

NATURES OFFERS SOMETHING TO SUIT ALL TASTES !

# SALON DU CHOCOLAT

MONDIAL DU CHOCOLAT  
& DU CACAO



CHOCOLAND®



**31 OCT. > 04 NOV.** PORTE DE VERSAILLES

[SALON-DU-CHOCOLAT.COM](http://SALON-DU-CHOCOLAT.COM)



**PRESS KIT** SEPTEMBER 2018



## NATURES OFFERS SOMETHING TO SUIT ALL TASTES!

31 OCTOBER - 4 NOVEMBER, 2018

24<sup>th</sup> Edition

PARIS – PORTE DE VERSAILLES, HALL 4

### A treat?...

#### **PRESS RELEASE**

**P.2**

Find all the highlights of the 2018 Salon du Chocolat

### A foodie?...

#### **PRESS KIT**

**P.4**

A subject, a thematic, a spread, a special show about chocolate?

Discover the Salon du Chocolat program, speakers, spokesperson and all the trends of the chocolate world

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### **Simple... as a chocolate !**

Please contact Leslie Levy or Robin Beau at [+33 1 45 03 21 26](tel:+33145032126) for further information: they will nourish you with pictures, videos, practical information, insights. If you need tailored interviews (spokesperson of the Salon du Chocolat, chocolatiers, artists, designers, celebrities..) they will be at your service.



Press release  
September 2018

## **Salon du Chocolat 2018:** **NATURE OFFERS SOMETHING TO SUIT ALL TASTES !** **31 October - 4 November, 2018- Hall 4, VIPARIS Porte de Versailles**

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Updated theme and programme, festive and educational entertainment for old and young alike, indulge the senses and feast the eyes: the 2018 edition of the Salon du Chocolat offers you the opportunity to explore the infinite world of Cocoa in a single location!

The 24th edition of the event will once again be held at the Porte de Versailles, Paris, but this **year is moving into Hall 4** in order to offer visitors the benefit of an event extending over a single floor and even more enjoyment just a few weeks before the festive season commences.

### **Nature offers...**

Because the Salon de Chocolat in Paris represents a **unique opportunity for chocolate lovers to find out about and taste an incomparable range of chocolates from the 5 continents of the world, the diversity and wealth of chocolate flavours will be celebrated in particular this year.**

The Salon is a **crossroads for new trends**: visitors will therefore be able to discover the products of 230 exhibitors from across the globe, ranging from well-known distributor brands, the **Incontournables**, or **Essentials**, new products from **master chocolate makers, star pastry-maker specialities** and **new discoveries from other countries.**

**All the experts and talented stars in the trade will come together for 5 days to educate the public and share their passion and experience, their recipes and production secrets and initiate the public into the art of chocolate tasting, enabling them to make informed choices about their preferences.**

### **...something to suit all tastes!**

**Today reconciling pleasure with healthy living is a priority for chocolate and pastry makers the world over.** Because certain foodstuffs are particularly well-suited to fulfilling our nutritional requirements, we have chosen to **focus on cocoa**, a testimony to an understanding between man and Nature, and recognised today as a **“superfood”, star of “raw culture” and of healthy living.**

In a world in which nutritional quality is fundamental and food is increasingly viewed as a vector of health and well-being, the **Salon du Chocolat aims to illustrate that indulging in Cocoa, that incredible nugget of age-old virtues given to us by Nature, is even more possible and desirable than ever.**

**Between pedagogy, folklore and “Bean-to-Bar”, the origins of the product, the lands in which it is created and its virtues will all be revealed by numerous producers (Africa, South America, Asia) and planters who will be present to enable the public to explore the exceptional lands where the fruits of the cocoa tree are cultivated.**

**The “healthy” trend in all its forms** will be the focus of the innovations created by our chocolate makers: chocolate consumption is becoming a health ally and **naturalness** is making a serious comeback.

## Events for all...

In addition to the exhibitors, the 2018 show program will lead visitors to a tasty world of new discoveries and events, all of which are free entry:

✓ From 31st October to 2nd November 2018, the Salon du Chocolat will once again host the **International World Chocolate Masters Final**. This competition is the world championship of master chocolate makers - an initiative led by Cacao Barry to promote talent and creativity amongst master chocolate makers and to push them into the limelight of the global stage. The World Chocolate Masters consists of 21 finalists, representing as many countries, competing in the international final. **The challenge? To take home the prestigious World Chocolate Master 2018 title. The competition theme, "Futropolis", will challenge finalists to imagine the future of chocolate gastronomy between now and 2025.**

✓ **Women**, who are increasingly present in sugar-based professions, will be honoured this year, whether it be through the master-classes on offer throughout each day, or in the **new dedicated "Elles" space which will bring together the new feminine guard of all that is chocolate and pastry-making.**

✓ 2018 marks the 160<sup>th</sup> anniversary of diplomatic relations between Japan and France and will be celebrated by **Japonismes 2018**, an event that aims to portray the wealth of Japanese culture through exhibitions and shows both in Paris and across the whole of France. The Salon du Chocolat has been selected to celebrate the unbelievable creativity of talented personalities in Japanese gastronomy, who will be represented at the salon in a permanent **dedicated tasting space for delicacies combining chocolate with other flavours** and to showcase the **presence of the greatest Japanese chocolate makers at the Salon.**

✓ The Salon introduces this year a new **entire space dedicated to the art of pastry**. This space will welcome a selection of exhibitors from various universes of the pastry world. They will meet their passionate audience with a tasting and sale area (for one day or throughout the 5 days of the show) or through a one-hour master class.

✓ **Wednesday 31<sup>st</sup> October** is when the 2018 edition of the prestigious **Relais Desserts Charles Proust** competition will be held. Relaunched in 2006 by the Relais Desserts association, the competition enables young pastry chefs from across the world to express their artistic qualities and their creative talent.

✓ **The Salon du Chocolat will also welcome the Trophée de la Pâtisserie Française**, organized by the Confédération Nationale des Artisans Pâtisiers. This competition will highlight the whole profession and allow professionals and amateurs to defend their creation to the general public and a jury of experts on the theme of the **"Religieuse" pastry.**

✓ **The Junior Salon du Chocolat makes its return in partnership with TiJi, Gulli and CANAL J in a dedicated educational and fun area allowing children from the age of 3 to experience and learn about chocolate!** Beginner tasting and recipe workshops aimed at children and young teenagers, dance classes, digital street art, book signings, special events,... the programme will be rich in cocoa and gifts!

✓ **Visitors are still able to take part in the Salon's opening evening:** limited series tickets will be sold with proceeds going to the Association Mécénat Chirurgie Cardiaque, enabling generous chocolate lovers to enjoy an exceptional evening event on 30<sup>th</sup> October ... at the same time as doing a good deed! The proceeds from ticket sales should make it possible to offer a new heart to a sick child.

## ... and for Professionals working in the world of chocolate

The dedicated B2B area of the Salon will welcome professionals working in chocolate, who will find a **selection of suppliers and producers of materials aimed at chocolate and pastry makers:** ingredients, decorations, laboratory equipment, packaging, store layout and equipment,... A lounge will be available for use by professionals to promote networking and quality interaction between key players in the chocolate/cocoa sector.

