

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

Chocolate
in all its forms



Press Kit – September 2026



- EDITO -

From bean to emotion



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Director of the Salon du Chocolat et de la Pâtisserie

For its 31st edition, the Salon du Chocolat et de la Pâtisserie reinvents the chocolate experience, giving pride of place to creativity, "savoir-faire" and the awakening of the senses.

This year we celebrate chocolate *in all its forms*. A living material above all, it reveals

itself throughout the journey in every form: from bean to bar, from origin to transformation, from texture to flavor, from art to indulgence.

At the Salon du Chocolat et de la Pâtisserie, chocolate becomes spectacle, a work of art, a guilty pleasure or a sensory experience, revealing the full extent of its creative power and embodying the richness of an ever-reinventing world.

This edition also honors the values that have defined the Salon's DNA for over 30 years: excellence, transmission, creativity and innovation. These themes are carried by the artisans, chefs, producers, iconic houses and young talents who showcase French and international know-how.

More than just a gourmet gathering, the Salon du Chocolat et de la Pâtisserie is a unique showcase for the industry, a place of discovery, emotion and sharing where chocolate reveals its full diversity and unifying power.

Welcome to this celebration of chocolate and excellence in all their forms.

Key numbers

The Salon



20 000 m²



240
exhibitors
expected



500
Speakers
& contributors



40 live demos
by 50 renowned
chefs



30
talks



1 musical
with chocolate
costumes



30 countries
represented



230 gourmet
workshops



In step with new food trends

A lifestyle reinvented

A true reflection of changing consumption habits, chocolate and pastry are now trend markers. Through its events, competitions and exhibitors, the Salon du Chocolat et de la Pâtisserie decodes the new inspirations shaping the gourmet scene.



One of the major trends is the **sensory experience**. Textures, temperatures, new formats and new ways of tasting invite visitors to experience indulgence differently.

Among the exhibitors, **Fleurs de chocolat** elevates chocolate through creations inspired by the know-how of Grasse's perfumers. Hybrid creations from **Brookie Me** to the signature ice creams of two-time World Pastry Champion and MOF Ice Cream **Jean Thomas Schneider**, artisans are exploring new tasting methods where texture and emotion meet.

The chocolate manufacture **Le Carré de 5** will also be at the Salon, aiming to engage all 5 senses, from taste with its Bean to Bar creations, to hearing with a DJ, to touch with Cooking Shows on their stand throughout the show.

Aesthetics is also becoming a true language of taste.

Spectacular creations imagined by talents such as **Joost Arijs**, who reinvents the art of pralines with *The Praliné Cube Collection*, or **Abra Pâtisserie** with its boldly designed creations illustrating the **snackable luxury** trend.

This shift in the codes of indulgence will also be at the heart of a conference dedicated



to food content creation hosted by **Pinterest** on the **Cacao Show stage**.

Comfort flavors are on the rise too.

The Salon du Chocolat et de la Pâtisserie will host two new competitions: the **Concours du Chocolat Chaud**, whose awards ceremony will take place on the Cacao Show stage on **30 October at 3:45pm**, will honor this universal treat that stirs memories and warms hearts. Entrants will be judged by a **consumer jury**. The Salon is also a partner of the first edition of the **Grand Prix du Paris-Brest de la Pâtisserie Française 2026**, organized by the **Confédération Nationale des Artisans Pâtisseries** and sponsored by Pierre Hermé.



— GRAND PRIX —
DU PARIS-BREST
de la pâtisserie française

The awards ceremony will take place on the Cacao Show stage on **1 November at 3:45pm**, celebrating excellence around this great classic of French pastry.

Portraits of Women

A growing female presence across every corner of the Salon

Entrepreneurs, chefs, chocolate-makers, experts or young talents: women are now present at every level of the industry. This edition highlights those driving changes in the chocolate and pastry professions, across the stands, competitions, demonstrations and talks.



The rise of female entrepreneurship is also reflected in the emergence of young talents, such as Juliette Lefrançois, who at just 20 years old runs the brand **Sésame Pâtisserie**. She will share her world and know-how at the **Jeunes Talents pavilion**.



More and more women are also leading houses and workshops, such as **Nina Métayer**, an iconic figure of the Salon who will be present on Saturday 31 October at the **Pavillon Signatures**, a new and more intimate space where must-see chefs take turns each day, offering made-to-order creations to take away or enjoy on site, in a lounge atmosphere set to DJ sets.

