



## PRESS KIT

**3<sup>RD</sup> SALON DU CHOCOLAT IN BRUSSELS**

**5 - 7 FEBRUARY 2016**

**BRUSSELS EXPO – PALAIS 1**

**Press service – Salon du Chocolat in Brussels**

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**SALON DU CHOCOLAT IN BRUSSELS 2016:  
Cocoa Expressions, Chocolate Innovations**

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**3<sup>RD</sup> EDITION**

**5 - 7 FEBRUARY 2016  
BRUSSELS EXPO – PALAIS 1**

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For the third year running, following the success of previous editions, Brussels is hosting the Salon du Chocolat from 5<sup>th</sup> to 7<sup>th</sup> February, for another celebration of Belgian chocolate.

This flavoursome 2016 edition will bring **over 100 participants together** at Palais 1 of Brussels Expo: **chocolatiers, patissiers, confectioners, chefs, pastry chefs, designers and cocoa experts.**

The Salon du Chocolat is particularly proud to count on the support of **Mr Philippe Close, Alderman for Tourism, Staff and Finance for the City of Brussels** and President of BrusselsExpo:

*"On behalf of the City of Brussels I am very happy to support an event as symbolic as the Salon du Chocolat. Whilst Belgium may be the country of beer and waffles, chocolate is, without doubt, another of our jewels, with 7.5kg being consumed per individual per year. The vast array of different types of chocolate will be represented through the 50 exhibitors that are attending the show, each with their own specialty and each with plenty of surprises up their sleeves for chocolate-lovers. Over the course of the 3-day event, visitors will also get the opportunity to watch demonstrations and attend workshops, conferences and exhibitions, with chocolate sculptures and a fashion show featuring dresses made of chocolate to add that extra special touch to the proceedings. The show has attracted significant media interest on both a national and international scale, boosting the visibility of Brussels in what is clearly a very positive way. As the City's Alderman for Tourism I am very pleased that this media attention is benefiting our tourism sector and therefore our economy".*

## **1/ COCOA EXPRESSIONS, CHOCOLATE INNOVATIONS**

The theme for this new edition, "Cocoa Expressions, Chocolate Innovations", focuses on current trends in the world of chocolate and pastry and will celebrate the creativity, avant-gardism and capacity to innovate of a whole profession.

Never has the creativity of chocolatiers and other confectionary aces flourished as much as it has in recent years.

As in all areas of design, chocolatiers and pastry makers never stop renewing and varying their sources of inspiration. In the midst of this creative abundance, chocolate makers also seek to differentiate themselves from the rest with new creations and combinations of flavours, tastes that are subtle, delicate, original and even surprising.

Chocolate is an inexhaustible source of inspiration for all of them. Being at the same time craftsmen, chefs, "chemists" and travellers when time permits, chocolatiers and patissiers never stop experimenting the wealth of this iconic spice, trying out bold flavour combinations and textures.

Here are some key trends in today's chocolate and pastry sectors...

## **BEAN-TO-BAR: TOWARDS ULTIMATE AUTHENTICITY AND TRACEABILITY**

Starting out in the United States in the 2000s, the "bean to bar" trend has seen increasing success in Europe: a growing interest that fits in the general tendency to observe expertise, authenticity and traceability.

Some passionate chocolatiers are no longer content to use merely couverture chocolate, but have decided to get right to the roots and select their own cocoa beans from plantations, on the quest for unique soils and

flavours. Just as with wine, every region which produces cocoa in fact has unique characteristics when it comes to taste; more specifically, every plantation has something which is unique, like a "chateau" in the wine sector.

These taste artists then take care of processing beans, especially the tricky roasting stage, for a complete mastery of all flavours, to pass them on to chocolate lovers in unique chocolate creations.

Belgian bean-to-bar chocolate artisans is still a very closed circle featuring: Pierre Marcolini, the pioneer – Benoit Nihant – Frédéric Blondeel – Van Dender – Jean-Philippe Darcis, among others.

The Salon du Chocolat is attended by several representatives of this fundamental tendency, including:

- **The "Bean-to-Bar" company:** Alice Voisin (based in Verviers) recently devised a new concept of distribution of bean to bar and raw chocolate bars from all over the world. At the Salon du Chocolat, she will present to the public the brands Antidote (United States) – Dick Taylor (United States) – Marou, Faiseurs de Chocolat (Vietnam) – Menakao (Madagascar) – Pralus (France) and Taza (United States).

- **El Saucó:** originally from the Netherlands, this company selects chocolates with incomparable flavours from all over the world: Akesson's (United Kingdom) – Amma Chocolate (Brazil) – Cacao Hunters (Colombia) – Original Beans (The Netherlands) and Pacari (Ecuador).

- **Benoît Nihant:** in his perpetual quest for excellence, the artisan based in Liège will present his "bean to bar" range, made using beans from Venezuela, Ecuador, Madagascar and Bali, including a bio range.

- **Jean-Philippe Darcis:** the Chocolate Master will open "La Chocolaterie" (The Chocolate Factory) in June 2016 in Verviers. This major project around the bean-to-bar movement will come to life in a new building of 2,800 sq.m on four floors. It will include an educational area tracing the history of chocolate and the transformation process of cocoa bean to chocolate bars.

- "Bean to bar" will also be highlighted through the reconstitution of a manufacturing line on the initiative of **Callebaut**.

## **CHOCOLATE & PASTRY: A WORLD OF INNOVATIONS**

Chocolate and chocolate-related products never fail to attract us, and have constituted a particularly innovative and dynamic sector these past few years, with a sharp increase in product launches.

There is no shortage of innovation in the chocolate and pastry sector. Whether they have to do with **marketing, products or packaging**, chocolate is an inspiration and represents a **fantastic springboard to innovation**.

