

Under the Hight Patronage of
Monsieur Emmanuel MACRON
President of the French Republic

SALON DU CHOCOLAT

MONDIAL DU CHOCOLAT & DU CACAO

ET DE LA PÂTISSERIE

**The business meeting for the
cocoa, chocolate and pastry sector**



Professionnal press kit - July 2026

- EDITO - At the heart of the sector



Marianne Chandernagor
Director of the « Salon du Chocolat et de la Pâtisserie »

At a time when the cocoa, chocolate and pastry sector is undergoing profound changes, the "Salon du Chocolat et de la Pâtisserie" is establishing itself more than ever as a **strategic hub, serving all those who are involved in the industry.**

A true nerve centre for collaboration, it acts as a **catalyst for business, innovation and collective thinking**, enabling professionals (craftsmen, chefs, producers, experts, processors and distributors) to meet, engage in dialogue and collectively address the sector's challenges and consumer expectations.

Our ambition?

To make the Salon du Chocolat et de la Pâtisserie a place where **the entire value chain comes together and has its say**. More than just an event, the exhibition acts as a **voice for the sector**, showcases its expertise and supports its transformation. Serving as both a showcase and a springboard, it fosters partnerships, encourages the development of new projects and opens new markets.

In the face of the sector's key challenges (cocoa supply, environmental transition, changing consumption patterns, etc.), the exhibition **champions a committed and responsible vision** based on **sustainability, knowledge-sharing and excellence**.

Finally, it serves as a **barometer of market trends**, welcoming nearly 96,000 participants and providing professionals with the insights they need to anticipate developments and support their growth.

More than ever, it provides a **strategic forum dedicated to the development and promotion of the cocoa, chocolate and pastry industry**, both in France and internationally.



Rodolphe Lameyse
CEO of Comexposium's Food & Beverage division

The Salon du Chocolat et de la Pâtisserie occupies a strategic position within Comexposium's Food & Beverage events portfolio. It embodies a global sector with high added value, at the crossroads of key industry issues. "Chocolate is emblematic of this new generation of premium products, for which differentiation is no longer based solely on price, but on quality, origin, innovation, expertise and the experience offered to consumers."

The “Salon du Chocolat et de la pâtisserie” Paris



250 exhibitors expected
including 40 B2B exhibitors



500 speakers



96,000
participants including
more than 3,500 professionals



35 countries represented



30 conferences

Heading towards the international

PERU – Lima | JULY 16 > 19 2026
Centro de Convenciones de Lima

MALAYSIA – Kuala Lumpur | JULY 21 > 23 2026
Malaysia International Trade & Exhibition Centre (MITEC)

UAE – Dubai | SEPT 22 > 24 2026
HospitaCity

FRANCE – Paris | OCT 28 > 1ST NOV 2026
Paris Expo Porte de Versailles - Hall 5

CHINA – Shanghai | NOV 10 > 12 2026
New International Exposition Center

CANADA – Toronto | NOV 19 > 22 2026
Toronto Congress Centre

SAUDI ARABIA – Riyadh | DEC 7 > 9 2026
Riyadh Front

BRAZIL – Salvador | DEC 10 > 13 2026
MVU Promoções e Eventos

TURKEY – Istanbul | DEC 11 > 12 2026
Istanbul Congress Center

JAPON | JAN / FEB, 2027
Isetan Mitsukoshi Department Stores
Sapporo, Sendai, Kyoto, Hiroshima, Iwatara, Tokyo
ISETAN MITSUKOSHI LTD.

INDIA – Mumbai | FEB 20 > 21 2027
JioWorld Convention Center

USA – New York City | MARCH 2027
Center 415
messe frankfurt

CANADA – Montréal | NOV 25 > 28 2027
Grand Quai du Port de Montréal

In 2026, the **Salon du Chocolat et de la Pâtisserie** will continue its international expansion with two new strategic locations, bringing its presence to **12 countries and 18 events**.

- In **Brazil**, the birthplace of cocoa, with the inaugural event taking place from **10 to 13 December 2026** in Salvador de Bahia, at the Salvador Convention Centre. A region renowned for its cocoa production and exports, Bahia is a natural choice to host this historic event, right at the heart of the industry's origins.
- In **Canada**, with a new edition in **Toronto from 19 to 22 November 2026** at the Toronto Congress Centre. Following the success in Montreal, the exhibition continues its expansion into the North American market with a hybrid **B2B and B2C format at the heart of a structured ecosystem open to international participation**.

Le Salon du Chocolat et de la Pâtisserie, the reflection of the industry's evolution

The cacao, chocolate and pastry industry, is evolving in a context marked by fundamental challenges, including supply chain tensions, some price volatility, and increased CSR requirements.

These dynamics are contributing to a gradual shift in the sectors balance and business model.

