



PRESS KIT JANUARY 2015
2nd SALON DU CHOCOLAT IN BRUSSELS

FROM FRIDAY 6 TO SUNDAY 8 FEBRUARY 2015
BRUSSELS EXPO – HALL 1

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VISUALS AND CREDITS UPON REQUEST

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1/ BELGIUM, THE BIRTHPLACE OF CHOCOLATE

1 - A return to the sources of Belgian know-how

Cocoa was first seen in Belgium as long ago as 1635! But at that time cocoa was only enjoyed as a luxury drink for the Royal Family and aristocrats.

It was at the end of the 17th century that chocolate became all the rage with the rich of Brussels. Because very quickly, the know-how of the Belgian chocolate makers who controlled supply from the Spanish empire, began to develop. At that time, cocoa beans came into Belgium via Antwerp. This is where the beans were roasted and then ground in order to make a paste which was then exported.

The Belgians were then considered to stand out for having developed a technique for refining cocoa beans which made the chocolate smoother while also adding extra taste to the product. Chocolate-making workshops began to become more numerous and some of them specialised in roasting and preparing products ready to use.

What are the reasons for this success?

- the quality of the selected ingredients.
- the selection of cocoa beans with diverse and subtle tastes. Combined, they made Belgian chocolate into an art all of its own.
- the great care taken in roasting: the grilled cocoa beans enable aromatic essences to emerge.
- the finesse of the grinding, unequalled in the world.
- the cocoa content, higher than others, which gives the product all its strength.

The great diversity and multiple skills of the Belgian craftsmen ensured an exceptional quality of chocolate. This know-how was nurtured by high quality training and a qualified workforce. Since then, the Belgians have become 'specialists' and conquered the planet.

2 - Tales of Belgian chocolate. Did you know?



Leonidas Kestekides was a pastry-maker working in the United States. In 1910 he took part as a member, of the Greek delegation of the United States to the Brussels Universal Exhibition. He won awards for his chocolate sweets. After falling hopelessly in love with a Belgian girl, he relocated to the low country where he opens tea rooms and quickly becomes famous. His success

continued when he opened a boutique on the Boulevard Anspach where his praline chocolates could be seen by all and sold through the sash window. This system was a great hit with the public.

In 1857, Jean **Neuhaus** set up in Brussels and opened a pharmacy in the prestigious 'Galeries de la Reine'. He had the idea of covering his pills with a layer of chocolate to make the often very unpleasant taste easier to swallow.

In 1912, he replaced the medical fillings with fresh cream and thus created the famous praline chocolates which met with instant success.

In 1915, the wife of Jean Neuhaus, Louise Agostini, developed a refined box enabling the praline chocolates to be elegantly and delicately arranged, just like little jewels: the 'chocolate box' became the finest of gifts.





In 1870, a certain Charles Neuhaus (no relation to the previous person) opened his tiny chocolate business in Schaerbeek, Brussels.

In 1883, the **Côte d'Or** brand was created and patented. The name Côte d'Or Chocolate is a reference to the country of origin of the cocoa beans – “the Gold Coast” - now Ghana.

In 1906, the famous brand logo was created, symbolised by the elephant, the palm tree and the three pyramids.

In 1934, the famous melting **Chokotoff** sweet emerged from the factories. During the 1939-45 war, the brand changed name and temporarily becomes Congobar. 1952 saw the creation of the **Pastador**

chocolate spread.

In 1958, during the Universal Exhibition of Brussels, the brand created **Dessert 58** which is still in existence today.

In 1986, the famous **Mignonette** (miniature block of chocolate) was launched.

All these products were part of our childhood and are still on the market today!

But despite all this, Belgian chocolate-makers are not simply twiddling their thumbs and resting on their laurels. The craftsmen are working on finding new flavours, creating often audacious but always innovative associations.

From both the French and Dutch speaking sides of the country, the great names of Belgian chocolate are now internationally renowned: Pierre Marcolini, Leonidas, Neuhaus, Galler, Godiva, Laurent Gerbaud, Joost Arijns and many others...

3 - Belgians melt when they see chocolate: a few key figures

Belgium is currently the fifth largest chocolate-consuming country in the world, with an average of 8.3 kilos per person per year.