Although tendencies among manufacturers and artisans are moving toward a diversity of tastes, the highlighting of raw materials and the quality of recipes, **the concept of enjoyment remains the central focus of new offerings in the sector (over 50% of all products)**. This includes enjoyment related to the endlessly renewed diversity of flavours, but also the pleasures of sharing or giving chocolate as a gift for holidays and celebrations.

But we are also seeing the emergence or institutionalization of new pathways for creation that are undergoing significant development.

## Health and nutrition

With 2 to 3% of all adults in Belgium suffering from a food allergy, and a rate reaching 10% among children, There is an increasing demand for products that are gourmet but still healthy.

Various studies do in fact reveal growth in the health products market. They represent around 20% of all innovations, according to the last SIAL - International Food Show.

In this context influenced by both consumer expectations regarding **balanced food** and pressure from public authorities, **“free from”** products are gaining ground!

In response, the culinary trade is developing new ranges, focusing on these niche markets and leveraging their artisan expertise, creativity and gourmet senses to create unique new products.

**Many chocolatiers and pastry makers are now offering “sugar-free”, “salt-free” or “gluten-free” creations.**

For instance, Chocolaterie Demaret offers a range of sugar-free products, specifically created for people with diabetes.

Yasuhi Sasaki, a young Japanese pastry chef based in Brussels who is listed among the best Belgian Pastry Chefs in Gault & Millau guide, created pastries with no gluten, flour nor sugar.

For its part, De Baere has developed sugar-free cakes as well as a chocolate pie that is low in gluten and without flour.

However, although the artisans are adapting their recipes, they don’t talk about this much in their promotional messages, preferring to highlight the “delicious” and “traditional” aspects of their products.

## The advent of single-product

The concept of single-product is a trend that has been intensifying for several years. The idea is quite simple: declining one product in all possible variations. These concepts are flourishing on the savoury side, with concepts of hyper-specialized restaurants around the bagel or the burger for example, but also on the sweet side. In fact, pastry has initiated the trend, with the launch in 2012 in Paris of "Eclair de Génie" by Christophe Adam.

The concept was taken up in Belgium by "Eclairs et Gourmandises" which opened in Uccle in 2014. The founders have conquered the Belgian public with recipes developed by prestigious pastry chefs: Julien Alvarez, Pastry World Champion in 2011, Quentin Bailly, Pastry World Champion in 2013 and William Mabillean, "Meilleur Ouvrier de France" in Pastry in 2011. Since then, two new shops have sprung up in Brussels Grand Place and Woluwe-Saint-Pierre (Stockel).

Other irresistible delicacies are turned into pastry stars with their dedicated store in Belgium. "Au Merveilleux de Fred" is devoted to the famous meringue reinvented by Frédéric Vaucamps. The famous Portuguese "*pasteis de nata*" can be tasted at Garcia in Ixelles, while the cupcake in all its forms is honored at Lilicup or Les cupcakes d’Emilie.

## On-the-go, snacks, mini-sizes

As nomadic tendencies are on the rise in developed countries, chocolate and pastry are finding new pathways in order to keep pace with consumers’ modern lifestyles and new preoccupations in terms of health and practicality. **Mini-sizes are very popular!**

According to a 2014 Nielsen survey, consumers around the world spent \$374 billion on snacks between 2013 and 2014, which represents a 2% increase over 12 months.

Confectionery – including candies, chocolates, soft sweets and chewing gums make up the majority of sales in snack products in Europe (\$46.5 billion).

Chocolate snacks are growing in popularity in mass distribution but also among artisans and single-product shops: for instance, Pierre Hermé and his "Absolument Chocolat" collection of chocolate snacks, or Pierre Marcolini and his "Gourmandises" range of candied or dried fruit covered with chocolate.

On the pastry side, Fauchon - the well-known French caterer and luxury food store - has reinvented the traditional madeleine with bunches of 15 fresh mini-madeleines - resolutely in the current trend of portable foods.

### **Cosmopolitan and globetrotting pastry**

In the area of cakes, **Europeans are celebrating and reinventing iconic American desserts**: cookies, muffins, cupcakes and cheesecakes are very popular and, once again, dedicated shops are opening everywhere.

Since the launch in 2013 of the *Cronut*®, the it-dessert of Dominique Ansel combining the French croissant and the American donut, numerous hybrid pastries have appeared:

the *brookie* (a mix between brownie and cookie), the *duffin* (a contraction of donut and muffin), the *townie* (a pie-brownie hybrid), the *wonut* (waffle+donut), the *waffogato* (another invention by Dominique Ansel combining a waffle and ice), the *puffin* (pancake & muffin), the *whoopie* (a cross between a macaroon and a cookie), le *Donnoli* created by the New York-based Alidoro (a hybrid between the American donut and the Italian cannoli, stuffed with ricotta), last but not least the *crookie*, a creation of the Canadian Olivier Jansen-Reynaud (a croissant filled with an Oreo heart), the *cookie cup* (cookie+cupcake), the *cruffin* (croissant & muffin) and the *scruffin* (scone+muffin), .... The possibilities seem endless!

**Asian flavours are also a growing trend**: chocolate and pastry are frequently drawing inspiration from eastern flavours, such as the Zaabär's Dark chocolate with coriander from Laos, or the new chocolate bonbon of Wittamer "Sencha", filled with a yuzu- and Sencha-tea- flavoured dark ganache.

### **Towards non-melting chocolate**

Finally, the eagerly awaited "thermo-resistant" chocolate should let everyone succumb to temptation no matter where they are and how hot the temperature is... without getting their fingers dirty! After several years of research, the Barry Callebaut group has found a recipe that resists heat without changing the taste. The giants of the sector, such as Nestlé, Cadbury, Mondelez and Mars, have also filed some patents.