## And the timeless features of the Salon:

Visitors will of course still be able to enjoy the Salon du Chocolat's flagship events:

- ✓ The daily **Chocolate Fashion Show**, attended every day by some particularly chocolatey celebrities
- ✓ The **Pastry Show** when celebrity chefs reveal their creations and sample them to the public
- ✓ **L'Atelier des Papilles by Rosières**, which will take the form of a cooking demonstration led by top chefs with remarkable and unexpected results
- ✓ The Chocosphère with public **conferences** on a wide range of chocolate-based themes.
- ✓ The **Workshops**, open to all with the Atelier des Sens
- ✓ **Shows from producer countries** in the Cacao Show space

This 2018 edition promises to be an exploration of chocolate in all its flavours!

**Find the complete Salon du Chocolat programme at:**  
**[www.salon-du-chocolat.com](http://www.salon-du-chocolat.com)**

**And follow us on:**  
**[www.facebook.com/salonduchocolat](https://www.facebook.com/salonduchocolat)**  
**[www.instagram.com/salonduchocolat](https://www.instagram.com/salonduchocolat)**  
**Twitter: [@salonchocolat](https://twitter.com/salonchocolat)**

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*Visuals, accreditations, complete topics and interviews on request*

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## PRESS KIT

### 1/ NATURE OFFERS SOMETHING TO SUIT ALL TASTES!

**This year, the Salon du Chocolat is giving free rein to the fruit of the cocoa tree in all its different forms during the even more irresistible event, under the heading of Flavour and Nature.**

New consumer expectations in terms of food are based on authentic, natural products which are unique in character. But it's also about new experiences and a range of flavours as well as the use of ingredients which provide real health benefits (Source: Study "Food 360" Kantar TNS Sofres 2016). A trend that has been confirmed by a Mintel 2017 report which places trust, "looking after oneself", stress, individuality and sustainability as the 5 key consumer trends for 2018 in terms of food.

However, all of these preoccupations revolve around a fundamental criterion, which is that of Flavour. This is the deciding factor in the selection of a chocolate product for 63% of consumers, according to recent study published at the end of last March by Kantar Media.

Faced with this puzzle, **the Salon du Chocolat 2018 only has one aim: giving you a pleasurable experience** by offering you the opportunity to visit a single venue over a 5 day-show to discover and taste an incomparable, representative selection of chocolates from across the globe, with the guarantee of something to satisfy all chocolate lovers.

**The Salon du Chocolat historically showcases the most precious of Nature's creations: the fruit of Cocoa.** It creates a link between the Northern populations who consume chocolate and Southern populations who produce cocoa. The focus of this year's Salon will be to highlight all the initiatives undertaken by chocolate makers and cocoa professionals across the whole world to promote a return to simplicity, tradition and great flavour that respects a healthier way of living and encourages a "greener conscience".

#### **Short Botanical lesson**

*"At no other time has Nature concentrated such a wealth of valuable nourishment into such a small space as in the cocoa bean."* - Alexander Von Humboldt.

**Cocoa** (from nahuatl cacahuatl which refers to the beans of the cocoa tree) is the powder that is obtained by grinding fermented cocoa beans produced by the cocoa tree.

This operation also makes it possible to extract cocoa butter. Cocoa mass or paste is produced using fermented, roasted beans. This paste is used to make chocolate.

95% of global cocoa production is based on peasant agricultural techniques on family-owned farms.

There are several different varieties of cocoa trees and their beans are selected by chocolate makers on the basis of their various qualities in terms of flavour, which are dependent on species and the production location. For a long time, the origin of the cocoa trees was a mystery, because they were all so different from each other even over a very small area. It was only genetic research that made it possible to identify the different species, the main ones being:

- The forastero (80-90 % of global production) comes originally from the Amazon, but is now predominantly cultivated in Africa, Brazil and Ecuador and is the most rustic variety.
- The criollo (1-5 % of global production), originally from Venezuela, cultivated in Latin America (Caribbean, Antilles, Mexico, Venezuela, Colombia), the smoothest, most fragrant, delicate and slightly bitter variety.
- The trinitario (10-20 % of global production), the result of the crossbreeding of the two previous varieties, appeared in the 18th century on the island of Trinidad to compensate for the extensive loss and damage caused by hurricanes to crops of the criollo variety, which is more fragile. Cultivated in Spanish-speaking America, Trinidad and primarily in Cameroon for the African continent and in Asia, it has delicate flavours that are less intense than those of the criollo.

## Major « Nature » Trends for 2018

**Scientists are all in agreement about the exceptional characteristics of cocoa**, including its wealth of antioxidants and very high magnesium content (in addition to vitamins B and E, proteins, iron, potassium, phosphorus, copper, zinc). Considered to be a super-food that is entirely plant-based and natural, raw cocoa beans are a source of vitality whose consumption has not yet become widespread. Much more than just a sweet treat; **cocoa is a powerful, healthy ingredient**.

**Ethics, Bean to Bar, traceability** • With the arrival of plantations and highly reputed vintages, traceability, a blend of sensual pleasure and a quest for meaning, has long been a major consideration in the cocoa-chocolate sector. With the return of Grand Cru cocoa from certain properties (or plantations) and the arrival of the “Bean to Bar” movement practised by an increasing number of passionate chocolatiers, artisan chocolate craftspeople are predominantly in favour of a more respectful and responsible approach within the sector. The “green conscience” concept and responsible consumer choices have radically changed the way in which consumers perceive chocolate brands and their communications and offers.

**The arrival of Raw Foods** • Many people have become involved with the Raw Food trend: non-processed ingredients, which are unrefined, natural, simple and healthy. An approach that is increasingly present on the shelves of large and medium-sized retail outlets and which is also in evidence in Baking creations, as reflected in the blogger Ophélie Véron’s publication “*La Pâtisserie Crue*” (Raw Baking).

**Pâtisserie: the art of simplicity** • Naturalness and simplicity mean that in terms of baking we are also returning to the simple pleasures of authentic, traditional desserts. And because sweet treats reawaken the child that slumbers in each of us, mythical brands of sweets, flavours from by-gone times and cakes made following recipes used by our grandmothers are definitely in fashion at the moment.

**The “healthy” trend** • This trend is particularly in evidence this year in the creations of our chocolatiers and pastry makers: detox chocolate is not intoxication and we love the low fat, sugar-free and gluten-free recipes which mean that chocolate consumption is becoming an ally in good health and that **naturalness** is making a strong comeback.

We are also witnessing the successful rise of vegan baking or in other words, when France, the land of gastronomic pâtisserie, discovers the delights of plant-based cakes and dishes.

## 2/ Salon du Chocolat de Paris : 2018 Highlights

### 1. THE WORLD FINAL OF THE WORLD CHOCOLATE MASTERS

From 31<sup>st</sup> October to 2<sup>nd</sup> November, the Salon du Chocolat will once again be hosting the **World Final of the World Chocolate Masters**.

This competition is the equivalent of the world championship for artisan chocolate makers - an initiative introduced by Cacao Barry to promote the talents of artisan chocolate makers across the globe and to push them into the international limelight. The World Chocolate Masters brings together **20 finalists, representing as many countries**, in an international final.

