey to the heart of Moroccan pastry and culinary traditions**, in an enchanting setting inspired by the Arabian Nights. To the rhythm of **live demonstrations**, Franco-Moroccan chefs will prepare melt-in-the-mouth gazelle horns, delicately flaky pastillas, msemen pancakes and traditional breads, showcasing the richness and generosity of Oriental expertise.

The Côte d'Ivoire Ministry of Tourism will offer a dedicated space where visitors can immerse themselves in the **richness of this great cocoa-producing region**. Between vibrant cultural heritage and gourmet expertise, this space will offer **wonderful discoveries and friendly exchanges** around a land that is essential to the world of chocolate.

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

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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

MEDIA ENQUIRIES

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