## **2/ THE SHOW PROGRAMME**

### **FASHION / THE CHOCOLATE FASHION SHOW**

**Every day at 5:00pm, Cacao Show podium**

**Sweet fashion creations, each more chocolatey than the last! One show per day. A timeless moment, a pleasure for the eyes...**

Chocolatiers and fashion designers have worked in pairs on the theme “Carnival” to present a festive and tempting 2016 collection.

14 exceptional outfits will be presented to the public at **a daily show scheduled at 5:00 pm.**

#### **The Chocolatiers and Designers duos of the 2016 Fashion Show:**

The Callebaut Chocolate Academy Chefs Alexandre Bourdeaux and Mathieu Dierinck **&** Julie de Bleser  
Contes de Fèves - Céline Bouzegza **&** Nathalie Stockman

Didier Smeets

Jean-Charles Rochoux **&** Masami d’Imaginers

Joël Patouillard **&** Manon Bresson-Cancel, Paladines Events

Jean-Philippe Darcis **&** Lauranne De Jaegher (*2 outfits*)

Laurent Gerbaud **&** Patou Saint Germain

Leonidas

Nadia Flecha Guazo – aka ChokoLate **&** Débora Velasquez

Neuhaus **&** the fashion designer Edouard Vermeulen from Maison Natan

Pâtisserie Ducobu **&** Melissa Martin Ciudad (Atelier Lannaux)

Valentino Chocolatier **&** Sixtine Anne de Molina

Van Dender **&** iiiiCollectif

#### **With special thanks to our excellent partners:**

**Make Up For Ever** – Official Makeup Artists [www.makeupforever.be](http://www.makeupforever.be)

**C.P.C.I. - Cours Professionnels de Coiffure d'Ixelles** – Official Hairdresser [www.cpci.be](http://www.cpci.be)

**Lorient Traiteur** <http://lorient.be>

**Ruffus** [www.ruffus.be](http://www.ruffus.be)

### **RECIPES / CHEFS IN THE SPOTLIGHT**

**Every day, Pastry Show area**

Every hour, in the Pastry Show demonstration area, renowned chefs, pastry chefs, chocolate makers and young talents will prepare recipes live in front of an audience, revealing their professional secrets and tips! Come experience and savour the techniques and indulgent treats! This year, the three days of recipe demonstrations are sponsored by **Couplet Sugars**.

#### **● Friday 5 February from 11am to 6:30pm**

11am: **Institut Roger Lambion**

12pm: **Didier Smeets**

1pm: **Nadia Sammut**

2pm: **Stephen Vandeparre**

3pm: **Paul Wittamer**

4pm: **Christophe Hardiquet, Bon Bon\*\***

5.30pm: **Julien Lapraille**

● **Saturday 6 February from 11am to 5pm**

11am: **Fabrice Collignon** for Valrhona Pâtissier

12pm: **Jérôme Grimonpon**

1pm: **Arabelle Meirlaen\***

2pm: **Eric Fernez, D'Eugénie à Émilie\*\***

3pm: **Jean-Philippe Darcis**

4pm: **Tom Degroote, Dierendonck with Dominique Persoone**

● **Dimanche 7 from 11am to 6pm**

11am: **Vincent Vervisch**

12pm: **Fabrice Collignon**

1pm: **Jean-Benoît Ghenne, Generous**

2pm: **Darling's Cupcakes**

3pm: **Jean-Philippe Watteyne**

4pm: **Sang-Hoon Degeimbre, L'Air du Temps\*\***

5pm: **Arnaud Champagne**

Many thanks to **Institut Roger Lambion** for its assistance and professionalism during the demonstrations.

## **CONFERENCES / SEE YOU IN THE CHOCOSPHERE**

**Every day, Chocosphere area**

In the Chocosphere area, the Salon du Chocolat offers a series of presentations and tastings hosted by eminent specialists, celebrities and well-informed amateurs, all of them connoisseurs of cocoa and the subtleties of chocolate.

● **Friday 5 February from 1pm to 7pm**

1pm: **Stephen Vandeparre**, Being young and starting a business in the Brussels Region - *conference with the support of the City of Brussels (in French)*

2pm: **Alice Voisin**, The bean to bar trend *(in French)*

3pm: **Martin Christy and Peggy Van Lierde**, Ceremony of the Belgian Chocolate Awards *(in French/Dutch/English)*

5pm: **Nadia Sammut**, Free cooking: tolerance as a new step for excellence *(in French)*

6pm: **Paul Wittamer**, The story and prospects of an historic Brussels chocolatier *(in French)*

● **Saturday 6 February from 11am to 6pm**

11am: **Alice Voisin**, The bean to bar trend *(in French)*

12pm: **Coralie Rutten, Christophe Harou, Arabelle Meirlaen, Sandrine Mossiat and Fabrice Collignon**, Tasty gluten-free cooking *(in French)*

1pm: **Jérôme Grimonpon**, Being young and starting a business in the Brussels Region - *conference with the support of the City of Brussels (in French)*

2pm: **Nikita Harwich**, Presentation of the Encyclopedia of Chocolate and Confectionary *(in French)*

3pm: **Eddy Van Belle** (Choco Story), Alimentation & Chocolate: the blood pressure of the Cunas Indians in Panama is lower than ours, why? *(in French)*

4pm: **Eddy Van Belle**, Film

5pm: **Bert Van Thilborgh**, The future of chocolate: Choco Fashionista or Chocolista? What the chocolate consumer will be like in 2030? *(in Dutch)*



● **Sunday 7 February from 12pm to 6pm**

12pm: **Generous**, Being young and starting a business in the Brussels Region - *conference with the support of the City of Brussels (in French)*

1pm: **Alice Voisin, Jean-Philippe Darcis, Nico Regout and Benoit Nihant**, The bean to bar trend *(in French)*