While worldwide consumption has always been substantial, it is currently seeing an increase due to growing interest in chocolate from countries such as China and India. This sales explosion (20% per year) is persuading the major players, and in particular the Belgians, to innovate in order to target a demanding clientele.

Chocolate represents 0.61% of Belgian exports (*source Wikipedia*).

2/ THE SALON DU CHOCOLAT RETURNS FOR ITS 2nd EDITION IN BRUSSELS

1 – The Salon du Chocolat spreads its wings

Last year, almost 30,000 chocolate lovers visited the show throughout three days at Tour & Taxis.

From every corner of Belgium, visitors mostly came as families, but also with friends and were clearly very enthusiastic and delighted to be attending this first edition.

The organisers have therefore been obliged to look higher and wider, and make the 2015 show more accessible by locating it in Hall 1 of Brussels Expo.

For the second consecutive year, Brussels will thus welcome this Chocolate Show, this time with a surface area of over 6,000 sq.m dedicated to chocolate in all its forms. This will provide exhibitors and visitors with more comfort, particularly in terms of ease of access and of parking facilities.

Visitors, whether novices or confirmed enthusiasts, amateurs or professionals, will be able to find their favourite brands and craftsmen, exchange ideas with iconic figures from the profession, discover and taste new products and specialities. This year, the show is also organising more educational and entertaining events – workshops, demonstrations, conferences, exhibitions – which will enable the public to better understand chocolate and appreciate the magical universe of chocolate and cocoa.

The 2014 Salon du Chocolat in Brussels in figures

- **4 000 m²** dedicated to chocolate, pastry, and ice cream makers, and cocoa experts
- **29,316** visitors
- **90** participants of which 65 craft and industrial exhibitors
- **81,050** connections to the website between January 1st and February 28th
- **3,168** Facebook fans

2 - The Chocolate Fashion Show

The magic of the Salon du Chocolat is also all about the enchantment of its chocolate dresses. A wonderful mix of ancestral talents and know-how...

It is with a great deal of passion that experienced designers and young fashion stylists will ally their sketches to the know-how of the great chocolate-makers. Their common creations, each trying to be more magical than the others, will be honoured during an unprecedented and festive show which will celebrate the 20th anniversary of the Salon du Chocolat.

The public will be treated to the tasty chocolate interpretations of:

- Jean-Philippe Darcis and Lauranne Jaegher – sponsored by Clear Channel
- Patisserie Ducobu and Loic Glückmann (NEW 2015)
- Patisserie Bruyerre and Liliane Malemo of the Atelier Orybany boutique
- Patisserie Giot and Manon Durande
- Laurent Gerbaud and Patou Saint Germain
- Chokolade and Debora Velasquez
- Chocolats Bellanger and Christophe-Alexandre Docquin (Paris 2014)
- Arnaud Larher and Lauren Bitar (Paris 2014)
- Deremiens and Atelier Lannaux
- Maison Boissier and Mademoiselle P (Paris 2014)
- Bernachon and Florencia Soerensen (Paris 2014)
- Bonnat Chocolatier and Valérie Pache
- Jean-Paul Hévin (Paris)
- Franck Kestener and Nathalie Erkan (Paris)

SAVE THE DATE!

Avant-première of the Chocolate Fashion Show on **Thursday February 5th 2015**

during the Gala Evening starting at 7.30 pm (by personal invitation only).

Chocolate Fashion Shows every day at 5 pm and permanent exhibition of the dresses.

With thanks to our partners:

Make Up For Ever – Official Make up Partner www.makeupforever.be

C.P.C.I. – Professional hairdressing courses of Ixelles www.cpci.be

Be Blue Agency www.beblueagency.be

3 - Delightful and festive activities

PASTRY SHOW: DEMONSTRATIONS OF CHOCOLATE RECIPES

Every hour in the 'Pastry Show' area, renowned Belgian chefs, pastry-makers and chocolatiers will create exceptional recipes in front of an audience of enthusiastic visitors, revealing some of the tricks and tips.

Belgian gastronomy will thus be given star billing order to unlock the magic of chocolate.

Come experience and savor the techniques, skill, magic, and indulgent treats live!

185 seats.

