



**SALON DU
CHOCOLAT
FESTIVAL**

IN PARÍS

“The salon du chocolat” (translated Paris chocolate show) is a yearly trade fair for the international chocolate industry. It Began in 1994, and the event is supported by the French Ministry of Foreign Affairs.



IT ALL STARTED WITH A LOVE STORY....

SYLVIE DOUCE WAS RUNNING AN EVENT MANAGEMENT FIRM. THE IDEA OF CREATING A SHOW BASED ON CHOCOLATE SUDDENLY CAME TO HER AND, AT A DINNER IN 1994, SHE DISCUSSED HER PROJECT WITH FRANÇOIS JEANTET, AN ARCHITECT AND FOOD CRITIC. AFTER ALL, THEY SHARED THE SAME PASSION FOR CHOCOLATE! ...

The concept is to invite chocolatiers and chocolate producers from all over the world, to understand where chocolate comes from and how the process of making great chocolate is, putting the producers in the spotlight as well and not only the famous chocolatiers. During the fashion show celebrities and models are invited; and the producers organize masterclasses delivered by the biggest chocolatiers in Paris, France and sometimes overseas.



“THE EVENT THAT
CHOCOLATE LOVERS WILL
NOT WANT TO MISS.”



From October 28 to November 1, Paris hosts the world's largest festival dedicated to chocolate.

At the Porte de Versailles Exhibition Center, 220 chocolatiers from all over the world will gather - it is a unique opportunity to taste chocolates that cannot be found anywhere else.

Sculptor Richard Orlisnki will display a 20-foot tall chocolate bear, which was created together with pastry chef Christelle Brua.



**LIVE DEMONSTRATIONS,
CONFERENCES AND EVEN A
FASHION SHOW WITH GARMENTS
MADE OF CHOCOLATE ARE PART
OF THE PROGRAM.
AS PART OF THE EVENT, THE FINAL
OF THE WORLD CHOCOLATE
MASTERS CHAMPIONSHIP WILL BE
HELD, WHICH AWARDS THE BEST
CHOCOLATIER IN THE WORLD**





Visitors can attend the Pastry Show (recipe demonstrations by great chefs), the Cacao Show (shows from cocoa producing countries), the Chocosphère space (lectures and tastings), workshops for adults and children and of course the famous parade of the chocolate dress, which the female public likes so much.

THANK YOU FOR WATCHING!

MATILDA KOKUBU