This space will be set up thanks to the support of our partner **Maison Drucker**.

On the **Pastry Show** stage, talents such as **Lucile Vigilant** (Restaurant La Côte D'or**) and **Coline Doussin** (St James Paris) will represent female excellence through their live demonstrations.





At the heart of this program, the **Espace ELLES** is also a fine illustration of the women shaping and growing the cocoa, chocolate and pastry industry. This dedicated pavilion brings together committed and inspiring female exhibitors, such as the Bean to Bar house **A-Typica**, **Cachoteries & Co** and its fortune cookies, **Mon Choco** whose team is 80% women, the hand-shaped shortbread of **Poupette Biscuits**, the Abidjan chocolate house **Choco d'Ivoire** and the fine chocolate workshop **Chocolat d'Espérance**. So many brands illustrating the diversity of paths, know-how and female entrepreneurship.

Women will also be leading inspiring talks on the Cacao Show stage. Among them, **Priscilla Lanzarotti** will host a series of talks devoted to the future of pastry shops, while representatives of **Women of Cacao** will share their journeys, expertise and vision of the profession.



Artisanal excellence in the spotlight

A celebration of know-how

From passionate artisans to leading houses, this edition pays tribute to those who bring the excellence of chocolate and pastry to life through their craft, creativity and commitment.



On the **Pastry Show** stage, around fifty chefs from palace hotels and leading establishments will reveal the richness of their expertise through live demonstrations. Among them, **Jordan Talbot** (Le Gabriel***, La Réserve Paris), **Maxence Barbot & Johan Giacchetti** (Le Bristol, Paris) and **Matthieu Carlin** (Hôtel de Crillon, A Rosewood Hotel) will share their best-kept secrets. Other big names in the profession, invited by **Gault & Millau**, the Salon's partner, will also enrich the program.

The chefs' finest creations will be showcased on tableware by **Coquet**, while students from the **École Ferrandi** will assist the Pastry Show chefs, illustrating the transmission of pastry skills.



This celebration of know-how continues in the new **Pavillon Signatures**, bringing together leading houses and iconic establishments, true references of fine sweet gastronomy. It will notably welcome **Julien Dugourd & Théo David** (Mandarin Oriental, Paris) on Friday 31 October.

The Salon also celebrates the richness of terroirs and artisanal know-how by honouring those who master the entire production chain. Special attention will be paid to **Bean to Bar** and **Tree to Bar** approaches, represented by numerous international houses, such as **ChocoMe** (Hungary), **Terve Chocolate** (Indonesia) or **Charoendee Chocolate**, **Sakulthai Chocolate** and **Kaori Kakao**, who will come together on the **Thai Tree to Bar** stand.

A true global gathering for the industry, the Salon will also bring together several major cocoa-producing countries, including **Brazil**, **Côte d'Ivoire**, **Ghana**, **Ecuador** and **Peru**.

On the competition and awards side, the **Club des Croqueurs de Chocolat** will present its **Awards** on Wednesday 28 October at 2pm on the Cacao Show stage.



At 3:45pm that same day, it will be time for the **Éclats du Chocolat** awards, organized in partnership with **Galerias Lafayette Le Gourmet**. The competition will hand

out six major distinctions, awarded by a jury of experts committed to celebrating taste, chaired by **Yannick Alléno**, the world's most-starred chef, recognized for his excellence and commitment to French gastronomy and chocolate. A fine recognition for the winners, who will notably benefit from listing at Galeries Lafayette Le Gourmet in spring 2027.



Finally, pastry lovers will be able to attend the **Master du Pain au Chocolat**, a competition by the **Confédération Nationale de la Boulangerie-Pâtisserie Française** held on the **Choco'live**, on Thursday 29 October, with the prize awarded at 2pm on the **Cacao Show** stage.

A highlight of this edition, the **Maison du Père Noël** returns with its magical décor, brought to life by performers from the **Polaris** shows who will entertain and surprise visitors. **On the programme:** an **exceptional display of Advent calendars and Yule logs**, created by the greatest pastry chefs and chocolatiers.