Not to be missed:

Friday 6th February

2 pm: **Didier Smeets**

3 pm: **Carl Gillain** - Agathopède

4 pm: **Baptiste Mandon** - Chalet de la Forêt

Saturday 7th February

11 am: **Vincent Vervisch** - Er pu.re

12 am: **Institut Roger Lambion**

1 pm: **Jean-Philippe Darcis**

2 pm: **Dominique Persoone** - The Chocolate Line

3 pm: **Fabrice Collignon**

5 pm: **Christophe Thomaes** - Château de Mylord

Sunday 8th February

11 am: **Joost Arijis**

12 am: **Raphaël Giot** - Pâtisserie Giot

1 pm: **Fabrice Collignon**

2 pm: **Jean-Philippe Watteyne** - I Cook

3 pm: **Julien Lapraille** (candidate Top Chef 2014) - Jul' Cuistot

4 pm: **Benoit Dewitte** - Bernard and Benoit Dewitte

With thanks to the **Roger Lambion Institute** for its assistance and professionalism during the demonstrations.

CHOCOLATE BOOKSHOP AND SIGNING SESSIONS

Because the magical powers of chocolate are also expressed in marvellous literary publications surrounding the culinary art and chocolate, the Salon du Chocolat is once again pleased to welcome the **Filigranes Bookshop**, a Brussels institution, for this second edition.

Every day, visitors will be able to discover the latest published works in the culinary field and have their books signed by the authors and chefs present at the show.

Among authors who have already confirmed they will be there:

Nadia Flecha Guazo - *"Découvrez la pâte à chocolat"*

Joost Arijns - *"De essentie"*

Christophe Declercq - *"Basic gebak en taarten", "Basic ijs", "Basic patisserie", "Snelle dessert chocolade"*

Candice Kother - *"Candilicious"*

Benoit Nihant - *"De la fève au chocolat"*

Jean-Pierre Wybauw - *"Petits Chocolats 4"*

'CHOCOSPHERE': THE CYCLE OF CONFERENCE & TASTINGS

To better understand chocolate in order to better appreciate it, this is the philosophy of the Salon du Chocolat. Visitors will be able to discover the universe of chocolate and all its secrets through a series of conference & tastings, with free access in the 'Chocosphere'. Chocolate specialists, cocoa connoisseurs, knowledgeable personalities and enthusiasts, will succeed each other in order to reveal the latest trends in the world of cocoa.

Friday 6th February

11 am: **Jean Galler** - Wine and chocolate pairing

1 pm: **Alice Voisin** - Introduction to chocolate and wine tasting

2 pm: **Olivia Dolle & Vanessa Lemoine, Valrhona**

3 pm: **Jean Galler** - Les chocolats du Chat

4 pm: **Martin Christy**

Saturday 7th February

11 am: **Vincent De Grelle** - 1001 tastes of sustainable chocolate

1 pm: **Alice Voisin** - Introduction to chocolate and wine tasting

3 pm: **Benoit Nihant**

4 pm: **Laurent Gerbaud** - Playful tasting

Sunday 8th February

1pm: **Alice Voisin** - Introduction to chocolate and wine tasting

‘CHOCOLAND’, AN INITIATION IN TASTE

Every day from 11.00 am, the ‘Chocoland’ zone will be the place to be for children from 4 to 10 years old. Playful and recreational workshops will be on offer, with a very varied range of themes: from making mendiants to producing lollipops, through chocolate drawings, the budding chefs will have plenty of tasty things to do. In this zone, each child will plunge into a world made of chocolate and will become a culinary artist.

This is all about encouraging children to look at pastries and chocolate in a different way, to invent decors and to create their own personal works, before biting into them! These workshops will take place in partnership with **La Route Belge du Chocolat**. Their aim will be to make the children want to taste, invent, and create a multitude of culinary designs using unexpected associations.

Sessions every 45 minutes.

PASTRY WORKSHOPS

Workshops dedicated to passing on know-how will be offered to the apprentice chefs in partnership with **Jean-Philippe Darcis, Céline Bouzegza/Contes de fèves and Concept Chocolate**.

Visitors will be able to listen to and put into practice the tips and advice of professionals during these courses which are free of charge.

