

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

SALON DU CHOCOLAT CHOCOLAND®
MONDIAL DU CHOCOLAT & DU CACAO



ET DE LA PÂTISSERIE

**The must-attend event
for chocolate and pastry
returns to Paris in 2026!**



From October 28 to November 1, 2026, the 31st edition of the Salon du Chocolat et de la Pâtisserie, the global event dedicated to cocoa, chocolate, and pastry, will take place at Paris Expo Porte de Versailles. Leading chefs and artisans, new experiences, highlights for the general public, and an expanded offering for professionals: this 2026 edition will celebrate craftsmanship, the passing down of skills, and industry trends.



A platform for showcasing expertise

A staple of the sweet world, the Salon du Chocolat et de la Pâtisserie brings together established artisans, young talents, cocoa experts, prestigious chefs, and producing countries every year, fostering a dynamic of creation that bridges tradition and innovative culinary expressions.

Five days to experience the rhythm of sharing, discovery, and tasting!

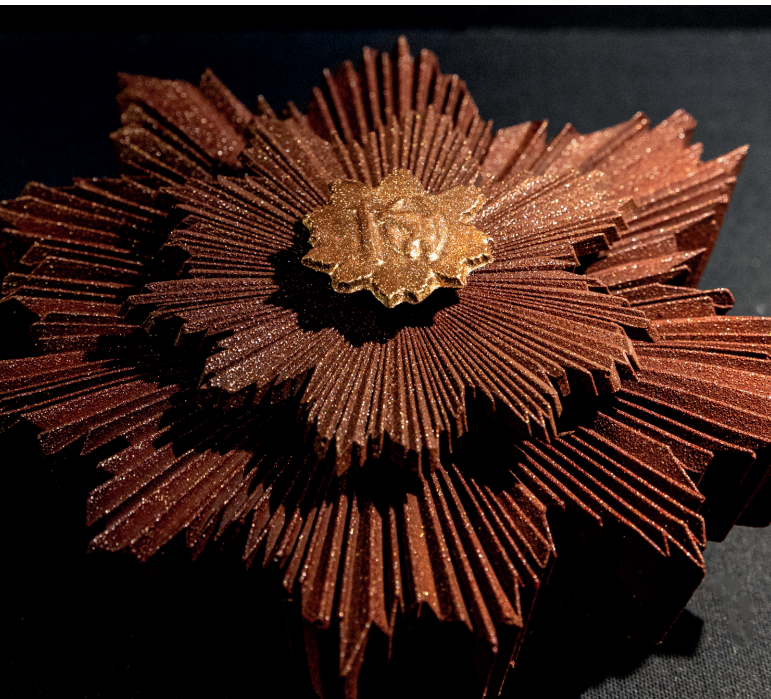
ON THE PROGRAM:



The unmissable **PASTRY SHOW**, a stage for live demonstrations led by renowned pastry chefs and chocolatiers. The 2026 French Dessert Champions, **Adrien Salavert** and **Bastien Meulot**, will be in attendance. Chefs invited by Gault & Millau, a partner of the fair, will also be featured in the program.



THE INSPIRATION LANE, which will showcase chocolate sculptures and outfits created by artisan chocolatiers and designers around the theme *"Incandescence."* The space will also feature the works of the finalists of the **Meilleur Apprenti de France Chocolatier**, created on the theme *"Depths of the Sea."*



SANTA'S HOUSE and its exhibition of Yule logs by chefs from luxury hotels and renowned establishments remains the must-see event of the holiday season, sure to delight young and old alike.



Following the success of its first edition, **THE MUSICAL SHOW** and its chocolate costumes are making a comeback, once again in partnership with **AICOM**, France's leading multidisciplinary school dedicated to the performing arts. Titled *"Incandescence: The Rock Cabaret,"* the production will offer a unique fusion of burlesque, art, and chocolate, resulting in a show that is as daring as it is sensational.