**The aim?** Going home with the prestigious World Chocolate Master 2018 title.

The theme of this year's "Futropolis" competition challenges finalists to envisage the future of chocolate-based gastronomy between now and 2025. More precisely, to consider how cities of the future will influence our way of living and eating, and how chocolate will brighten up our days. The jury will be looking in particular for new sensory combinations, avant-garde patisserie concepts and a design language that will define the sales orientation of tomorrow in terms of patisserie and chocolate making.

The competition welcomes participation from two new countries this year: the North African region represented by Morocco and the Middle East represented by the United Arab Emirates. Following the withdrawal of the Canadian candidate for health reasons, 20 candidates will compete alongside each other, with representatives from the other usual participating countries such as France, Italy, Belgium, the United Kingdom, Japan, the USA, Latin America, Russia, China and many more. Australia will also be taking part again this year.

The jury, made up of professional chefs representing the 20 countries, will be chaired by **Frank Haasnoot** (winner of the 2011 edition of the World Chocolate Masters), well-known pastry chef **Cédric Grolet**, voted world's best pastry chef by World's 50 Best and **Naomi Mizuno** (winner of the 2007 edition of the World Chocolate Masters).

The World Chocolate Masters 2018 final will be based on 3 rounds with the following challenges:

#### 31<sup>st</sup> OCTOBER ROUND 1 - all 20 finalists

- "The Futropolitain" chocolate showpiece
- Chocolate Travel Cake

#### 1<sup>st</sup> NOVEMBER ROUND 2 - all 20 finalists

- Or Noir 'Futurology': creating the chocolate bar of the future
- Chocolate snack to Go
- Chocolate bonbon: the bonbon of the future, unlocking new sensorial delights

#### 2<sup>nd</sup> NOVEMBER ROUND 3 - 10 finalists with the highest scores in rounds 1 + 2

- Fresh Patisserie of Futropolis
- Chocolate design 'The City of Tomorrow'

On the basis of the highest scores obtained in round 3, the winner of the World Chocolate Masters will be announced on the 2nd November at the Salon.

The event will be broadcast live on: [www.worldchocolatemasters.com](http://www.worldchocolatemasters.com), on the Facebook page [facebook.com/worldchocolatemasters](https://facebook.com/worldchocolatemasters) and on the YouTube channel World Chocolate Masters.

Visitors can also enjoy the competition at the salon from a space that has been specially designed for them



## 2. LADIES STIR IT UP !

They endorse the revival of desserts...in a light-hearted way! **The spotlight is on the women taking part in the salon, who will share their business success stories with passion. The Salon du Chocolat focuses in particular on these women from the world of gastronomy.** A dedicated new area named “Elles” brings together the feminine new garde of chocolate and pastry-making, including Hasnaâ Chocolats Grand Cru and IKA Chocolate. They will also be on the stands and in the event spaces at the Salon: Laurence Alemanno (Chocolatitudes), Anne-Françoise Benoît (Benoît Chocolat), Alixe Bornon (Les Belles Envies), Christelle Brua (Le Pré Catelan), Marsha Brunelle, Bénédicte de Chambure (Le Club Criollo), Kyoko Duchêne, Victoire Finaz, Marjorie Fourcade & Saori Odoi (Foucade Paris), Sylvie Guillaume, Claire Heitzler, Sae Hasegawa (Château de Courban), Inès Lamouri (winner of the “Jeune chef pâtissier” competition Les Étoiles de Mougins 2018 - Hôtel Plaza Athénée Paris), Johanna le Pape (Sugar Arts World Champion), Bérénice Leconte (VG Pâtisserie), Klervi Mandon (Delikats), Géraldine Martens, Elodie Martins, Candice Peytour (Chocolat Encuentro), Claire Verneil, Nina Metayer, Noémie Honiat ...

## 3. JAPANESE EXPERIENCE (#JAPONISMES 2018)

2018 marks the 160<sup>th</sup> anniversary of diplomatic relations between Japan and France, which will be celebrated with **Japonismes 2018**, an event that aims to present the wealth of Japanese culture through exhibitions and shows both in Paris and across France. This year, the Salon du Chocolat is welcoming **around twenty Japanese exhibitors** and has been selected to celebrate the indescribable Talents of Japanese gastronomy, whose key players will all be present at the Salon.

Thanks to the reputation and influence enjoyed by the Salon du Chocolat in Japan over the last 17 years, strong and enriching relationships have developed between artisans from the two countries, promoting both the exchange of skill and expertise, as well as the reciprocal understanding and knowledge of food products. The result of this is evident in French artisans’ particularly successful combinations of chocolate with sake, liqueurs, shochu, whisky, matcha tea, yuzu, yokan, sesame, pepper etc, which the Salon du Chocolate aims to promote to French professionals and consumers.

**The Japan Area of the Salon** (or “Japanese Experience”) will be running simultaneous masterclasses in two amphitheatres. In small groups of 25, the general public and media will discover the wealth of products available from Tokyo Chocolate, Meiji and Yuzusake. These workshops, which will be led by Japanese chocolate and pastry makers, will enable visitors to explore pairings between chocolate and iconic products of the Japanese gastronomy.

## 4. PASSIONATELY PATISSERIE

For 25 years, the Salon du Chocolat has been celebrating the art of patisserie by showcasing all the talents in the profession - emblematic chefs, rising stars and tomorrow’s talents.

The Salon has always aimed to use its reputation to promote this profession, which at that time was bound by confidentiality and secrecy and far removed from the media coverage it currently receives.

The biggest names in gastronomy and pastry have been supporting the Salon for 25 years. Pierre Hermé, Philippe Conticini, Robert Linxe and Jean-Paul Hévin forged the path by taking part in the first Parisian edition in 1995, followed by many other well-known chefs who participated in the Salons de Chocolat in France and overseas: Ferran Adrià, Christophe Adam, Frédéric Anton, Frédéric Bau, Akrame Benallal, Christelle Brua, Yann Brys, Amandine Chaignot, Trish Deseine, Christophe Felder, Nadiya Hussain, Arnaud Larher, Stéphanie Le Quellec, Cyril Lignac, Thierry Marx, Christophe Michalak, Angelo Musa, José Ramon Castillo, Pit Oberweiss, Emmanuel Ryon, Pierre Sang, Brian Tan, Koji Theobroma, Sergio & Javier Torres, Bill Yosses, Adriano Zumbo, ... to name but a few.

So it is a natural progression for the Salon to introduce **a new space entirely dedicated to the art of patisserie** this year. This space will welcome a range of participants representing the different aspects of the world of patisserie. They will be able to meet with a delighted public in a special tasting and sales area (either for 1 day, or over the 5 days of the Salon) or during a one-hour masterclass.

A laboratory will make it possible for pastry chefs to work on their creations from day to day, under the attentive gaze of visitors.

This space will celebrate the talent of **Philippe Conticini**, who will be present, as well as paying an homage to **Jean-Paul Hévin**.

In this area of the exhibition, visitors will also experience **Bûche, ô ma bûche** which is dedicated to the most beautiful 2018 Christmas log, genuine temporary works of art dreamt up well-known pastry chefs.