WELCOME TO THE SHOW-CHOLAT!

Visitors will have the opportunity to listen to **CALEMA** from Saõ Tomé & Príncipe, who will perform every day at 12 am and at 6 pm on the scene where the chocolate fashion shows will take place. Colored concerts for adults and children alike!

EXHIBITIONS

- **Choco Story Brussel, Choco Story Brugge and la Route Européenne du Chocolat** will join forces to offer visitors to the Salon du Chocolat a real immersion into the very heart of the history of Belgian chocolate and cocoa, through a unique exhibition and numerous shows.
- The Salon du Chocolat in Brussels will put the spotlight on the creations and thoughts of the students of the **Executive Master Food Design of the Brussels Fine Arts Academy**. They will surprise the audience with a photo box where visitors can be photographed in the theme 'Chocolate'. Visitors will be able to keep a nice souvenir and even share their photos athrough Facebook.
- **Juli Sculpteur** will show one of his travelling works entitled 'The Guardians of the Water' and renamed for the occasion: "The Chocolate and Water Guardians". Juli has in fact integrated extra faces sculpted in...chocolate! This work will be exhibited in order to raise public awareness about the problem of hunger and thirst in the world.
- Creator of the Salon du Chocolat, Francois is an architect, event organizer, painter, mushroom researcher, musician, composer and last but not least, author with B. Flavien of "Charlie make the cook " in 1987 with 1,000,000 copies sold at the time. He draws the chocolate universe on holiday ... or when time allows. His painting exhibition "**Travel notes**" is a fabulous invitation to travel.
- '**Chocolat Sherpa**' : Photo exhibition of the highest chocolate tasting in the world, organised in 2009 on the Everest by 3 Belgian and French friends. After 400 km walk through the mountains and 100 kg of chocolate being distributed, the team distributed 80 kg at 5350 m above sea level during 2 days to 1000 mountaineers from around the world and especially to the Sherpa's, their tireless guides. The project also aimed to sponsor the walk to raise money to create the first mobile hospital in Nepal.
- The exhibition "Jeux de bouche" welcomes visitors in the virtual world of **Alexandre Dubosc**. His universe is situating in a world of design, food and optical cinema games.
- **Leonidas** will reveal some spectacular sculptures in chocolate.

3/ THE PARTICIPANTS

List of participants as of January 13th 2015

ACADÉMIE DES BEAUX-ARTS DE BRUXELLES
ALEXANDRE DUBOSC
ALICE VOISIN
ARNAUD LARHER & LAUREN BITAR
ATELIER LANNAUX
ATELIER ORYBANY, LILIANE MALEMO
AMACARONS
BAPTISTE MANDON, LE CHALET DE LA FORÊT
BARRES DE CHOCOLAT DE DENIS
BARU NV
BELGIAN CHOCOLATE VILLAGE
BELVAS
BENOÎT DEWITTE, BENOÎT ET BERNARD DEWITTE
BENOIT NIHANT CHOCOLATIER CACAOFÈVIER
BERNACHON & FLORENCIA SOERENSEN
BIJOUX GOURMANDS MANU CRÉATION
BISCUITERIE NAVARRO
BONNAT CHOCOLATIER & VALÉRIE PACHE
CAFFÉ PERTÉ
CALEMA
CALLEBAUT
CANDICE KOTHER
CAOBISCO
CARRÉMENT BON
CD PAPER PRODUCTS
CHARLES CHOCOLARTISAN
CHOC'FLEURS
CHOCO STORY BRUSSELS
CHOCO STORY BRUGES
CHOCOLAT CHAMPAGNE
CHOCOLATE DE BEUSSENT LACHELLE
CHOCOLATERIE BRUYERRE
CHOCOLATERIE DEMARET
CHOCOLATS BELLANGER
CHOCOME
CHOKOLATE & DEBORA VELASQUEZ
CHRISTOPHE DECLERCQ
CHRISTOPHE THOMAS, CHÂTEAU DE MYLORD
CMF – PRODUKTE KELLER GMBH, GOUFRAIS
CLÉMENT PETITJEAN, LA GRAPPE D'OR
CONCEPT CHOCOLATE
CONFISERIE LARMUSEAU
CONTES DE FÈVES
CORNE DYNASTIE
COSIJS CHOCOLATIER
COSY
DARCIS, MAÎTRE CHOCOLATIER
DEBAILLEUL PRODUCTS
DEREMIENS, ARTISAN CHOCOLATIER
DIDIER SMEETS CHOCOLATIER
DOMINIQUE PERSOONE
DUCOBU
DUPONT AVEC UN THÉ
EBERLE
ED'M CONFITURES & CAMELS
ESPACE MACARONS
ETHIQUABLE
ETS PILLOY TEA IMPORT