Consumer expectations are evolving around several key areas: **naturalness and transparency, changing consumption patterns** with the rise of **snacking**, and **more mindful, health-conscious consumption**. At the same time, the search for **unique experiences** is intensifying. Consumers also remain attached to **regional products** and **classic flavors**, which continue to be key factors in their purchasing decisions.



Changing format

The rise of **individual and on-the-go formats** for chocolate and pastries, in line with more fragmented consumption patterns.

59% of the European
foodservice market

is now dominated by **snacking** (Circana).



Affection for regional products

Showcasing **local specialties and craftsmanship**, illustrated at the fair by the presence of **Pépites** and its creations made with *Fouace de Tonton*; **Chocolat des Princes**, Saint-Étienne's first chocolate shop; and **Au Bain au Chocolat** and its must-try *P'tit Landais*—all true ambassadors for their regions.

63% of French people

say they prefer products
made in their region or nearby (Kantar).



Search for new experiences

A focus on creations that combine **culinary innovation** (original ingredients, plant-based options, new flavour combinations) with **visual impact** (trompe-l'œil, bespoke designs), with a greater emphasis on **textures**, which have become a key differentiating factor.



54% of French people

say they try food products with **new textures, new varieties, and/or new sensory experiences**, and say they are interested in new products (Kantar).



Pleasure and a nostalgic dimension

"In the chocolate and pastry industry, we're seeing a marked return to classics, which reassure consumers," notes **Maëlig Georgelin** (Au Petit Prince), who illustrates this with the launch of *"L'incroyable chocolat chaud"*, gourmet creation featuring a blend of South American chocolates.



34% of French consumers

say that **nostalgic flavors** (family recipes, childhood tastes) make a product seem more **"indulgent" and premium**.
(Source: Mintel, "The Future of Flavors 2026".)

Now more than ever, the Salon du Chocolat et de la Pâtisserie is establishing itself as **a forum for analysis and foresight**, offering professionals insights to help them navigate the changes in a sector undergoing a major transformation.

Origins

In this context, the **bean-to-bar** movement emerges as a powerful response by emphasizing expertise in sourcing, processing, and traceability, all of which align with the market's new expectations. This trend will be reflected in the exhibitor lineup, with a stronger presence of international players in the bean-to-bar and tree-to-bar sectors, notably **three Thai brands** as well as chocolatiers from **Hungary** and **Indonesia**, demonstrating the global reach of these approaches.



He will also be represented at the show by passionate figures such as **Cédric Turmel**, who will unveil his new brand, *Bean to Bear*, and **Aurélien Plassard**, who will showcase a 90% cacao chocolate bar from Guatemala.



Female entrepreneurship

From cocoa production to entrepreneurship, and from business management to haute pâtisserie, **women now play a vital role in all aspects of the chocolate and pastry industries**.

The fair will highlight this diversity of career paths with the participation of **Lucile Vigilant**, Pastry Chef at Relais Bernard Loiseau; **Emiko Sano**, President of "Chocolaterie: Les 3 Chocolats"; and **Chantale Tsarazara**, CEO and founder of Vanilla Sava.

Through its **"Espace Elles"** section, the Salon du Chocolat et de la Pâtisserie showcases talent and sustainable practices, such as those of **A-TYPICA**, which highlights Caribbean terroirs through a bean-to-bar approach, notably with a **cacao liqueur** that combines agricultural rum from Martinique and chocolate.



B2B Village - Choco'lab, the place for strategic connections

At the heart of the exhibition, the **B2B Village - Choco' Lab**, is the space dedicated to professionals in the cocoa, chocolate, and pastry industry. During five days, this 500-square-meter space brings together **nearly 40 specialized exhibitors**, with a focus **on sourcing, innovation, and industry solutions**.

Designed as a true performance hub, the B2B Village - Choco'Lab offers an environment created to facilitate interaction and maximize opportunities

Meet-up point:

A **B2B lounge** offers a perfect space for negotiations and exchanges.

Business meetings platform:

Scheduling appointments in advance for qualified and targeted meetings.

Conferences and masterclasses:

A completely redesigned content program for professionals, covering the entire value chain of cocoa, chocolate, and pastry—from agricultural production to distribution and marketing. Led by leading experts such as **Nicolas Botomisy** (pastry and chocolate consultant), **Victoire Finaz** (@lachocologue), and **Jonas Rosales** (Semilla Escuela de Cacao in Nicaragua), these conferences will address key issues in the market, innovation, and the industry.

Against the backdrop of rapid transformation in the sector, the B2B Village - Choco'Lab—serves as the **nerve center of the trade show, where expertise, insights, and opportunities converge to support the growth of industry stakeholders**.



A preview of different companies you can find:

In the B2B VILLAGE - Choco'lab:

Key players will attend, such as **Manufacture Paysac**, which crafts chocolates in Lyon using specialty cocoa beans to reflect the excellence of each terroir and provides them to professionals in the food service industry, **SEMI**, an Italian specialist in custom-made chocolate equipment, and **Altervia Trading**, a French expert in the trading of raw materials for professionals, illustrate the richness and complementary nature of the B2B offering, covering the entire value chain of the industry.