## 5. THE SALON DU CHOCOLAT JUNIOR

**40,000 children visited with their parents in 2017 Junior Salon du Chocolat is making a comeback for 2018 with even more events tailor-made for chocolate lovers in training! The event, organised in partnership with TiJi, Gulli and CANAL J, offers children and their families an initiation into the magical world of chocolate with fun, educational and tasty experiences.**

Throughout the day, the smallest chocolate lovers will be able to take part in free delicious and educational workshops to learn about the secrets of chocolate and basic patisserie skills. On the programme: ongoing workshops with well-known chefs, Khriss Dance Party, Gu'live, Moussier Tombola show, dance workshop, digital street art, dedications, happenings, rest and relaxation area with colouring... all in the presence of children's favourite heroes.

To complement the TiJi, Gulli and CANAL J events, the Junior Salon du Chocolat will be running many appetising free access activities:

- **The Junior Pastry Show**, the little brother of the Salon's unmissable and historical dedicated pastry space, but 100% dedicated to children! Chefs from **l'Atelier des Sens** and **Cap Chocolat** will be present in this space throughout the day and will be demonstrating how to follow easy recipes and recreate them at home with the family.
- Bio C'Bon will be distributing a **Big Organic Everyday Snack** to children and their parents.
- **Panda Color** will be running workshops for children to make chocolate lollies, decorate biscuits with chocolate or create a chocolate drawing (from 4 or 6 years old depending on the workshops).
- **Le Petit Ourson Guimauve** is showcased this year on the **CÉMOI** stand and will be deliciously decorated over the course of the 5-day Salon by children, guided by a culinary blogger who is an expert in cake design

## 6. RELAIS DESSERTS CHARLES PROUST COMPETITION

**31<sup>st</sup> of October hosts the prestigious 2018 Relais Desserts Charles Proust competition.**

Relaunched in 2006 by the Relais Desserts association, the competition allows young pastry chefs from across the world to express their artistic side and creative talents.

Candidates must present:

- an artistic piece based on "Cartoons", created either in sugar paste, sugar or Isomalt and chocolate,
- a small chestnut-based cake, the decorating of which will take place in public on the day itself.

The members of the jury present to support Chairs Claire Heitzler and Christelle Brua (Le Pré Catelan) are currently: Thierry Bamas (MOF Pâtissier, Pâtisserie Thierry Bamas), Nicolas Bernardé (MOF Pâtissier, Pâtisserie Nicolas Bernardé), Stéphane Glacier (MOF, Pâtisserie Stéphane Ice-cream maker and creator of *Artisans* magazine), Emmanuel Ryon (MOF Ice-cream maker and Pastry World Champion, Une Glace à Paris), Benoit Couvrant (Pâtisserie Cyril Lignac) et Marc Rivièrre (Pastry World Champion, Maison Potel & Chabot).

Candidates will also be assessed by a press jury and a public jury. Participants in the public jury will be selected in September via the Salon du Chocolat and Relais Desserts social networks.

## 7. TROPHÉE DE LA PÂTISSERIE FRANÇAISE

This year the Salon du Chocolat will also be hosting the **Trophée de la Pâtisserie Française**, or French Patisserie Trophy organised by **Confédération Nationale des Artisans Pâtissiers**. The competition showcases all aspects of the patisserie profession and provides an opportunity for professionals and amateurs alike to submit their creations based on the theme of the French pastry known as *Religieuse* to the general public and a jury of experts.

The competition will be open to 12 amateur patissiers and 12 professionals. Amateur competitors must create six individual, traditional chocolate religieuse pastries, whilst the professionals will be required to create six individual, traditional chocolate religieuse pastries and six revisited religieuse pastries (free choice of flavour).

Prizes will be awarded on **Sunday 4<sup>th</sup> November at 4 PM** on Salon's Cacao Show Podium.

## 8. 30<sup>TH</sup> OF OCTOBER 2018: GRAND OPENING EVENING OPEN TO THE PUBLIC

For the third year running, the Salon du Chocolat will be opening its doors to the general public for its famous opening evening event and is selling 3000 limited series tickets for this event which is scheduled for October 30<sup>th</sup>.

**These tickets will be sold with profits going to the Association Mécénat Chirurgie Cardiaque, making it possible for chocolate loving contributors to enjoy an exceptional evening whilst raising funds for a good cause.** The total made from the sale of tickets should make it possible to provide an ill child with a brand-new heart. A unique opportunity to see your favourite stars dressed in chocolate dresses, to enjoy the exclusive programme of the Salon's opening evening ordinarily reserved for the media and stars and to get a preview of the salon under exceptional conditions...

**A unique show is programmed for this year**, in addition to the opening fashion show, the surprising stars of which will be revealed very shortly! The electro-pop duo, Kiz, who have created a massive following of millions on YouTube with their perky tunes, and whose album "Des Tours Deluxe" came out in the spring, will set the tone for the evening with their boundless and contagious energy! Visitors will also enjoy the rhythmic and vibratory poetry of the Animal Totem show, an ode to Nature throughout the seasons that blends fairytale and dreamlike notions.

***Tickets on sale for €35 by advance sale only on the [www.salon-du-chocolat.com](http://www.salon-du-chocolat.com) website and from the FNAC (in store or on [www.fnac.com](http://www.fnac.com))***

## 9. COCOA DESTINATIONS

Because the Salon du Chocolat aims to showcase the whole chocolate and cocoa sector, the Show is further developing **its bean-to-bar village** this year and **will highlight sustainable initiatives in the world of chocolate, as well as local start-ups and the many cocoa-producing countries visiting the Salon from Africa, Latin America and Asia.**

## 10. BACKSTAGE AT THE FERRERO PRODUCTION SITE

Exclusive! For the very first time and exclusively at the Salon du Chocolat, Ferrero is opening the doors of its production site in Villers-Ecalles near Rouen (Normandy), where one quarter of the world's Nutella is produced. At an entertaining and appetising stand, the public will be able to experience the Nutella and Kinder Bueno production lines by means of virtual reality. A unique opportunity to get a backstage view of these iconic brands which are much loved by the French and to find out more about the origins and quality of the ingredients used in their creation. *Stand C9*

## 11. FOR PROFESSIONALS

The Salon du Chocolat is the main annual event for the Profession and gathers the biggest number of representative experts from across the globe.

This is why from Wednesday 31<sup>st</sup> October to Friday 2<sup>nd</sup> November the Salon is inviting all sector professionals into its dedicated BtoB area.

In this area, they will find **about thirty suppliers and manufacturers of materials aimed at chocolatiers and pastry chefs**: ingredients, decoration, laboratory equipment, small appliances and utensils, packaging, store layout and equipment, including:

ADINE / THERMOFORM BOITES ET COFFRETS - ALIMAT TREMBLAY - CD PAPER PRODUCTS - CHOCOLATE WORLD - COCOATOWN - DECOBOX - DOMACHOC - DIAMOND CUSTOM MACHINES - EZTEMPER - FBM - HYDROPROCESS - IDEO TECNICA - LAREKA - LSM LINÉAIRE - MAKAO - PACKINT - SAVY GOISEAU - SELMI - SOC CHEF - SPECTRA - SPSI - TECNO 3...

The Salon is offering professionals present at the Salon a **dedicated work and relaxation area** to encourage networking and improve the quality of exchange between key players in the chocolate/cocoa sector.