The **Allée de l'Inspiration** invites visitors on a sensory journey through textures, shapes and technical daring, including **chocolate sculptures** created by renowned exhibitors on the theme of «**Incandescence**». **Replicas of chocolate costumes** from the musical show will also be found along this route. The chocolate sculptures created by the finalists of the **Meilleur Apprenti de France Chocolatier** competition on the theme of «**Depths of the sea**» will also be shown in the Allée de l'Inspiration, a true showcase of the know-how of the younger generation and emerging talents.

The **Meilleur Apprenti de France Chocolatier** will be announced by the **Confédération des Chocolatiers et Confiseurs de France** on Wednesday 28 October at 11am on the **Cacao Show** stage. The Confédération will also reveal a brand-new competition: «**Sphère féérique**», which will take place on the **Choco'live** on Friday 30 October from 10am to 2pm.

It is show time: The chocolate musical show returns

«Incandescence, le cabaret rock»

After the success of the chocolate musical show created for the Salon du Chocolat's 30th anniversary in partnership with **AICOM**, the first multidisciplinary school in France dedicated to the performing arts, the Salon continues the adventure in 2026 with a brand-new original creation: «Incandescence, le Cabaret Rock».

Far more than a chocolate dress parade, this iconic event has become **a truly immersive show where fashion, chocolate, music, dance and artistic creation meet**. Conceived as one of the Salon's highlights, it celebrates the meeting of the performing arts professions and the excellence of chocolate craftsmanship.

A reinvented cabaret

Directed by choreographer **Johan Nus**, the show reinvents the codes of cabaret in a resolutely contemporary staging. Between heritage and modernity, the scenes draw on the world of traditional cabaret while infusing it with fresh energy, carried by striking choreography, contemporary musical arrangements, immersive lighting effects and costumes with a rock and indulgent touch.

The common thread of this edition, light unfolds in a palette that is by turns flamboyant, intense, melancholic or ethereal, making **Incandescence** the true emotional driver of the show.

The daily must-see event

- **Every day at 3pm and 4:30pm**
- **Scenes inspired by great musical worlds**, from Moulin Rouge to La Cage aux Folles, as well as more contemporary references

A show with a cause

True to its values, the Salon du Chocolat et de la Pâtisserie renews its commitment to **Mécénat Chirurgie Cardiaque** once again. As every year, a share of the proceeds from the opening evening will be donated to the association. For over ten years, this partnership has helped fund life-saving operations for children with heart defects who cannot be treated in their home country.

Through this spectacular and solidarity-driven show, the Salon confirms its commitment to making chocolate a medium for artistic expression, emotion and sharing.





Participating Musical Show duos

Thierry Court,
artisan chocolate maker and creator
& **Anna Gerones,**
brand experience, for the manufacture
Le Carré de 5

•

Maëlig Georgelin,
pastry chef and founder of Au Petit Prince
& the stylist-costume designer
Delphine Le Blet

•

Christophe Bertrand and Nicolas Morin
for La Reine Astrid
& the designer **Oriana Sara**
for the house Lacienta

•

Artisan chocolate maker **Gaël Jacob**
& the designer **Vanessa Galan**
of Aléna Artistique

•

Marin Foucher, artisan chocolatier
and founder of O'Bomb,
the stylist **Alice Lachet** for Soussaie Couture
& the jewellery designer **Stéphanie Soublin**
for the Atelier Enchanté Dyni

•

Emma Obadina,
chef at the restaurant Nagori by D&E Obadina

Many thanks to our musical production partners

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

**MAKE UP
FOR EVER
ACADEMY**

Élysées Marbeuf
Official hairdresser
for the musical show

ÉLYSÉES MARBEUF

Passing on know-how

Training the next generation and keeping the heritage of the chocolate and pastry professions alive

Through exceptional houses such as **Chocolaterie des Princes**, the first chocolate shop in Saint-Étienne, or **Chocolaterie Pailhasson**, led by pastry chef Christelle Brua, the Salon du Chocolat et de la Pâtisserie highlights the richness of artisanal know-how and the importance of preserving the gestures and values that have made the industry's reputation.

Committed initiatives also reflect a forward-looking approach to passing on skills.



Max Havelaar France invites visitors to discover the secrets of cocoa through an experience that is both indulgent, sensory and educational. Fun activities and tastings will help visitors better understand the challenges of fair trade and the conditions behind more sustainable cocoa production.