FABRICE COLLIGNON
FRANCK KESTENER & NATHALIE ERKAN
GALLER CHOCOLATIER
GILFI BELGIAN ICE CREAM
GODIVA
GUYLIAN
INSTITUT ROGER LAMBION
JEAN-PAUL HÉVIN
JEAN-PHILIPPE WATTEYNE, I COOK
JEAN-PIERRE WYBAW
JOOST ARIJS
JULI SCULPTEUR
JULIEN LAPRAILLE, JUL' CUISTOT
LA CASE À VANILLE
LA GAZELLE D'OR
LA NOUGATERIE DES FUMADES
LA ROUTE BELGE DU CHOCOLAT
LA ROUTE EUROPÉENNE DU CHOCOLAT
LAURANNE JAEGHER
LAURENT GERBAUD CHOCOLATIER
LE COMPTOIR DE MATHILDE
LEMOINE CANELÉ
LEONIDAS
LES MACARONDISSES
LES SAVEURS D'ANTAN
LIBRAIRIE FILIGRANES
LOÏC GLÜCKMANN
LUSH
MADEMOISELLE P
MAGNUM
MAISON BOISSIER
MAISON PIERRE MARCOLINI
MANON DURANDE
MAX HAVELAAR
MIRANILLE
MONTIP TRADE KFT
NADIA FLECHA GUAZO
NEUHAUS
NEWTREE
NID D'ABEILLE
PAPABUBBLE BRUSSELS
PÂTISSERIE GIOT
PATOU SAINT GERMAIN
RODY CHOCOLATIER
SUN & GREEN VANILLE BOURBON
TERRE DE BAOBAB – CRÈME DE CHOCOLAT
THE CACAO TREE
THÉS-TISANES
VALENTINO CHOCOLATIER
VALRHONA
VAN DENDER
VANPARYS
VINCENT DE GRELLÉ
VINCENT VERVISCH, ER PU.RE
XIQUIPILLI

Shopping trends: a preview of what's new

Amacarons

A new much appreciated arrival on the macaroon market. Having opened shops in St. Niklaas, Ghent and Antwerp, Moreno Adriaenssens wishes to make his little Made In Belgium macaroons known. Their assortment of almost 20 different flavours is soon to grow with praline chocolates, to be presented at the show.

Benoit Nihant

Visitors will have the opportunity to taste the latest innovations from the master chocolatier: the Java and Madagascar Gold Stones inspired by exceptional beans and soils. They will also be able to discover his universe, particularly through his book 'From the Bean to the Chocolate' Benoit Nihant is one of the rare Belgian chocolate makers to take care of his art from the selection of the cocoa beans to the manufacture of his little marvels, created in his Liège workshops.

Bruyere

Founded in 1909, Bruyere is a manufacturer of top of the range praline chocolates with a presence in over 36 countries and no less than 140 sales outlets in Belgium. The famous praline, still made in the traditional way and according to an ancestral recipe, remains the landmark product of this maker whose motto is 'providing irreproachable quality to the greatest connoisseurs'!

Carrément Bon

Created from the greatest cocoa's origins, Carrément Bon chocolates offer uncompromised tasting experiences. Carrément Bon is also a brand of excellence in gastronomic pastry-making and traditional bread-making, specialising in Paris macaroons. Carrément Bon above all promotes the search for excellence and the supremacy of taste.

Chocolat Champagne

Discover a praline made with black chocolate and its violet filling. One of the landmark products of the Chocolat Champagne brand which is constantly striving to innovate while preserving the

simplicity of its creations. The Ittre-based shop has just celebrated 5 years of existence and a new caramel paste is set to be on show at the Salon du Chocolat.

