Under the high patronage of
Monsieur Emmanuel MACRON
President of the French Republic

SALON DU CHOCOLAT
MONDIAL DU CHOCOLAT & DU CACAO
ET DE LA PÂTISSERIE

Salon du Chocolat et de la Pâtisserie 2026



Despite a drop in attendance for its 31st edition, the Salon confirms the strong commitment of the players in the world of sweet gastronomy.

From 28 October to 1st November 2026, the Paris Salon du Chocolat et de la Pâtisserie brought together 86,500 participants at Porte de Versailles, compared with 96,000 at the 2025 anniversary edition. In a challenging economic and social context, professionals, enthusiasts, families and curious visitors still answered the call. This attendance reflects the public's attachment to the event and the commitment of the entire cocoa, chocolate and pastry sector.
Over five days, under the High Patronage of the President of the French Republic, the Salon celebrated "chocolate in all its forms": from bean to bar, from origins to processing, from art to indulgence. **Demonstrations, tastings, competitions, workshops and shows set the pace of a visitor experience redesigned around new stages and new talents.**



"This 31st edition took place in a context we knew would be challenging: inflation is weighing on French people's leisure spending, and access to the Salon was severely disrupted on Saturday by the national day of strikes and protests. With the show's dates also less favourable than in 2025, attendance was affected. This edition set out to bring back the magic of the experience: new stages, new competitions, new talents, stronger professional content and chefs who generously shared their 'savoir-faire'.
These are the foundations on which we are already building the 2027 edition. I would like to thank the exhibitors, chefs, artisans, institutions and producers who, once again, showcased the richness of the sector."
-Marianne Chandernagor, Director of the Salon du Chocolat et de la Pâtisserie

KEY FIGURES OF THE EDITION

- 86,500 participants, including 4,000 professionals, over 5 days
- 210 exhibitors, including 30 in the B2B village, Choco'lab
- Business Meetings: the new platform offered to professionals was used by 451
- visitors. More than 1,000 meeting requests were made.
- 500 speakers
- 25 professional conferences on the challenges facing cocoa and chocolate
- 30 countries represented
- More than 100 chefs took part in the Salon, nearly half of them on the Pastry
- Show stage
- Nearly 220 Gourmet Workshops
- 11 performances of the musical show and 9 chocolate costumes
- 8 chocolate sculptures
- 15 competitions and award ceremonies
- 27 Yule logs on display

THE VISITORS

- 86% customer satisfaction
- 51% new visitors
- 47% visitors from high-income socio-professional categories
- Average purchase value: €102



A SALON THAT KEEPS REINVENTING ITSELF :

This edition set out to renew the visitor experience and enrich the Salon's offering, with new spaces, original entertainment and an ever more diverse programme.

The Signatures Pavilion, a new showcase for great chefs. The big new feature of this edition, this intimate pavilion, set to the rhythm of DJ sets in a lounge atmosphere, allowed visitors to taste exclusive creations on site or take them away. Chefs taking turns there included Dorian Tudeau (GIOYA), Chiara Serpaggi, Julien Dugourd & Théo David (Mandarin Oriental, Paris), Iris Rouche and Germain Decreton (NEJA Pâtisserie), Nina Métayer, Eddie Benghanem (Waldorf Astoria Versailles, Trianon Palace) and Aurélien Cohen.

Choco'Live, a new entertainment stage at the heart of the Salon.
Demonstrations, competitions and meetings embodied the spirit of passing on knowledge at the heart of the chocolate and pastry professions: the Master National du Pain au Chocolat of the Confédération Nationale de la Boulangerie-Pâtisserie Française, the new "Sphère Féérique" competition of the Confédération des Chocolatiers et Confiseurs de France, chef demonstrations offered by Gault & Millau, and the first edition of the Concours du Meilleur Pâtissier Carrefour.

"Incandescence, le Cabaret Rock" set the audience alight. Following the success of the 30th anniversary musical, the musical show created with AICOM and choreographed by Johan Nus staged **11 performances in the spirit of a reinvented cabaret**, from Moulin Rouge to La Cage aux Folles. Nine chocolatier and designer duos created the chocolate costumes, including the Le Carré de 5 manufacture, Au Petit Prince, La Reine Astrid, La Chocolaterie Gaël Jacob, O'Bomb and Emma Obadina (Nagori). True to its commitment, the Salon donated a share of the proceeds from the opening night to Mécénat Chirurgie Cardiaque, a partnerclose to its heart for more than ten years.

More than 220 Gourmet Workshops to roll up your sleeves. Children and adults alike were able to **decorate, taste, learn and create**, while 15 premium workshops offered original sensory interludes, from Perfume & Chocolate pairings with Sensible and Robertet to Rum & Chocolate with L'Instant Cacao x Ron Millonario.