2pm: **Quiz to win a trip to Paris in partnership with Thalys**

3pm: **Laurent Gerbaud, Jean Hummler (Moeder Lambic), Patrick Bottcher and Boris Beaucarne**, Beer and chocolate *(in French)*

4pm: **Laurent Gerbaud, Jean Galler and Patrick Bottcher**, Pairing Wine & Chocolate *(in French)*

5pm: **Bert Van Thilborgh**, The future of chocolate: Choco Fashionista or Chocolista? What the chocolate consumer will be like in 2030? *(in Dutch)*

## **ENCOUNTERS / BOOKSIGNINGS WITH AUTHORS**

**Every day, Bookstore area**

In partnership with the famous Brussels bookshop **Filigranes**, the Show will offer visitors the chance to see the latest cookery literature and have recently published books on gastronomy, chocolate and pastry signed. The authors present at the signing sessions will include: **Martin Volkaerts & Marc'O** (*Volkaerts*, Éditions Génération Wallonie), **Julien Lapraille, Jean-Philippe Darcis** (*Les secrets sucrés de Jean-Philippe Darcis*, Éditions Racine), **Patrick Bottcher**, ...

## **TASTY WORKSHOPS**

Visitors will have the opportunity to participate actively in a variety of culinary workshops, hosted by **Les Secrets du Chef, Contes de Fèves** and **Cosy**.

**Les Secrets du Chef** will offer creative culinary workshops to introduce visitors to chocolate techniques. *1-hour workshops. On-site registration at stand B6.*

● **Friday 5 February**

11.30am and 2.30pm: Coated pralines

1pm and 5pm: Creation of a chocolate bar to be flavoured and broken

● **Saturday 6 February**

11.30am and 2.30pm: A reinterpretation of Black Forest with a siphon

1pm and 5pm: Caribbean Chocolate Hot Soup, refreshed with saffron

● **Sunday 7 February**

11.30am and 2.30pm: Grilled Duck Breast with sweet Banyuls flavour, and guanaja ganache

1pm and 5pm: Roasted Scallops, Fregola Sarda and its "ivory" emulsion

**Cosy**, the French-made cocktail that's both gourmet and refreshing, will be offering cocktail courses given by a pastry chef who has developed some gourmet new creations. Visitors can learn to make a gourmet Dessert Cocktail. It's made with Cosy and sipped with a straw, but also topped with a Cosy-based syphon mousse that is enjoyed with a spoon. The Old Friends Company will also be presenting two Cosy products on an exclusive basis for the Salon du Chocolat: The Cosy soft chocolate dessert and the Cosy Chocolate Raspberry Cake, as well as tastings from the range, all pure and LowCktail®.

**Contes de Fèves** will offer workshops to make entirely organic dark chocolate “mendiants”.

*Registration at stand A6.*

On his stand, the chocolatier **Jean-Philippe Darcis** will offer not-to-be-missed Master Classes to pastry lovers, including sampling.

**Joost Arijs** will also run workshops throughout the Show.

## **WORKSHOPS FOR CHILDREN**

**Every day, Chocoland area**

Young chocolate lovers will meet at Chocoland to make fun and tasty activities. Throughout the three-day show, children from 6 to 12 will be invited to use chocolate and design delicious creations – chocolate lollipops, colorful *mendiants* and even personalized chocolate bars - with the help of established and future chocolatiers.

These workshops will be supervised by teachers and students of **CERIA** chocolate school on Friday and Saturday ; and by the chocolatiers of **Choco-Story Brussels and Bruges** museums on Sunday. During three days, experts and members of **The Belgian Chocolate Way** will also help the budding chocolatiers!

*On-site registration only, subject to availability.*

*Reserved for children aged between 6 and 12.*

*Every hour starting at 10:30am. Last workshop start at 5:30pm on Friday and Saturday, at 4:30pm on Sunday.*

## **THE YOUNG GENERATION IN THE SPOTLIGHT**

The « Young **Talents** » area sponsored by the **City of Brussels** will unveil the promising artisans of the Brussels region: **Jérôme Grimonpon Chocolatier, Generous, Les Boulets de la bataille de Waterloo** and **Les Cupcakes d'Émilie**.

This year, the Salon du Chocolat is also inaugurating a new space: “**Les Espoirs du Chocolat**”. The Show’s philosophy is indeed to promote the profession and highlight the new generation of talented chocolatiers and patissiers. The *Hopefuls* selected include **L’Arbre à Bilous** and the young chocolatière **Euphrasie Mbamba**, whose chocolate brand – **Sigoji** - is inspired both by the Belgian culture and the raw materials from her native Cameroon.

## **EXHIBITIONS & HAPPENINGS**

The **Choco-Story Brussels** museum offers an exhibition at the heart of the Show, as well as many activities in partnership with **The Belgian Chocolate Way**.

Visitors will discover all the secrets and many flavours of the ‘chocolate drink’, from the Xocoatl that Aztecs used to drink to our creamy hot chocolate. This will be followed by tastings of Belgopro hot chocolate.

Magic tricks and introductions to other aspects of the “brown gold” will be also available, including “chocolate - a wellness product” (with Be Chocolate).

New this year: guides will take small groups of visitors around for a mini-guided tour of the exhibition, with sampling breaks at the stands of several chocolatiers (at 11am and 3pm, registration mandatory at the Exhibition stand).

Also worth seeing in the area: the official launch onto the Belgian market of the Encyclopaedia of Chocolate and Confectionery, a reference work, the fruit of ten years' works and research by the French Chocolate and Confectionery Academy.