Chocolaterie Demaret

This small family company from Battice in the Liège region makes it a point of honour to offer quality authentic chocolates at an affordable price. At the show, Corine and Bénédicte Demaret will showcase their wide range of products: pralines, truffles, spreading paste, little figures, seasonal articles, and above all their new marzipan praline without added sugar. They will also enable people to taste a genuine hot chocolate made from a mixture of black chocolate. To be tried without restraint...

Concept Chocolate

Chocolate is part of a long tradition in Belgium. Concept Chocolate respects this tradition with its 100% hand manufacture and the use of noble products. But did you know that the customised chocolate is the latest trend in the industry? Concept Chocolate presents itself as a specialist in personalized chocolate but also in the organization of interactive tours of its workshop!

Didier Smeets

The talented Didier Smeets is the youngest exhibitor of the show. Originated from the Fourons-region, he studied hospitality and quickly orientated to pastry and chocolate. In 2014, he launched with blood, sweat and tears, his first collection. Its flagship products are chocolates, original tablets based on grands crus, orangettes and spreads. At the Salon, Didier will present its "Pearl of the 1884" a subtle blend of Madagascar chocolate, filled with a caramel made from the vintage 1884 from the Domaine Sainte Luchaire. This little gem will transport visitors to a moment of pure tasting.

Ethiquable

ETHIQUABLE is a cooperative company specialising in the creation, manufacture and sales of biological and fair trade products. Impossible to miss their range of Top from Ecuador and the 85% from Madagascar and the all-new 98% Esmeraldas of Ecuador vintage. At the show, Ethiquable will of course be giving tastings and will hold a competition to win 1 year of chocolate!

Guylian

The story of Guylian begins in 1960 with the marriage of Guy and Liliane Foubert. Guy was a pastry and chocolate maker by training and the couple created pralines in the form of seafood as a souvenir for tourists visiting the Belgian coast for their holidays. Since then, these marbled sea fruits have been sold all over the world! At the Fair, you will be able to observe the making of milk chocolate sea-horses with praline fillings.

Le Comptoir de Mathilde

Comptoir de Mathilde's products are manufactured in a workshop set in the middle of vines and olive trees. Chocolate is revisited in the form of crunchy marshmallows, spreadable pastes, lollipops or blocks to be broken up and shared. The concept of this chocolate & gourmet food shop being available in Belgium for a year only, this is a full range of exclusive products that visitors can expect at the show. Delicious hot chocolate will also be tasted on the stand.

Lush (cosmetic products)

A complete range of handmade, fresh care products with ingredients that are 100% natural and are not tested on animals. Visitors can indulge themselves with beauty products based on chocolate. Irresistible!

Neuhaus

The famous Neuhaus Company is celebrating a major anniversary this year: the 100th anniversary of the chocolate box. For it was in 1915, that the wife of Jean Neuhaus, Louise Agostini, had the idea of developing a refined little box to display pralines like jewels. This box today forms an integral part of the history of chocolate.

Papabubble

Papabubble's sweet treats are entirely hand made in their little shop in the centre of Brussels. Everything is created from Belgian, natural and vegetable-origin products. Always on the look-out for new experiences, Papabubble attempts to surprise with unique products which re-awake the imagination and the senses sweets filled with chocolate!

Rovacos

A family enterprise based in Wemmel, Rovacos specialises in the import/export of decorative materials for the bread making sector. Their Cosijns brand offers a speciality which is original, to say the least: the Sushi Dessert, pralines in the shape of sushi.

WITH THANKS TO THE PARTNERS OF THE SALON DU CHOCOLAT IN BRUSSELS



4/ THE MONDIAL DU CHOCOLAT ET DU CACAO®

The first Salon du Chocolat was born in Paris 20 years ago.

It all started with two passionate entrepreneurs who were in love with chocolate and each other, and a project that everyone considered a crazy idea: create an event dedicated entirely to an everyday foodstuff. But they had a strong desire and firm belief in the market and its professionals, both of which did not receive the exposure they deserved.