Based in Bourgogne-Franche-Comté, **HYDROPROCESS** has established itself as a leader in waterjet cutting with its iconic ChefCut® machine. At the trade show, the French company will showcase the ChefCut CC3515, a new generation of machines offering even higher performance.

In the aisles of the exhibition:



Experienced bakers can discover **Silikomart**, a leader in innovative silicone molds featuring Italian design. Among its flagship creations are the **Bûche Sapin**, suitable for both cold and baked desserts, and the new **Bûche Igloo**, which showcases the evolution of uses and creative possibilities by allowing users to make both desserts and decorations in a single mold.



3D Bakers will showcase its creations at the Maison du Père Noël in the heart of the Yule logs exhibition, highlighting the industry's new creative approaches.

Founded by two former pastry chefs, the brand designs custom molds and accessories using 3D printing, with a specialty in **hybrid molds** that allow for the precise creation of complex shapes.

It is also developing **3D Bakers AI Studio**, its latest innovation in the rapid design of custom molds.



Excellence, a timeless signature

A true showcase for **exceptional talent**, the Salon du Chocolat et de la Pâtisserie celebrates French artisanal excellence through the participation of leading chefs and establishments, notably in the **Pavillon Signatures** with Julien Dugourd & Théo David (Mandarin Oriental, Paris), who will be present on Friday, October 30.

A place that fosters healthy competition, the exhibition also hosts **various contests and award ceremonies**—true drivers of visibility for the profession—such as the **Master National du Meilleur Pain au Chocolat 2026** (Confédération Nationale de la Boulangerie-Pâtisserie Française) and the **International Competition for “Chocolats élaborés à l’origine”** (AVPA).



Galeries Lafayette
LE GOURMET

Organized once again in partnership with **Galeries Lafayette Le Gourmet**, the “**Éclats du Chocolat**” competition stands out as an exceptional showcase, offering award-winning companies a tremendous springboard for visibility and growth. This edition will be chaired by **Yannick Alléno**, the world’s most-starred chef, renowned for his innovative vision of gastronomy and his modern approach to chocolate.

Building on this momentum, **knowledge transmission** has emerged as a key priority for ensuring the sector’s long-term viability and supporting its growth, a central focus of the Salon du Chocolat et de la Pâtisserie.

With more than **230 workshops**, ranging from those for the general public to those for experts, and **live demonstrations at the Pastry Show hosted by Mercotte**, the Salon du Chocolat et de la Pâtisserie serves as a platform for knowledge-sharing and skill development.



Spotlight on transmission

The “**Jeunes Talents**” Area embodies this spirit by showcasing a new generation of committed and enterprising young people. Take **Kelly and Maxime**, for example, the duo behind **Les Galéonettes**, artisan chocolatiers who champion a rigorous approach to their products and artisanal craftsmanship, or **Juliette Lefrançois**, founder of **Sésame Pâtisserie**, who, at just 20 years old, is developing a bespoke line of pastries and macarons that blend creativity, entrepreneurial agility, and technical mastery.

This initiative helps **uncover talent, shape career paths, and secure the future of traditional craftsmanship** in a sector undergoing rapid transformation.

They trust us:



INFORMATIONS

The Salon du Chocolat et de la Pâtisserie
is in **Pavilion 5.1 and 5.2** at **Paris Expo Porte de Versailles**.

The Producing Countries will be in **Hall 5.1**.

B2B Village – Choco'lab is located in **Hall 5.2** and is open for **5 days**.

It is accessible only with the **1-DAY PRO PASS (€20)** or the **3-DAY PRO PASS (€50)**,
which also grant access to the entire exhibition.

PRESS CONTACT

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 organisers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, one-to-one events, in 80 major cities in 24 countries around the world.

Through its Food & Beverage division, the Group operates strong brands including SIAL, the event leader for food industry professionals (SIAL Paris, SIAL China, Food & Drinks Malaysia by SIAL...), Vinexpo (with wine and spirits events such as Wine Paris, Vinexpo Asia and Vinexpo Americas), as well as the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, the Cheese and Dairy Show and Djazagro. Comexposium F&B's division attracts 1.5 million attendees and 26,000 exhibitors across 35 yearly events in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers or Lima.

Comexposium also animates a dynamic portfolio of other strong, well-established brands, such as Foire de Paris (leisure), One to One Retail E-Commerce (retail), Les Assises de la Cybersécurité (security), l'Étudiant (education), Who's Next and Silmo (fashion), Rétromobile and Jakarta Auto Week (transport & mobility)...

With an engagement strategy awarded the Positive Company® CSR certification in 2025, the Group, headquartered in Greater Paris, employs 1,200 talents across all Group entities.

www.comexposium.com

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