**Leonidas** celebrates fashion through a giant sculpture, designed by the artist-chocolatier Jean-Luc Decluzeau. The work will represent a mannequin of a woman entirely knife-sculpted in a 500 kg block of chocolate. The sculpture will be sublimated with a lustre of chocolate 2 metres high and 1.20 metres wide, adorned with several tens of pieces of Swarovski crystal.

**Neuhaus** invites visitors to a journey through time. The world's largest chocolate moulds collection has indeed been acquired by Neuhaus. Proud of this cultural heritage, the House is exhibiting its most beautiful pieces at the Salon du Chocolat.

**Valrhona** is celebrating the 30th Anniversary of their iconic “Guanaja 70%” chocolate at the show. On that occasion, the brand will offer tastings at the stand and will honor this chocolate through a recipe demonstration performed by Fabrice Collignon on Saturday 6 February at the Pastry Show area.

And many other **surprises** to be explored on the exhibitors' stands.

### Togo, guest of honor of the 3<sup>rd</sup> Salon du Chocolat in Brussels

More than just an event, the Salon du Chocolat aims to create a link between those who grow cocoa, and those who make and consume chocolate.

The Salon du Chocolat is then proud to host, for the first time, **Togo's** Coordinating Committee for the Coffee and Cocoa sectors (CCFCC).

The CCFCC will introduce the Belgian public to the feature of Togo's cocoa pods through the exhibition of beans and the presentation of different types of chocolate (peanuts, coconut or ginger).

Check out the full programme of the Show at

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

Special thanks to the partners of the 3<sup>rd</sup> Salon du Chocolat in Brussels:



## 3 / GOURMET SHOPPING

### BARÚ

BARÚ is unveiling its very colourful new packaging solutions at the show, containing marshmallows that may or may not be accompanied by other sweet delights. The new BARÚ packaging is certainly not designed to go unnoticed, featuring geometrical motifs in a variety of shades. High-quality, fun and fuss-free - typically Belgian!

Visitors to the Salon will also get the opportunity to create their own 'custom' gift box comprising Marshmallows, Marshmallow Bars, Dreamy Chocolate Hippos and/or drinking powders, with plenty of gift set options that will appeal to any chocoholic also available!

### BEAN-TO-BAR

Launched by Alice Voisin on 1 October 2015, BEAN-TO-BAR is introducing its chocolate bar distributor's brand - a selection of chocolate bars presented in a display case - across a network of independent specialist stores throughout Belgium.

This new concept is based on the principle of the direct import of chocolate bars manufactured by independent chocolate makers and roasters from all around the world. Alice Voisin is showcasing the following brands:

**ANTIDOTE:** Raw Ecuadorian chocolate bars containing 50% roasted and 50% unroasted beans, which helps preserve the properties of the chocolate, such as its antioxidants, polyphenols, etc. The chocolate also has a slightly 'greener' flavour as a result. Antidote offers original combinations incorporating elements of fruit and spice.

**DICK TAYLOR:** Manufactured by two Americans based in California who import beans of various origins. The current selection includes beans sourced from the Dominican Republic, making for a very balanced chocolate with notes of tobacco and blueberry. Dick Taylor's Ginger Snap offers a Dominican chocolate containing small pieces of gingerbread biscuit for a seasonal, festive touch of spice!

**MAROU:** Created by two French ex-pats in Vietnam, Samuel Maruta and Vincent Mourou, who produce and package their goods onsite using packaging produced in a printing works in the old Chinese district of Saigon.

**MENAKAO:** Manufactured entirely in Madagascar. Madagascan products are typically known for their tangy, red berry characteristics. This is the only brand in the selection that offers milk chocolate (44% milk and hazelnut milk with a touch of *fleur de sel*). The small size and 44% milk content are also ideal for those who are new to dark chocolate since this is stronger than a traditional milk chocolate (generally 30% cocoa).

**PRALUS:** François Pralus is a French chocolatier based in Roanne, near Lyon. His Colombia bar is very creamy, making it a great choice for those who generally like milk chocolate but who would like to eat more dark chocolate since it is very mild and contains notes of butter and caramel.

**TAZA:** A Mexican-style raw, or 'unrefined', chocolate ground on a stone mill with the unusual characteristic of a high cocoa bean and sugar grain content, releasing a very distinctive, fruity (red and yellow fruits) aroma.

### BOISSIER

The *Délicatesses* collection - the latest creations from MAISON BOISSIER - combine tradition and modernity, much to the delight of those who like to experience new and unexpected flavours. Whether slightly spiced with pink peppercorn, containing a touch of lemon fizz or crunchy hazelnut or corn, or subtly flavoured with cinnamon, these little chocolate balls certainly have plenty to say for themselves! The strawberry version, coated in a fine layer of white chocolate and Bulgarian yogurt, should be top of your priority list for sampling. MAISON BOISSIER will be celebrating Valentine's Day with indulgence and sophistication in the form of its heart-shaped truffles coated in a fine cocoa powder and containing a creamy fondant ganache. Quite simply irresistible! The truffles are presented in a powder-pink box, for the ladies, or BOISSIER blue, for the gentlemen, with a beautifully vintage look.

## BONBONS À L'ANCIENNE

Christian Maenhout will be showcasing his range of cuberdons at the event. Firm on the outside yet deliciously soft on the inside, these unmistakable little cones are a cornerstone of Belgian tradition.

In addition to the original raspberry-flavoured cuberdon, BONBONS À L'ANCIENNE has developed its range of little 'noses' to include 30 flavours, all using gum arabic and natural flavourings and colourings. The traditional confectioner also offers a range of sweets and gums produced from fruit juice concentrates.

## CHAMPAGNE GREMILLET

With Valentine's Day coming up, family firm GREMILLET is showcasing one of its leading vintages, namely Blanc de Noirs, at the show. Less known among enthusiasts than its cousin, Blanc de Blancs, it is striking and somewhat surprising and beautifully represents the Côte des Bars domain from which the company hails.