### **3/ The Must-Sees at 2018 Salon du Chocolat**

#### **✓ The Chocolate Fashion Shows**

Daily at 5pm, Podium Cacao Show

Make space for creativity and indulgence! This year, chocolate makers and clothes designers have joined forces to come up with original creations, contemporary expressions of a natural kind, but which ooze modernity. Creations that are **delicate or sculptural, aesthetically pleasing or avant-garde...** **The 2018 collections is set to be spectacular!**

**20 chocolatey creations** will be presented to the public during a unique fashion show **held daily at 5 PM**, with **different surprise guests each time**.

**The creations will also be worn by particularly chocolate personalities at the Salon's opening event, a limited number of places at which is available to the general public**, a celebratory evening event to raise funds for the Mécénat Chirurgie Cardiaque association, with **exceptional performances of the multi-sensory Animal Totem show and by electro-pop duo, KIZ.**

#### **Chocolate Maker & Designer Teams for the 2018 Fashion Show :**

Le Chocolat de H & Tae Ashida / Hasnaâ et Vincent Ferreira & Jérémie Pujo / Stéphane Bonnat & Angélique Godey / Bernachon Chocolatier & Nicolas Fafiotte / Jean-Luc Decluzeau & Angel Sewing / Maxence Barbot pour l'Hôtel Plaza Athénée Paris & Julien Bonnet / Georges Larnicol & Pascal Jaouen / Jeffrey Cagnes pour la Maison Stöhrer & Jean-Paul Benielli / François Pralus & la Maison Devernois / Carlos Cerqueira and the students of l'École Ferrandi & Danilo Fedrighi / Philippe Bertrand pour Barry Callebaut & Fiona Fondadouze pour Akène.

**Backstage :** Thanks to our Choc Partners !

**Franck Provost** (Official hair stylist of the fashion show – [www.franckprovost.com](http://www.franckprovost.com))

**SLA Paris** (Official make-up artists for the fashion show– [www.sla-paris.com](http://www.sla-paris.com))

**Hôtel Best Western Premier Trocadéro La Tour** (Fitting partner - [www.trocaderolatour.com](http://www.trocaderolatour.com))

**Champagne Mumm** ([www.ghmumm.com](http://www.ghmumm.com))

**And all the exceptionnal designers and chocolatiers who make the fashion show a reality**

#### **✓ The Master-Class by leading Chefs**

Daily from 11 am to 7 PM Pastry Show Space and Espace Rosières

**Every hour in two distinct areas, more than a hundred chefs, pastry chefs, up-and-coming talents and well-known chocolate makers will be giving live demonstrations of their recipes**, revealing all their top tips and insider knowledge of the profession to pastry and chocolate lovers alike.

**The unmissable Pastry Show, a permanent space animated by favourite French blogger, MERCOTTE, will host a series of 40 emblematic chefs, including:**

Jimmy Mornet (Park Hyatt Paris Vendôme) / Pascal Hainigue (Le Burgundy Paris) / Johanna le Pape (Sugar Arts World Champion) / Gontran Cherrier / Christelle Brua (Le Pré Catelan) / Nina Métayer & Patrick Pailler (Café Pouchkine) / Hironobu Tsujiguchi (Chocolat de H) / Marjorie Fourcade & Saori Odoi (Fourcade Paris) / François Josse & Gaël Reigner (2018 French Professional Dessert Champion and 2018 Junior French Professional Dessert Champion) / Shigeyuki Oishi (Tokyo Chocolate ) / Bérénice Leconte (VG Pâtisserie) / Christophe Felder / Nicolas Paciello (Prince of Wales) / Benoit Castel & Alan Geaam / Pierre Sang Boyer / Michaël Bartocetti (Shangri-La Hotel, Paris) / Thierry Marx (Le Mandarin Oriental, Paris) / Maxime Frédéric (Hôtel George V) / Pablo Gicquel (Hôtel de Crillon) / Simone Zanoni (Hôtel George V) ...

Once again this year, **appliance brand Rosières is running a recipe demonstration area:** "L'Atelier des Papilles par Rosières". A unique corner focused on flavour that will allow Rosières to express the potential of their innovative products, with the support of talents from all fields - Award-winning chefs, Bloggers, Pastry Chefs - who will share their favourite recipes with the public, and with the support in particular of:

Corentin Magnin (Maison Rostang) / Inès Lamouri (winner of the "Jeune chef pâtissier" competition, Les Étoiles de Mougins 2018 - Hôtel Plaza Athénée Paris) / Bruno Doucet (La Régalerie) / Jonathan Vallenari (Domaine de Manville) / Bryan Esposito (Hôtel du Collectionneur) / Aurélien Rivoire (Pavillon Ledoyen) / Hugo Correia (Hôtel Lancaster) / Benoît Charvet (Georges Blanc) / Guillaume Igon / Stéphanie Aubriot (Marou, Chocolate makers) / Olivier Stehly / David Wesmaël (La Glacière) / Noémie Honiat & Quentin Bourdy (L'Univers) / Hugues & Valérie Pommereul (Le Recommandé) / Edwart Chocolatier / Rafael Gomes (Itacoa Paris) / Léa Névès et Luc Baudin (La Mutinerie) / Sae Hasegawa (Château de Courban).

Technical tips, emotion and pure indulgence to experience and relish!

### ✓ **Workshops**

Daily from 11 AM to 7 PM, L'Atelier des Sens

L'Atelier des Sens will be taking part every day with its Chefs and will be running free patisserie and chocolate workshops for all.

A cooking school since 2004, L'Atelier des Sens now has three Paris-based workshops and one in Lyon. A choc' partner to delight all those who love cooking!

### ✓ **The roots of Cocoa... Show !**

Daily from 11 AM to 7 PM, Cacao Show Podium

**Festive, musical and chocolatey!** Every hour in the "Cacao Show" space, a real tour of the world will have you travelling and dancing across Ghana, Peru, Bolivia and Colombia.

**The Awards du Chocolat are organised by the Club des Croqueurs de Chocolat** will also take place in this area on **Wednesday 31<sup>st</sup> of October at 4 PM** as well as **the announcement of the winners of the Trophée de la Pâtisserie Française on Sunday 4<sup>th</sup> November at 4 PM**

### ✓ **Book signings**

Daily from 11 AM to 7 PM, Librairie & book signings

Because the magical powers of chocolate that lie at the heart of gastronomy are also expressed through the wealth of beautiful cooking books focussing on and around chocolate, the Salon du Chocolat is continuing its partnership with the Librairie Gourmande, a specialist in old and modern books on gastronomy and oenology. This temple to culinary expertise offers keen and curious visitors the opportunity to have recent books on gastronomy, chocolate and pastry making signed by the author.

### ✓ **The Chocosphère, a blend of history and culture**

Daily from 11 AM to 6 PM, Espace Chocosphère

Every hour in the Espace Chocosphère, the Salon du Chocolat will be organising **40 tasting sessions - conferences** run by the most eminent specialists, personalities and well-known chocolate lovers, all of whom are experts of cocoa and the subtleties of chocolate.