Bayacao is a sustainable cocoa project in the Dominican Republic that is regenerating former pastureland into a modern premium cocoa plantation, while protecting biodiversity and creating local jobs. Its ambition is to control the entire value chain, from growing to bean processing, in order to produce high-quality cocoa for the international market.



By fostering encounters between organizations, renowned chefs and artisans, and young talents, the Salon helps spark vocations and bring forward the next generation of chocolate and pastry professionals.

To go further, the Salon will offer more than **230 gourmet workshops**, hosted notably by **O'Bomb**, **Culture Sucre** or **Claire Verneil**. As part of this programme, a selection of

premium workshops will give the public the opportunity to interact closely with professionals, such as the « **Rare Teas & Chocolates** workshop, led by master chocolatier » **Christophe Berthelot-Sampic of Atelier C** and **tea sommelier Oxana Genel**.

(Paid workshop – €12 for children, €25 for adults, €35 premium workshop bookable online on the website - Pavilion 5.1)



Finally, the **Choco'Live** and its programme will punctuate the Salon, celebrating the creativity, technical skill and spirit of transmission that bring the chocolate and pastry industry to life.

For the first time, the Salon will host the Concours du Meilleur Pâtissier Carrefour, a new event bringing together pastry chefs from the retailer's stores for a challenge centred on know-how and creativity.

On 31 October, 6 pastry chefs, selected to represent their regions, will compete live and in public, working with the Cocoa & Fruit pairing.

For this challenge, each candidate must create a collective piece and four individual entremets. The challenge: develop a recipe that is both indulgent and nutritionally responsible, notably by reducing sugar content and following the Clean Label approach (no additives), using exclusively ingredients from the Carrefour range.

At the end of the challenge, a jury of experts will assess the creations to name the Meilleur Pâtissier Carrefour 2026.

*The Choco'live will be set up notably thanks to the support of **KitchenAid**, **Panem & Salva**.*

An edition centred on sharing, learning and the next generation.

Going international

Present in **12 destinations** around the world, representing a total of **18 events**, the Salon du Chocolat et de la Pâtisserie is expanding its footprint in 2026 with 2 new shows:

- **In Brazil**, the birthplace of cocoa, for a first edition scheduled from **10 to 13 December 2026** in Salvador de Bahia at the Salvador Convention Center. Bahia, renowned for its cocoa production and exports, was chosen to host this historic edition.
- **In Canada**, in Toronto from **19 to 22 November 2026**: the country will host a second show following the success of its Montreal edition. This marks a landmark first edition in Canada's economic capital, offering a premium experience.



With the amicable support of:



Practical information

Opening evening on 27 October from 7pm.

The Salon will be open from **Wednesday 28 October to Sunday 1 November 2026**, every day from 10am to 7pm, Porte de Versailles – Pavillon 5.

Prices:

ADULT Weekday: €16 | Weekend: €20

CHILD Weekday: €8 | Weekend: €10

FAMILY PASS Weekday: €45 | Weekend: €56

GOLD PASS Weekday: €40 | Weekend: €45

END OF DAY (5pm-7pm) Adult: €10 | Child: €5

OPENING EVENING PASS: €30

PROFESSIONAL: €20



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About Comexposium

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Through its Food & Beverage division, Comexposium operates leading brands such as SIAL, the world's largest network of food industry events (including SIAL Paris, SIAL China and Food & Drinks Malaysia by SIAL...); Vinexpo (wine and spirits events such as Wine Paris, Vinexpo Asia and Vinexpo Americas); the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, the Cheese and Dairy Products Show, and Djazagro. Comexposium's Food & Beverage Division brings together 1.5 million participants and 26,000 exhibitors across 35 events held in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul and Lima.

Comexposium also operates leading brands such as Milipol (security), NRF Retail's Big Show Europe and One to One Retail E-commerce (retail), IMCAS (healthcare), Les Assises de la cybersécurité (digital), Foire de Paris (leisure), as well as Rétromobile, GIIAS and Top Transport (transport & mobility).

Having implemented a responsible engagement strategy recognized with the Positive Company® CSR label in 2025, the Group is headquartered in Courbevoie, near Paris, and employs 1,200 people across its various subsidiaries.

www.comexposium.com

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