

## PRESS KIT

### 1/ Everything you need to know about the Salon Mondial du Chocolat

#### **THE SHOW'S CREATORS AND THEIR PHILOSOPHY AN INTERNATIONAL SUCCESS STORY MADE IN FRANCE!**

Two entrepreneurs, both passionate about food, fell in love. Sylvie Douce directs an event-planning agency and François Jeantet, an architecture firm. What brings them together? Chocolate.

It all started with an ambitious idea: create a new event dedicated to a food consumed every day by the French.

A Salon du Chocolat in Paris? For many, the very idea was heresy. Niche shows didn't yet exist. The food industry wasn't given much attention. Chefs, pastry makers and chocolate makers and their expertise were not well known: the talents that are big names today were still hidden in their kitchens at the time. The couple continually met with incomprehension: very few people believed in the project or wanted to support it.

But their own belief was stronger, and the first Salon du Chocolat opened its doors in 1995, in the Espace Eiffel Branly (today the Musée des Arts Premiers), with only 30 exhibitors.

Its was an immediate success. The media flooded through the doors.

It is said to be "a triumph with the public and the media alike" that only grows over time, convincing the entire profession.

Sylvie and François remained determined: they knew that chocolate had the power to win over the entire world.

The founding couple then embarked upon an incredible international crusade, setting up a Salon du Chocolat in New York City two years later, followed by Tokyo and six other Japanese cities the following year.

Progressively conquering the major cities of the world (Moscow, Beijing, Shanghai, Cairo, Salvador de Bahia, Lima, Seoul and Beirut), Europe (Zurich, Brussels, London, Milan and Monaco) and France (Marseille, Cannes, Lyon, Toulouse, Bordeaux, Lille and Nantes), the Salon du Chocolat now has around 20 events per year on several continents.

In each country, the approach was the same: top names in French chocolate alongside local and international participants, and key events that make the show unique, interactive, fun and educational. Everywhere, the same commitment to popularizing the "culture of chocolate." As seasoned evangelists, Sylvie and François, as well as the others that accompany them trip after trip, preach the good news of this product that offers time-tested virtues.

The Salon du Chocolat then became "the Mondial du Chocolat et du Cacao." Hailed by market amateurs and experts alike, it has today become a national and international label. More than just an event, the Salon du Chocolat creates a bond between the people who grow cocoa and the consumers of chocolate.

Today, given coverage and praise by international media, the event has become THE not-to-be-missed event the world over for the general public and sector professionals. At a time when all things French-made are being celebrated, the Salon du Chocolat, a true symbol of the good life, is an excellent example of French entrepreneurship and success.

#### **THE SALON DU CHOCOLAT: KEY FIGURES**

The Salon du Chocolat: **7.4** million visitors - **177** editions - **31** cities around the world - **4** continents - **9,000** participants - **87%** unaided awareness in France and **62%** in Europe