This year's themes include:

#### **Healthy Food - Veggie Trends - Raw Chocolate:**

- *Pâtisserie & Chocolate with a controlled glycemic index (ICC)* by Alixe Bornon, Founder of Les Belles Envies
- *Pastries that are good for you, Pastries with no added sugar and that are butter, lactose and gluten-free* by Marsha Brunelle, Chef and author of the book "La Pâtisserie qui vous veut du bien" ("Best Diet Book in the world" award at the Gourmand World Cookbook Awards - May 2018)
- *Chocolate and Health - Presentation of raw chocolate illustrated by Rrraw Chocolat (Frédéric Marr)* by Bénédicte de Chambure, Osteopath and Chocolate specialist
- *What are raw chocolate and vegan chocolate?* by Laurence Alemanno, Chocolatitudes
- *Cocoa: A World Champion Spice! Its history and its properties* by Sylvie Guillaume
- *The health benefits of traditional chocolate and innovations* by Dr Hervé Robert, nutritional

doctor, former teacher at the Faculty of Medicine, Paris XIII

**Bean-to-bar:**

- *First steps towards bean-to-bar: a sensory exploration from the bean to chocolate* by Klervi Mandon, Delikats
- *Chocolate Bean-to-Bar and sustainable development: a model in Vietnam* by Marou, Faiseurs de chocolat

**Cocoa-producing Lands & Chocolates of origin:**

- *Cocoa of Peru: a world of flavours and aromas* by Aldo Parodi, Director and Jorn Berger, Cocoa and Chocolate Consultant, Peruvian Sales Office in France
- *Development of cocoa beans with unique flavour profiles* by Lars Møller, General Manager of Ingemann Fine Cocoa
- *Chocolates of origin: the discovery of terroirs and aromatic characteristics* by Victoire Finaz, Chocolate Specialist and Antoine Maschi & Candice Peytour, Founders of Chocolat Encuentro
- *Cacao Forest Project*

**Choco-tourism**

- *Choco-tourism in Finland, Ecuador, Alsace and La Réunion-* conference organised by the Alliance Francophone Internationale du Tourisme et des Voyages, of which Felicio Rodriguez is President

**Wine & Chocolate Master Classes:**

- *Pairing Natural sweet wines and chocolate: Grenat and Rimage, from the wines of Roussillon to the indulgence of chocolates created by Maison Bellanger* by Xavier Hardy, Product Training and Communications Manager for the Interprofessional Council for Roussillon wines and Vianney Bellanger, Chocolatier

**Japan & Chocolate:**

- *Flavours expressed through music - New Chocology collection for 2018* by Susumu Koyama, Pastry chef and CEO - es koyama
- *Preview of short film by Hironobu Tsujiguchi, Pastry Chef – Le Chocolat de H*

Without forgetting the roundtable on patisserie trends in the presence of special guests like Christophe Adam.

**31st OCTOBER 2018 / SYNDICAT DU CHOCOLAT CONFERENCE: FRENCH CHOCOLATE PRODUCERS COMMIT TO VIRTUOUS PRODUCTION**

The **Syndicat du Chocolat**, or French Union for Chocolate, is proud to continue its partnership with the Salon du Chocolat again this year. On this occasion, the Syndicat du Chocolat will be holding a conference **Wednesday 31<sup>st</sup> October 2018 at 10.30 AM** in the presence of company managers on **responsible and sustainable chocolate production in France** in order to present its new panoramic overview outlining the societal and environmental commitments of various companies.

If chocolate is evocative of cocoa beans and remote plantations, before it arrives in front of the consumer, it undergoes several stages of transformation, most of which are carried out within France using ancient processes which give rise to chocolate in all its forms. French producers of chocolate commit to sustainable production methods on a day-to-day basis, and on several levels: energy, protection of resource and waste reduction and also for the preservation and passing on of skills and expertise. Come and find out more about the initiatives developed by companies who are inventing the solutions behind the virtuous production methods of tomorrow.

***The conference will take place in the Espace Chocosphere from 10.30 AM to 12.30 PM and is open to all.***

### ✓ Upcoming talents from the Ile-de-France region

The Salon du Chocolat is renewing its dedicated *Espace Jeunes Talents*, at the initiative of the Ile-de-France Region, in order to promote the most promising chocolate and pastry makers in the region.

### ✓ Permanent exhibitions

On the Salon walls

Culinary photography will be showcased at the Salon this year:

- After having asked 15 pastry chefs to work with “*chocolate as a material*” last year, young photographer **Géraldine Martens** called on 8 talented cooks - including Grégory Garimbay (Brasserie Thoumieux), Anthony Denon (Papillon), Sugio Yamaguchi (Botanique), Mickael Poyault (Le Château de Rilly) and Lucas Felzine (Uma) - and asked them to focus on a flavour that she really loves *iodine* ... With a touch of chocolate!
- **Naoto Ishimaru** will reveal a unique series of portraits of pastry chefs and chocolate makers with their specialities. Nina Métayer, Laurent Le Daniel, Vincent Guerlais, Jean-Charles Rochoux and Kévin Lacote will be part of the “Un-Balance 2<sup>nd</sup> edition: just like when I was little” by the Osaka-based photographer.

### ✓ Coffee Truck by l'Or Espresso

Everyday, stand B53

The Salon's coffee partner invites you to experience the magical combination of coffee and chocolate in its Coffee Truck dedicated to the tasting of L'Or coffee.

### ✓ Innovations Tour

The Salon du Chocolat will once again be running its “Launched at the Salon du Chocolat” label, making it easier for visitors to identify the new products available from the many exhibitors, thanks to a sticker displayed on their stand.

#### Thans to all choc ' partners:

**Aktuel** : [www.aktuel.fr](http://www.aktuel.fr), tableware partner

**Demotivateur Food** : [www.demotivateur.fr/food](http://www.demotivateur.fr/food)

**École Ferrandi** : [www.ferrandi-paris.fr](http://www.ferrandi-paris.fr), for their assistance and professional expertise for our demonstrations

**Kitchenaid** : [www.kitchenaid.fr](http://www.kitchenaid.fr), our partner for small electrical appliances

**L'Atelier des Sens** : <https://www.atelier-des-sens.com>

**L'Or** : [www.lor.fr](http://www.lor.fr), coffee partner

**OCF** : [www.ocf.fr](http://www.ocf.fr), our pastry refrigerad display partner

**Rhum St James** : [www.rhum-saintjames.com](http://www.rhum-saintjames.com)

**Rosières** : [www.rosieres.fr](http://www.rosieres.fr), our partner for electrical appliances,

**Wattwiller** : [www.wattwiller.com](http://www.wattwiller.com), our water partner

**The 24<sup>th</sup> Salon du Chocolat is honoured to be placed under the high patronage of Mr Emmanuel Macron, President of the French Republic.**

The 2018 edition is supported by the **ICCO (International Cocoa Organization)**.

The Salon du Chocolat is proud to be continuing its partnership with the **Syndicat du Chocolat**, a sign of the professionalism and quality of this event.

This year the Salon du Chocolat is also supporting **World Cacao and Chocolate Day**, celebrated on 1<sup>st</sup> October for the 7th consecutive year and initiated by the Académie Française du Chocolat et de la Confiserie.