This white champagne produced from black grapes is rarer and more masculine in nature, with strong elements of power, opulence and indulgence. It is a bold champagne of character with great presence in the mouth and is a worthy accompaniment to even the richest of dishes (game and white meat).

This Blanc de Noirs produced by the GREMILLET family, specially draped in red for the occasion, would be the perfect addition to a romantic Valentine's Day dinner and the ideal gift for declaring your love! Blanc de Noirs will be celebrating lovers with a complete flamboyant red makeover, presented in its usual stylish and understated box.

## CHOCOLAT CHAMPAGNE

ARNAUD CHAMPAGNE is unveiling his latest creations at the Salon du Chocolat in Brussels, such as his new dark chocolate spread. This passionate chocolate artisan features among Wallonia's best chocolatiers-pâtisseries in the Gault & Millau Guide. In his boutique, ARNAUD CHAMPAGNE now offers a new ephemeral pastry creation every month. He also offers a range of five gluten-free cakes, with a biscuit made without flour (made from almonds).

## CHOCOLATERIE DEMARET

Over the course of the three-day event, the CHOCOLATERIE DEMARET stand will be offering a series of tastings and demonstrations, much to the delight of visitors old and young alike, who will get the opportunity to sample the company's prize-winning spread (a winner at the 2015 International Chocolate Awards) on delicious home-made crêpes, or hot chocolate made from a dark chocolate with a minimum 64% cocoa content (a home-made mixture using beans from the Ivory Coast). The chocolatier is also showcasing its two new pralines - the *Palet Flocons d'épices*, a soft chocolate and black tea ganache flavoured with citrus fruits and spices and coated in a veil of milk chocolate, and the *Ganache Passion*, a dark, frozen passion fruit ganache coated in dark chocolate - a creation that was highlighted by the tasters from Gault & Millau in their latest Guide.

## CMF-PRODUKTE KELLER

CMF-PRODUKTE KELLER is introducing its *Goufrais - le frais délice* at the Salon du Chocolat: a fine confectionery of impeccable quality that is soft and tender and takes the shape of a Gugelhupf cake.

## COSIJNS CHOCOLATIER

Originally specialising in the production, import and export of miniature decorations aimed at bakeries and pastry, Maison Rovacos-Cosinjs has since diversified its activity and now produces chocolate and marzipan marketed under the COSIJNS CHOCOLATIER brand.

New products that will be on show to the public include the following:

The *'Table Box - les pralines de Marie-Louise'*: 16 pralines presented in a box that doubles up as a small tasting table. The collection is available in 3 assortments - Classic, Exotic and Intense.

The *'Bento Sushi Dessert'*: an assortment of pralines designed to look and taste like traditional sushi and arranged in a small bento box similar to the graphical designs featured on Japanese paper.

The *FrameBox* customizable table box (concept patent filed by the brand): a chocolatey assortment of pralines, *mendiants*, *rochers* and coated fruits presented in a box with a customizable lid that can be reused as an actual canvas to hang on the wall.

## DARCIS MAÎTRE CHOCOLATIER

JEAN-PHILIPPE DARCIS is taking the opportunity presented by the Salon du Chocolat in Brussels to unveil his new collection of fruity and floral ganaches, which have been revamped in terms of both flavour and presentation to create a true harmony of flavours and a real treat for the taste buds!

Other products making their official entrance at the event include the *Praliné à l'Ancienne*, a best-seller in the making, which is available coated in either milk or dark chocolate.

The *Manons*, reintroduced by the Master Chocolatier in 2014, are also presented in a new square format and can now be included in the traditional boxes, whilst the '*Melo'Choc*' series has now become a permanent fixture in the range of chocolate treats, much to the delight of chocolate-lovers looking to enjoy a real taste of childhood, with 6 varieties available, including Madagascan Vanilla, Caramel, Coffee, Raspberry, Orange and Passion Fruit.

Jean-Philippe Darcis is marking Valentine's Day this year with his '*Croq'cœur*' creation - a soft heart comprising a crunchy puffed rice praline.

## DIDIER SMEETS

DIDIER SMEETS is presenting his new collection *Solitaire, Plaisir du Célibataire*, a special edition created for singles who are often left alone on Valentine's Day.

This 25-year-old young chocolatier native from Herve plateau had the chance to defend the country's colours at the World Expo in Milan at the Belgian Pavilion, and to show the national expertise to thousands of people.

He is also presenting his specialties: caramels, pralines coated, spreads,...

## ETHIQUABLE

ETHIQUABLE is expanding its range of 'grand cru' chocolates with the launch of a brand new 'pure origine' chocolate of Tumbes, Peru - an organic, fair trade dark chocolate containing 88% Criollo cocoa, which reveals a strong cocoa flavour with subtle notes of dried fruits and honey without any bitterness. This Peruvian bean, sourced from Tumbes, serves as the basis for the brand new 88% Grand Cru and was recognised at the International Cocoa Awards 2015, held at the Salon du Chocolat in Paris last October.

## GALLER

GALLER is showcasing its new *Les électrons* box, created especially for Valentine's Day and comprising an assortment of pralines in a variety of flavours and colours. These include pale pink: a delicate white chocolate ganache with raspberry and a touch of pomegranate, orange: a milk chocolate ganache produced from oranges and spices, yellow: a white chocolate ganache combining mild notes of vanilla with spicy ginger, and red: a dark chocolate ganache enhanced with elements of Espelette pepper.

Another striking innovation on the truffle front... Whilst the cubed shape had established itself as something of a given at chocolatier GALLER over many years, we are now witnessing the emergence of a brand new stage in its history as the GALLER truffle becomes round. This new truffle is both progressive and creative and is available in four delicious flavours, namely vanilla, raspberry, coffee and bitter chocolate.

