Beat: Lifestyle

INTERNATIONAL SALON DU CHOCOLAT IN PARIS - UNIQUE EVENT AT PORTE DE VERSAILLES

FROM OCTOBER 28TH TO NOVEMBER 1ST, 2015

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USPA NEWS - In Paris, 20 years ago, the first Salon du Chocolat was born. 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 food...

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

KEY FIGURES :

- 7.4 million visitors across the world
- 177 shows
- 31 cities around the world
- 4 continents
- 9,000 participants
- 87% unaided awareness in France and 62% in Europe

THE WORLD CHOCOLATE MASTERSâ„¢ FINAL :

The Salon du Chocolat will host the World Chocolate Mastersâ„¢ Final, the premium international competition devoted solely to the art of chocolate organized by Cacao Barry®.
From 28th to 30th October, the 20 most talented chocolatiers and pastry chefs selected throughout the world will face off for the coveted title of 2015 World Chocolate Master with the theme “Inspiration from Nature“.

LIST OF ACTIVITIES PROPOSED :

- Pastry Show
- Cocoa Show
- Chocosphere
- Chocolate Bookshop
- Chocoland
- Lessons in Immoderapion
- The DS Expertise Worshop
- Cocktail Patissier® Atelier By Cosy
- Worshops - Diabetes & Gournmet pleasures

LIST OF EVENTS PROPOSED :

- Chocolate Fashion Show
- The World Chocolate Mastersâ„¢ Final

- The Chocolate Awards
- The International Cocoa Awards - Cocoa of Excellence
- The BTOB Village

Article online:
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