The **Confédération Nationale des Artisans Pâtisseries, Chocolatiers, Confiseurs, Glaciers, Traiteurs de France**, the **Confédération des Chocolatiers Confiseurs de France** and the **Confédération Nationale des Glaciers de France** are once again supporting the Salon du Chocolat this year.



## 4/ Our exhibitors and participants

500 participants from 60 countries are expected at the 24<sup>th</sup> edition of the Salon du Chocolat.

Beside major and new French talents, the visitors can discover chocolates and cocoas of **Europe** (Belgium, Switzerland, Italy, Germany, Hungary, the United Kingdom, Sweden, Spain), of **Africa** (Mauricius, Madagascar, São Tome & Príncipe), of **America** (the United States, Brazil, the Dominican Republic, Costa Rica, Nicaragua, Peru, Venezuela) and of **Asia** (India, Japan, Vietnam, Taiwan, Thailand), ...

### Exhibitors list as of July, 27 – new exhibitors in red

AKESSON'S	CONFÉDÉRATION NATIONALE DES	MARIDÉE CRÉATIONS
AGROTRADING VENEZUELA	ARTISANS PÂTISSIERS	MARIPOSA
ANTTON CHOCOLATIER PAYS BASQUE	COSTA RICA	MAROU, FAISEURS DE CHOCOLAT
ATELIER C	CRÉATIONS CHOCOLAT	MAS AMIEL
AU PALAIS DES GOURMETS	DALLOYAU	MAX HAVELAAR
BAR À MOUSSES – CHOCOLAT	DARI K – REAL TASTE OF CACAO -	MAXIME G
CHAPON	DELAVERAUX CHOCOLATIER CONFISEUR	MAZET CONFISEUR
BARON COCOA	DIOGO VAZ CHOCOLATE	MC40 GALETES D'ARGILE
BEES & CO	ERITHAJ CHOCOLAT	MEIJI
BEL PHILIPPE MOF CHOCOLATIER	es-KOYAMA	MENDOZA
BELLO & ANGELI – LES CHOCOLATIERES	FERRANDI PARIS	MIRANILLE
BELVAS	FERRERO	MONA LISA
BELVIE CHOCOLATE VIETNAM	FOIE GRAS GROLIÈRE ET CHOCOLAT	NANAYA MATCHA
BENOIT CHOCOLATS	FOUCADE PARIS	NICOLAS BERNARDÉ
BENOIT NIHANT CHOCOLATIER	FRANCK KESTENER MOF CHOCOLATIER	NICOLAS PAINS D'ÉPICES À
BERNACHON	FRANZUELA	L'ANCIENNE
BISCUITERIE NAVARRO	FRIIS-HOLM	NOGLU
BLUE KOKOA	GINZA SEMBIKIYA	NOUGATERIE DES FUMADES
BOISSIER	GUERLAIS CHOCOLATIER	OFFICE DE TOURISME DE LA
BOMPARD SERGE DÉLICES AU MIEL	GUITTARD CHOCOLATE CO.	RÉPUBLIQUE DOMINICAINE
BONBON COLLECTION	GUYLIAN	OIALLA
BONNAT CHOCOLATIER	HASNAË CHOCOLATS GRANDS CRUS	PASSION GIVRÉE
BOULES DE NEIGE LARMUSEAU	HSB CHOCOLAT	PATEARTATINER.FR
BRÛLERIE CARON	ILE DE RÉ CHOCOLATS & CARAMELS	PÂTISSERIE SADAHARU AOKI
BRUNO LE DERF MOF CHOCOLATIER	IKA CHOCOLATE	PENTOGONA@
CA CA O	INGEMANN FINE COCOA	PÉROU
CACAO BARRY	JACQUES BOCKEL CHOCOLATIER	PICCOLA PASTICCERIA
CACAO FOREST	CRÉATEUR	PIN UP SECRET
CACAOTIER GOKAN	JEAN-CHARLES ROCHOUX	PLAISIR
CACAU DO BRASIL	JEAN-PAUL HÉVIN	PLANÈTE CACAO
CAFFÉ PERTÉ	JEFF DE BRUGES	PRALUS
CALLEBAUT	JUGETSUDO BY MARUYAMANORI	PROCOLOMBIA
CANELÉS BAILLARDAN	KAKAOBOLAGET	QUERONS D'ARDOISE
CARLI NANTES	L'ART CHOCOLATIER	RAAKA CHOCOLATE
CARRÉ CHOCOLAT - P.POCHON ST	L'ATELIER DES SENS	RAGUSA
MALO	L'ÉCLAIR DE GÉNIE	REAL CHOCOLAT
C'MADA	LA LIBRAIRIE GOURMANDE	RELAIS DESSERTS
CÉDRIC TURMEL	LA MUTINERIE	RODY CHOCOLATERIE
CHAMPAGNE GREMILLET	LA ROUTE DES INDES	ROSIÈRES
CHEF FUJITA x KAKOA	LA SABLÉSIENNE	ROY CHOCOLATIER
CHEF SHIBATA	LA VERDURE	RRRAW LE GRAND CRU DE CHOCOLAT
CHOCOLAT ARNAUD LARHER	L'OR MOULU	CRU
CHOCOLAT BEUSSENT LACHELLE	LE CARRÉ CÉMOI	SALON DE ROYAL Co.
CHOCOLAT CHAPON	LE CHAUDRON D'OR	SÃO TOMÉ E PRÍNCIPE
CHOCOLAT ENCUESTRO	LE CHOCOLAT DE H	SCOOP ME A COOKIE
CHOCOLATE ORIGEM BRASIL	LE CHOCOLAT DES FRANÇAIS	STÉPHANE GLACIER
CHOCOLATERIE A. MORIN	LE COMPTOIR DE MATHILDE	STOHRER
CHOCOLATERIE DU LUXEMBOURG	LE MOUCHOIR DE CHOLET®	STONE HILL
CHOCOLATERIE JOSEPH	LENOIR MACARONS	SUN AND GREEN VANILLE
CHOCOLATERIE TAKASU	LEONIDAS	MADAGASCAR
CHOCOLATS BELLANGER	LES BELLES ENVIES	TAVERNE DU CACAO XIQUIPILLI
CHOCOLATS DES GRANDS MILLÉSIMES	LES CHEVALIERS D'ARGOUES	TAVORO – ANDEAN FLAVORS
CHOCOLATS GUINGUET	LES MACARONDISSES	THEOBROMA
CHOCOLATS LAURENT DUCHÊNE	LES NICETTES	THIERRY MULHAUT
CHOCOLATS MALAKOFF	LES PETITS CARREAUX DE PARIS	TOKUSHIMA YUZU
CHOCOME	LES SUCETTES ARTISANALES	TOKYO CHOCOLATE
CHOCOPASSION – ITALIE	MAISON ALEPH	UTOPIK CHOCOLATES
CMF-PRODUKTE KELLER	MAISON ALEXANDRE STERN	VINS BANYULS MAURY RIVESALTES
COFFRET METIER CHOCOLAT	MAISON CHARAIX	WORLD CHOCOLATE MASTERS
COMPTOIR DU CACAO	MAISON GEORGES LARNICOL	YU CHOCOLATIER
	MANOA CHOCOLATE	