Dedicated areas will also highlight the show's exhibitors:

The new generation will take center stage with a space dedicated to **young talent**, a true breeding ground for creativity.

Women entrepreneurs will be celebrated in the **"Elles"** space, which will showcase their original creations and innovative spirit.

The **"En résidence chocolat"** space will invite a different chocolatier each day, offering even more discoveries.



New spaces to experience the Salon in all its forms

In 2026, the Salon du Chocolat et de la Pâtisserie continues to reimagine itself by offering ever more immersive and participatory experiences.

Designed as a true haven for gourmet delights, the exhibition invites everyone—enthusiasts, connoisseurs, and the simply curious—to explore the world of sweets in all its forms.

SOME OF THE NEW FEATURES:

CHOCO'LIVE, a vibrant space at the heart of the fair featuring a series of contests, challenges, and interactive activities. On Thursday, October 29, this stage will host tastings from the Master of the Pain au Chocolat, a competition organized by the National Confederation of French Bakers and Pastry Chefs.

PAVILLON SIGNATURES, a more intimate retreat where leading chefs will take the stage daily—such as Aurélien Cohen, scheduled for Sunday, November 1—featuring bespoke creations to take away or enjoy on-site, in a lounge atmosphere punctuated by DJ sets.

GOURMET WORKSHOPS WITH ENHANCED FORMATS will be offered: no fewer than 230 sessions, ranging from activities accessible to everyone (adults and children alike) to more specialized experiences designed for discerning enthusiasts, focusing on sensory awakening and chocolate tasting.



ON THE BUSINESS SIDE: AN EXPANDED B2B SPACE FOR INDUSTRY PLAYERS

The trade show is revamping its B2B Village. This key space, renamed **Choco'Lab**, will be dedicated to innovation and business development for professionals in the cocoa, chocolate, and pastry industries.

Serving as both a source of inspiration and a support hub for artisans—from sourcing raw materials to manufacturing tools and management solutions—this space positions itself as a true hub for networking and opportunities for industry professionals looking to grow their businesses and boost their operations.

EXPANDING GLOBALLY

With a presence in 12 destinations worldwide, representing a total of 18 events, the Salon du Chocolat et de la Pâtisserie is expanding its footprint in 2026 with two new shows:

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



PRACTICAL INFORMATION

Opening evening on **October 27** – doors open **7:00 PM**.

Exhibition open from **Wednesday, October 28**, to **Sunday, November 1, 2026**, daily from **10 a.m. to 7 p.m.**, at **Porte de Versailles – Pavillon 5**.

PRICES:

ADULT Week: €16 | Weekend: €20 • **CHILD** Week: €8 | Weekend : €10
FAMILY PASS Week: €45 | Weekend: €56 • **GOLD PASS** Week: €40 | Weekend: €45
LATE AFTERNOON (5:00 p.m.–7:00 p.m.) Adult: €10 | Child: €5 • **OPENING NIGHT PASS**: €30
PROFESSIONAL : €20

PRESS CONTACTS - AGENCE 14 SEPTEMBRE | salonduchocolat@14septembre.com

Fanette Lambert | fanettelambert@14septembre.com | +33 (0)6 38 65 39 84

Andreia Mesquita | andreiamesquita@14septembre.com | +33 (0)6 11 35 18 09

About Comexposium | Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows, exhibitions, conferences and one-to-one meetings in 80 cities across 24 countries, including SIAL, the world's leading network of events for food industry professionals; Wine Paris (Vinexposium) ; Who's Next; Les Assises de la cybersécurité; Foire de Paris; Retromobile; the Salon du Chocolat; and L'Étudiant.

Comexposium brings together communities of professionals and enthusiasts around the world through an omnichannel strategy designed to meet the real needs of its clients. Headquartered in Courbevoie (Île-de-France), the Group employs 1,200 people across its various subsidiaries.

Photos: @Brunet - Monié Photographie