## GODIVA

GODIVA is introducing a limited edition of its brand new Coupes d'Amour collection at the event. Crispy and filled with a sophisticated ganache, a smooth praline or a creamy caramel, these new milk, dark and white chocolate creations are available in five irresistible flavours, namely intense chocolate, indulgent strawberry, pistachio dream, banana temptation and caramel coffee. GODIVA has chosen to enhance these new pralines by joining forces with French artist Charlotte Gastaut, renowned for her illustrations for young people's

literature and her collaborations with luxury brands. The limited-edition heart-shaped, round or rectangular gift sets are beautifully decorated in a delicate, poetic style and vibrant, sensual colours.

## GUYLIAN

GUYLIAN is revamping its range in 2016 to coincide with Valentine's Day. Its praline hearts now feature an attractive white, milk and dark chocolate marbled design and are filled with the brand's unique praline filling made of caramelised hazelnuts in accordance with the original recipe of founder Guy Foubert. The iconic seahorse of the GUYLIAN brand is also now available in new flavours, including caramel, *feuillantine* biscuit and dark praline, and that's not all; indeed, the brand has even modernised the design of its boxes, in which its traditional Belgian truffles, with an intense flavour and fondant texture and delicately dusted with cocoa powder, are presented.

## JOOST ARIJS

The chocolatier JOOST ARIJS from Ghent proposes a new macaroon: a delicious blend of Belgian chocolate (66% cocoa from Brazil) and a Japanese touch with green matcha tea. *"For the Salon du Chocolat I wanted to create an exceptional macaroon. It is a combination of chocolate with intense cocoa with a hint of tropical fruit and green tea, which creates a different and unique flavour."* JOOST ARIJS had already used matcha tea in a pastry which had a great success in his stores. But this special edition of macaroon is exclusively available at the Salon du Chocolat. An opportunity not to be missed...

## LEONIDAS

The Master Chocolatier at Leonidas has created new miniature hearts with fresh, fruity flavours to celebrate Valentine's Day 2016, with Mango and Cherry versions now available in addition to the existing Vanilla and Raspberry options. These tangy new delights are sure to prove a real treat for the taste buds!

LEONIDAS miniature hearts and pralines are available in a wide array of formats featuring the colours and patterns of love, including rectangular or heart-shaped boxes and strips, among other options.

## NEUHAUS

The chocolatier is giving visitors to the Salon the opportunity to (re)discover its incredible history through its 'Neuhaus History Collection' - a set containing 28 iconic pralines that will take the chocolate-lover on a journey through the history of NEUHAUS, from the invention of the first praline to the creation of the *Caprice* and *Tentation* - the stars of the 1958 Universal Expo.

The famous Caprice, along with its *mendiants*, *langues de chat* finger biscuits and other bars will be created by the Master Chocolatiers before the observing public, who will get the opportunity to taste them.

## NEWTREE

NEWTREE is marking Valentine's Day by showcasing a series of boxes containing organic-certified, fair trade, CO<sub>2</sub> neutral-certified pralines containing no added oils (no palm oil or any other oils).

The 'Feel my love' gift box will offer visitors a selection of 30 pralines in original flavours including dark chocolate and thyme, dark chocolate and caramel/lime, and dark chocolate and chilli.

The 'Listen to my heart' set, meanwhile, offers an assortment of 15 dark chocolate pralines with fruity flavours (caramel/lime, orange and fruits of the forest), whilst 'See my treasure' comprises an assortment of 15 dark chocolate and milk chocolate pralines in more indulgent flavours such as milk chocolate and salted butter caramel, milk chocolate and coffee, dark chocolate praline and hazelnut.



## 4 / THE PARTICIPANTS OF THE SALON DU CHOCOLAT IN BRUSSELS

*As of February 4, 2016*

ALEXANDRE BOURDEAUX  
AMACARONS  
ARABELLE MEIRLAEN\*  
AU PALAIS DES GOURMETS  
BARÚ  
BEAN TO BAR : ANTIDOTE, DICK TAYLOR, MAROU, MENAKAO,  
PRALUS, TAZA  
BELGIAN CHOCOLATE VILLAGE  
BELVAS  
BENOIT NIHANT CHOCOLATIER CACAOFÈVIER ®  
BERT VAN THILBORGH  
BIJOUX GOURMANDS® MANU CRÉATION®  
BISCUITERIE DESTRÉE  
BISCUITERIE NAVARRO  
BOISSIER  
BONBONS À L'ANCIENNE  
BORIS BEAUCARNE  
BOSTANI CHOCOLATE  
BRUYERRE  
CAFFÉ PERTÉ / MONTIP TRADE KFT  
CAOBISCO  
CALLEBAUT  
CHAMPAGNE GREMILLET  
CHOCOLAT CHAMPAGNE  
CHOCOLAT TOGO  
CHOCOLATERIE DE BEUSSENT LACHELLE  
CHOCOLATERIE DEMARET  
CHOCOME  
CHOCO-STORY BRUSSELS & BRUGES  
CHRISTOPHE HARDIQUEST, BON BON\*\*  
CMF - PRODUKTE KELLER  
CONFISERIE LARMUSEAU  
CONTES DE FÈVES – CÉLINE BOUZEGZA  
COOPÉRATIVE ETHIQUABLE  
CORALIE RUTTEN  
COSIJS CHOCOLATIER  
COSY  
DARCIS, MAÎTRE CHOCOLATIER  
DARLING'S CUPCAKES  
DÉBORA VELASQUEZ  
DIDIER SMEETS CHOCOLATIER  
DOMINIQUE PERSOONE  
DUCOBU RELAIS DESSERTS  
EDDY VAN BELLE  
EDOUARD VERMEULEN, MAISON NATAN  
EL SAUCO : AKESSON'S, AMMA CHOCOLATE, CACAO HUNTERS,  
ORIGINAL BEANS, PACARI  
ERIC FERNEZ, D'EUGÉNIE À ÉMILIE\*\*  
ESPACE MACARONS  
FABRICE COLLIGNON  
FAIRY CHOCOLATES  
FROMAGE AU CHOCOLAT  
GALLER CHOCOLATIER  
GENEROUS  
GODIVA  
GUYLIAN  
HOUSE OF TASTE