The BtoB exhibitors : ADINE / ALIMAT TREMBLAY / CD PAPER PRODUCTS / CHOCOLATE WORLD / COCOATOWN / DECOBOX / DOMACHOC / DIAMOND CUSTOM MACHINES / EZTEMPER / FBM / HYDROPROCESS / IDEO TECNICA / LAREKA / LSM LINÉAIRE / MAKAO / PACKINT / SAVY GOISEAU / SELMI / SOC CHEF / SPECTRA / SPSI / TECNO 3

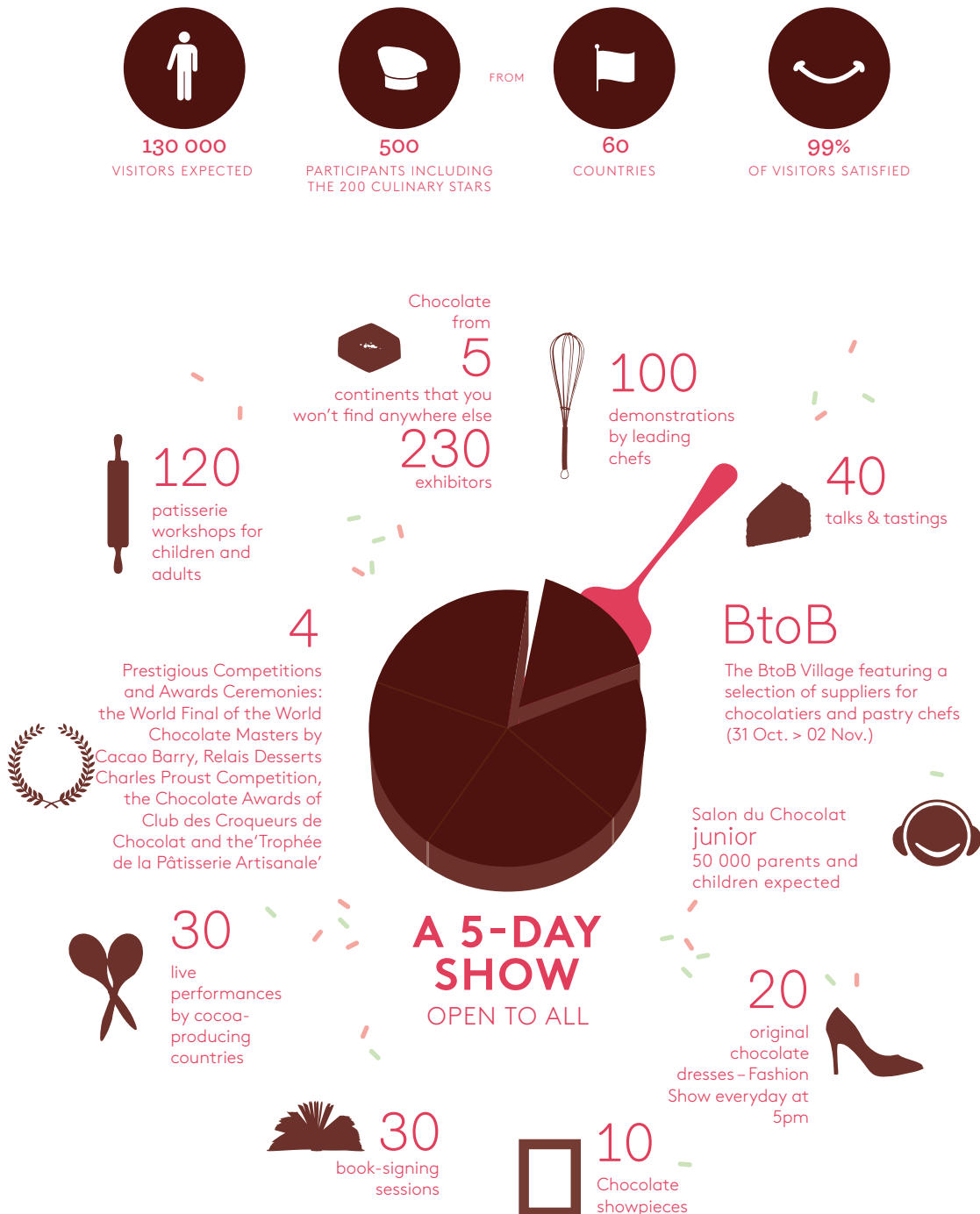
## 5/ The Infography of the Salon du Chocolat

Did you know?

The Salon du Chocolat in Paris is:

### SALON DU CHOCOLAT THE PROGRAMME FOR PARIS 2018

31 OCT. > 4 NOV. 2018 / PORTE DE VERSAILLES EXHIBITION CENTER



## THE SALON DU CHOCOLAT THROUGHOUT THE WORLD:

### SALON DU CHOCOLAT

LE MONDIAL DU CHOCOLAT & DU CACAO

### THE UPCOMING SALONS DU CHOCOLAT IN 2018/2019



## **6/ Practical Information**

### **Where?**

VIPARIS, Porte de Versailles – Hall 4  
1 Place de la Porte de Versailles – 75015 Paris

### **When?**

From the 31<sup>st</sup> of October to the 4<sup>th</sup> of November 2018

Opening hours: from 10am to 7pm

Opening Gala Evening: the 30<sup>th</sup> of October at 7pm

### **How?**

Metro: Line 12 – station “Porte de Versailles”, Line 8 – station “Balard”

Bus: Line 80 – stop “Porte de Versailles”, Lines 39, 42, 169 – stop “Balard”

Tram: T2/T3 – stop “Porte de Versailles”

Car: By the inner “Périphérique” boulevard: take the “Porte de la Plaine” or “Porte de Versailles” exit

By the outer “Périphérique” boulevard: take the “Porte de la Sèvres” or “Porte de Versailles” exit

Parking: Porte de Versailles

### **Who?**

General public

### **Advanced Ticket before the 30<sup>th</sup> of October midnight :**

Adults: 14€ - Children from 3 to 12 years old: 7€

Free for children under 3

Family Pack (2 adults + 2 children from 3 to 12 years old): 38€

Professional ticket (access to the BtoB Village and the entire Salon) : 20€

### **Tickets on Salon du Chocolat website from the 31<sup>st</sup> of October and through our partners Fnac/FranceBillet and Ticketmaster**

Adults: 15€ - Children from 3 to 12 years old: 7€

Free for children under 3

Family Pack (2 adults + 2 children from 3 to 12 years old): 40€

Professional ticket (access to the BtoB Village and the entire Salon): 20€

**All information about the Salon du Chocolat available at :  
[www.salon-du-chocolat.com](http://www.salon-du-chocolat.com)**

**And follow us at:**  
**[www.facebook.com/salonduchocolat](https://www.facebook.com/salonduchocolat)**  
**[www.instagram.com/salonduchocolat](https://www.instagram.com/salonduchocolat)**  
**Twitter: @salonchocolat**

#### **Creation, organisation and press:**

**EVENT INTERNATIONAL** – [www.eventinternational.com](http://www.eventinternational.com)

59 rue de la Tour – 75116 Paris- Tel: 0145 03 21 26 – Fax: 01 45 03 60 90

CEO – Gérald PALACIOS

Founders: Sylvie DOUCE, François JEANTET and Stéphanie SANDOZ

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*Visuals, videos and accreditations available upon request*