Now, 20 years on, the show is a resounding success both in France and around the world, helping to promote knowledge of and expertise in chocolate, from the bean to the bar, from producing
Progressively conquering the major cities in the world (New York, Tokyo, Moscow, Beijing, Cairo, Salvador da Bahia, Lima, Seoul, Monaco, Beirut), as well as in Europe (Bologna, Zurich, Brussels, London, Cologne) and France (Marseille, Cannes, Lyon, Toulouse, Bordeaux, Lille, Nantes), the Salon du Chocolat now has **around twenty events each year on four continents**.

The Salon du Chocolat has become **the largest event dedicated to chocolate**. Hailed by market amateurs and experts alike, the **Mondial du Chocolat et du Cacao** is today a **national and international brand**. More than just an event, the Salon du Chocolat is the bond between those who grow cocoa and those who consume chocolate.

1 - Key figures: the Salon du Chocolat over 20 years

6.5 million visitors

165 editions

30 international cities

4 continents

9,000 participants

136,000 media reports

Several millions of web hits

87% of spontaneous recognition in France and **62%** in Europe

2 - The next editions of the Salon du Chocolat

Tokyo: 20 - 25 January 2015, Isetan Shinjuku

Kyoto: 28 January - 14 February 2015, JR Kyoto Isetan

Nagoya: 28 January - 3 February 2015, Mitsukoshi Sakae

Osaka: 28 January - 14 February 2015, Mitsukoshi Isetan

Fukuoka: 29 January - 14 February 2015, Iwataya Mitsuko

Sapporo: 31 January - 14 February 2015, Marui Imai

Sendai: 3 - 15 February 2015, Mitsukoshi

Brussels: 6 - 8 February 2015, Brussels Expo

Marseille: 27 February - 1 March 2015, Parc Chanot

Moscow: 5 - 8 March 2015, Expocentre

Toulouse: 13 - 15 March 2015, Parc des Expositions

Lima: 9 - 12 July 2015

Monaco: 9 - 11 October 2015, Espace Fontvieille

London: 16 - 18 October 2015, Olympia National Hall

Paris: 28 October - 1 November 2015, Porte de Versailles

Beirut: 12 - 14 November 2015, Biel

Lyon: 6 - 8 November 2015, Cité Internationale – Centre de Congrès

Cologne: November 2015, Koelnmesse

5/ IN PRACTICAL TERMS

Where?

Brussels Expo – Hall 1
Place de Belgique, 1 / Belgieplein 1
1020 Brussels

When?

Dates: from Friday 6th to Sunday 8th February 2015
Opening hours: 10.00 am to 8.00 pm Friday / 10.00 am to 7.00 pm Saturday / 10.00 am to 6.00 pm Sunday
Gala evening: Thursday 5th February at 7.30 pm (*by invitation only*)

Who?

General public

Entrance fees

On site:

Adult: € 8.50 Friday/ €10 Saturday and Sunday
Children from 3 to 12 years old: € 5
Free under 3 years old
Seniors (from 60 years old): € 8,50
Student (student card to be shown): € 8,50
Family pack (2 adults + 2 children from 3 to 12 years old): € 25

In advance:

Student / Senior: € 8,50
Children 3 to 12 years old: € 5
Family pack (2 adults + 2 children from 3 to 12 years old): € 25
The on-line ticket office is available at: <http://brussels.salon-du-chocolat.com>

Access

Paying car-park available
Metro: **Line 6** - Roi Baudouin Station
Tram:

Line 7 - Heysel Terminus

Line 3 - Avenue de Meysse stop (direction 'Esplanade')

Lines 51, 993 - Roi Baudouin stop (direction 'Stade')

Train:

South Station (Gare du Midi) then metro line 6 direction 'Roi Baudouin'

Central Station then metro line 5 direction 'Erasme'. Change at Beekant and take metro line 6 direction 'Roi Baudouin'

Bus STIB: **Lines 84 and 88** – direction and stop 'Heysel'

Web site and Facebook

<http://brussels.salon-du-chocolat.com>

<https://www.facebook.com/SalonChocolatBE>

Organisation

Founders and Producers: Sylvie Douce and François Jeantet

Executive Director: Stéphanie Sandoz

The Salon du Chocolat is an event created, organised and promoted by:

Event International

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www.salon-du-chocolat.com

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