EXCELLENCE AND KNOWLEDGE SHARING IN THE SPOTLIGHT

On the **Pastry Show stage hosted by Mercotte**, around fifty renowned chefs shared their secrets in live demonstrations, assisted by students from École Ferrandi: Angelo Musa & Damien Gibault (Hôtel Plaza Athénée), Camille Grâce (Marsan par Hélène Darroze), Eugénie Béziat & Olivier Lainé (Ritz Paris), Maxence Barbot & Johan Giacchetti (Le Bristol Paris), Kévin Rabateaud (Le Jules Verne), Coline Doussin (St James Paris), Christophe Hay & Clément Réauté and Jordan Talbot (Le Gabriel, La Réserve Paris).

As for the awards, this edition honoured the very best in chocolate and pastry creation:

The Grand Prix du Paris-Brest de la Pâtisserie Française, a first edition organised by the Confédération Nationale des Artisans Pâtissiers and sponsored by Pierre Hermé: **Timothée Boussat**, head pastry chef at Maison Cassel in Fontainebleau, won the title in the professional category. In the amateur category, the prize went to **Touria Laalioui-Mbarek**, a Moroccan culinary creator.

The Master National du Pain au Chocolat: organised with the Confédération Nationale de la Boulangerie-Pâtisserie Française, this 5th edition rewarded the winner's baking, laminating, proofing and flavour skills. First prize went to **Justin Brocq**, from Emma Pâtisserie in Rouen.

The Meilleur Apprenti de France Chocolatier. **Chloé Beurier-Bournot** received the award from the Confédération des Chocolatiers et Confiseurs de France. The young apprentices competed on the theme "The depths of the sea" and had 7 hours to create sculptures, which were displayed in the Allée de l'Inspiration.

Sphère Féérique. Organised by the Confédération des Chocolatiers Confiseurs de France, this new competition brought together a selection of amateur contestants around a creative challenge: making the most beautiful chocolate sphere, with the support of a professional.

The Club des Croqueurs de Chocolat Awards: every year, the Club des Croqueurs de Chocolat sets out to discover the very best the world of chocolate has to offer. Nearly 180 chocolatiers, in France and abroad, were honoured. 15 Awards were presented following blind tastings, including favourites, Gold, Silver and Bronze Tablets, as well as prizes rewarding "savoir-faire", boldness and creativity.

Les Éclats du Chocolat, in partnership with Galeries Lafayette Le Gourmet for a second edition chaired by Yannick Alléno. Six awards were presented. The winners will be stocked in the department store in spring 2027.

- Best bean to bar chocolate bar: Terre de Fèves, El Salvador 75% bar
- Creativity Award: Fleurs de Chocolat, enfleurage bar in 45% white
- chocolate with rosemary flower
- Jury's Favourite: Terre de Fèves
- Commitment and Ethics Award: Mon Choco, Mango bar
- Most Indulgent Bar Award: Gaël Jacob, Sokola, "Passionnante" bar
- Most Promising Newcomer Award: Rosita, Opita 68% bar

The most beautiful chocolate sculpture, voted for by the public from eight creations on display: "Phoenix, Incandescence", made by **Nicolas Morin** for A La Reine Astrid. As for the costumes, the "Moulin Rouge" creation by chocolatier **Thierry Court & Anna Gerones**, for the Manufacture Le Carré de 5, was voted "Most beautiful chocolate outfit" by the public.

The Hot Chocolate Competition. A new event judged by a panel of 10 visitors, which rewarded Astrid Temmerman of A-TYPICA and her Caribbean hot chocolate, made in her bean to bar workshop

Merveille Debellemanière won the **Concours du Meilleur Pâtissier Carrefour**, in which six regional pastry chefs went head to head live around "Cocoa & Fruit" pairings, with a less sweet, Clean Label recipe.

A UNITED SECTOR, FROM BEAN TO EMOTION

A true global showcase for the sector, **the Salon once again brought together the great cocoa terroirs**: Côte d'Ivoire, Indonesia, Martinique, Madagascar, Peru, Brazil, Ghana, Hawaii... Ecuador stood out in particular with more than 30 producers and companies and a government stand dedicated to the Cocoa Innovation Competition, while Asia (Thailand, Indonesia, Japan, Taiwan) confirmed its growing dynamism, notably on the Thai Tree to Bar stand.
The Salon also gave pride of place to those who are shaping the professions: the **Espace ELLES**, dedicated to female entrepreneurship, the **Jeunes Talents pavilion**, and the committed initiatives of Max Havelaar France and Bayacao in favour of more sustainable cocoa.
The festive spirit also came to Porte de Versailles with the return of **Santa's House**, brought to life by the actors of the Polaris shows, and its exhibition of **Yule logs** and Advent calendars from the greatest houses.



GOING INTERNATIONAL

Building on its success in Paris, the Salon du Chocolat et de la Pâtisserie continues its international expansion with two new editions before the end of the year: **Toronto**, from 19 to 22 November 2026, following the success of the Montreal edition, and **Salvador de Bahia**, in Brazil, the cradle of cocoa, from 10 to 13 December 2026. The Salon will thus be present in 12 destinations around the world, for a total of 18 events.

SEE YOU IN 2027

The Paris Salon du Chocolat et de la Pâtisserie already invites all food lovers, professionals and enthusiasts to its 32nd edition, from Thursday 28 October to Monday 1st November 2027, at Porte de Versailles.

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