iiiiCOLLECTIF  
INSTITUT ROGER LAMBION  
JEAN-CHARLES ROCHOUX & MASAMI, IMAGINERS  
JEAN-MARIE DESSARD, PORTRAITS EN CHOCOLAT  
JEAN-PHILIPPE WATTEYNE  
JEAN HUMMLER, MOEDER LAMBIC  
JÉRÔME GRIMONPON CHOCOLATIER  
JOOST ARIJS  
JULIE DE BLESER  
JULIEN LAPRAILLE  
KKO PATOUILLARD, MOF  
L'ARBRE À BILOUS  
L'ATELIER LANNAUX  
LA GAZELLE D'OR  
LA CASE À VANILLE  
LA ROUTE BELGE DU CHOCOLAT  
LA ROUTE DES THÉS  
LAURANNE DE JAEGHER  
LAURENT GERBAUD CHOCOLATIER  
LE CANELÉ DE BORDEAUX LEMOINE  
LEONIDAS  
LES BOULETS DE LA BATAILLE DE WATERLOO  
LES CUPCAKES D'ÉMILIE  
LES MACARONDISSES  
LES SAVEURS D'ANTAN  
LES SECRETS DU CHEF  
LIBRAIRIE FILIGRANES  
MANON BRESSON-CANCEL, PALADINES EVENTS  
MARKETA MACUDOVA PAIN D'ÉPICES  
MARTIN CHRISTY, BELGIAN CHOCOLATE AWARDS  
MARTIN VOLKAERTS & MARC 'O  
MATHIEU DIERINCK  
MELISSA MARTIN CIUDAD, L'ATELIER LANNAUX  
NADIA FLECHA GUAZO – AKA CHOKOLATE  
NADIA SAMMUT  
NATHALIE STOCKMAN  
NEUHAUS  
NEWTREE  
NICO REGOUT  
NID D'ABEILLE  
NIKITA HARWICH  
PATEATARTINER  
PATOU SAINT GERMAIN  
PATRICK BOTTCHE  
PAUL WITTAMER  
SANDRINE MOSSIAT  
SANG-HOON DEGEIMBRE, L'AIR DU TEMPS\*\* & SAN  
SIGOJI  
SIXTINE ANNE DE MOLINA  
SUN AND GREEN VANILLE BOURBON  
THE CACAO TREE  
TOM DEGROOTE, DIERENDONCK  
VALENTINO CHOCOLATIER  
VALRHONA  
VAN DENDER  
VINCENT VERVISCH  
VS BY STEPHEN VANDEPARRE



## **5/ PRACTICAL INFORMATION**

### **Where?**

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

### **When?**

from Friday 5th to Sunday 7th February 2016  
Opening hours: 10:00 am to 7:00 pm Friday and Saturday / 10.00 am to 6.00 pm Sunday  
**Gala evening: Thursday 4<sup>th</sup> February at 7:00 pm (*by invitation only*)**

### **Who?**

General public

### **Entrance fees**

Adult: € 8.50 Friday/ €10 Saturday and Sunday  
Children from 3 to 12 years old: € 5  
Free under 3 years old  
Senior (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

The online ticket office is available soon at: <http://brussels.salon-du-chocolat.com>

### **Access**

Metro: **Line 6** - Roi Baudouin Station

Tram:

**Line 7** - Heysel Terminus

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

**Lines 51, 93** - Roi Baudouin stop (direction 'Stade')

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

Paying car-park available

### **Website and Facebook**

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

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

## 6/ THE MONDIAL DU CHOCOLAT ET DU CACAO®

The Salon du Chocolat is **the world's largest event dedicated to chocolate and cocoa**. Created 21 years ago in Paris, by Sylvie Douce and François Jeantet, it is held in the world's major cities, across all four continents. 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.

### THE SALON DU CHOCOLAT: KEY FIGURES

**7.5 million visitors – 184 editions – 31 international cities – 4 continents – 10,000 participants**  
**87% of unaided awareness in France and 62% in Europe**

The *Mondial du Chocolat et du Cacao®* is continuing its international tour, with **about twenty events scheduled** worldwide, and new destinations such as Milan.

### Save the date for the upcoming events!

Tokyo: 26-31 January 2016, NS Building  
Kyoto: 27 January - 14 February 2016, JR Kyoto Isetan  
Osaka: 27 January - 14 February 2016, JR Osaka Mitsukoshi Isetan  
Fukuoka: 28 January - 14 February 2016, Iwataya  
Sapporo: 31 January - 14 February 2016, Marui Imai  
Nagoya: 31 January - 7 February 2016, Mitsukoshi  
Sendai: 2-14 February 2016, Mitsukoshi  
Brussels: 5-7 February 2016, Brussels Expo  
Milan: 13-15 February 2016, The Mall  
Moscow: 5-8 March 2016, Expocentre  
Lima: 7-10 July 2016  
London: 14-16 October 2016, Olympia National Hall  
Paris: 28 October – 1 November 2016, Porte de Versailles  
Beirut: 10-12 November 2016, Biel  
Lyon: 11-13 November 2016, Centre de Congrès – Cité Internationale  
Seoul: 19-22 January 2017

### Organisation

Founders and Producers: Sylvie Douce and François Jeantet

General Manager: Stéphanie Sandoz

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

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