



PRESS KIT

5TH SALON DU CHOCOLAT IN BRUSSELS

2 > 4 MARCH 2018

TOUR & TAXIS

brussels.salon-du-chocolat.com

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Photos, videos and accreditations available on request



Chocolate & Cacao: the Great Adventure

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5TH EDITION
2 > 4 MARCH 2018
TOUR & TAXIS

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1/ CHOCOLATE AND COCOA: THE GREAT ADVENTURE

For the fifth year running and following the success of previous editions, Brussels is hosting the Salon du Chocolat from 2 to 4 March 2018 for a new celebration of Belgian chocolate in all its forms.

Join us at **Tour & Taxis** on a 8,000 sqm exhibition space for a festive, heart-warming interlude that will gather over 130 participants – chocolatiers, chefs, confectioners, designers and cocoa experts!

The Salon du Chocolat is proud to be supported by **Mr Philippe Close, the Burgomaster of Brussels:**

“A catwalk with models in chocolate dresses: just another form of Belgian surrealism? Not at all - it’s as real as can be. You can see it at the Salon du Chocolat which, for the fifth year running, is visiting our great city. I say visiting, but Brussels is really the home port of HMS Chocolate - and she never leaves for long.

The Salon du Chocolat is, however, a unique event. Here, the precious cocoa bean is revealed in all its forms; it is a place to contemplate, define and demonstrate the power of cocoa, while ensuring that each and every iteration is as pleasing to the senses as the last. Just wander through the show over the three days. You’ll see workshops, trailblazing new products, exhibitions, conferences, a bookshop, a kids’ space and a cornucopia of chocolate delights based around the theme of “Chocolate and cocoa: the great adventure”. Throughout the event, a vast range of skills and expertise are given time to shine. I’d like to pay tribute to the artisan chocolatiers, the exhibitors and all the participants. Each one brings something truly special and makes the Salon du Chocolat such a wonderful - and delicious - event. Once again this year, it’s a dream come true for any chocolate lover!”

This year’s theme - **Chocolate & Cocoa: the Great Adventure** – will celebrate the latest chocolate trends and the creativity of an entire profession. The richness of expression and the subtleties of cocoa will be honored through the presence of **Peru**, a producing country recognised for the quality and diversity of its cocoa trees. The public will also discover the many stages of processing cocoa into chocolate through the reconstruction of a production line by **Callebaut**.

Discoveries and gourmet introductions, stirring of the taste buds, exhibitions, ... many new features await visitors of all ages for this 2018 edition!

2/ AN INAUGURAL EVENING FOR CHOCOLATE LOVERS, IN SUPPORT OF A GOOD CAUSE

Like to see your favourite stars in chocolate dresses? Enjoy a privileged preview of the Salon... and support a good cause! Then why not attend the Salon’s inaugural evening?

For the second time the Salon du Chocolat in Brussels is opening the doors of its inaugural evening on **Thursday 1 March** in favour of Télémie: chocolate-lovers can thus enjoy a fabulous evening and contribute to a good cause. Télémie was founded in 1989 and aims to fund research to fight leukaemia and cancer in children and adults. In its 29-year existence, it has collected 173.568.482€ (11.027.650€ in 2017). The amount raised over the last 29 years has financed 2,251 scholarships and mandates and hundreds of international publications. Information on <https://televie.be>

In the presence of:

Philippe Close, Burgomaster of the City of Brussels
And Ambassadors of cocoa-producing countries



Price: €20€ per person, €6 of which will be donated to Télémie

Pre-sales only on brussels.salon-du-chocolat.com - visit.brussels and agenda.brussels

3/ THE PROGRAMME

FASHION / THE CHOCOLATE FASHION SHOW

Every day, Cocoa Show Podium

17 amazing dresses will be previewed during the inaugural evening and presented to the public at a fashion scheduled **daily at 5:00pm**.

Chocolatiers and designers have worked together on the theme of “The Great Adventure of Chocolate” to present a mouth-watering, avant-garde 2018 collection.

The Chocolatiers & Designers Duos for the 2018 Fashion Show:

Belvas & special guest designer from Peru Ricardo Davila

Choco-Story Brussels & Bodart

Institut Émile Gryzon & Gohar Gabrielyan

Jean-Philippe Darcis & Debora Velasquez

Jean-Luc Decluzeau for Chococlic.com & Cassandra Allaire (2 tenues)

Laurent Gerbaud & Patou Saint Germain

Jérôme Grimonpon & Alexa Doctorow

L’Alchimie du Chocolat (Kevin Flener et Géraldine Jonné) & Laura Moulin – HEFF (Haute École Francisco Ferrer)

Leonidas (Master Chocolatier Daniel Stallaert)

Nadia Flecha Guazo & Camila Banegas Espada – HEFF (Haute École Francisco Ferrer)

Newtree (Arnaud Eeckhout) & Melissa Martin Ciudad

Pralibel & Marie-Léonie Stock

SIGOJI – Euphrasie Mbamba & Lara Van Ootegem

Didier Smeets & Maxime Edward Royen

Valentino Chocolatier & Sixtine Anne de Molina

Van Dender & Camille Quelen (École HELMO)

Many thanks to our chocolate partners!

Make Up For Ever – Official Make-up Artists - makeupforever.be

Athénée Royal de la Rive Gauche - ar-rivegauche.be

CEFA de Laeken - cefa-laeken.be

École HELMO - helmo.be

Haute École Francisco Ferrer - he-ferrer.eu

Bru - bru.be

Glaces Franklin - glacesfranklin.com

Ruffus - ruffus.be

Stassen - stassen.be

RECIPES / THE CHEFS ON STAGE!

Every day, Pastry Show Podium

The greatest chefs and master will line up on the Pastry Show podium to present their best chocolate recipes and share their tips and tricks with the public.

● Friday 2 March

11am: **Mr Vandepoel and the students of Institut Roger Lambion**

12pm: **Didier Smeets**

1pm: **Line Couvreur**, Les Filles
2pm: **Jean-Jacques Danthine**, La Meilleure Jeunesse
3pm: **Richard Schaffer**, Le 203
4pm: **Christophe Pauly**, Le Coq aux Champs*
5pm: **Ryan Stevenson** – Callebaut Ruby RB1 Hour

● **Saturday 3 March**

11am: **Vincent Vervisch**, Le H
12pm: **Eric Fernez**, D'Eugénie à Émilie**
1pm: **Roland Debuyst**, Bistro R
2pm: **Laurent Balancy**, Le Bout de Gras
3pm: **Michel Van Cauwelaert**, Le Piloni*
4pm: **Nadia Sammut**, Auberge La Fenière*
5pm: **Ryan Stevenson** – Callebaut Ruby RB1 Hour

● **Sunday 4 March**

11am: **Ghila Weizman**, Darling's Cupcakes
12pm: **Olivier Vanklempot**, Viva M'Boma
1pm: **Julien Lapraille**
2pm: **Pierre Marcolini**, **Jean-Philippe Darcis** & **Cédric De Taeye**
3pm: **Isabelle Arpin**, Louise 345
4pm: **Jean-Philippe Watteyne**, iCOOK & **Tien Chin Chi**, L'Esprit Bouddha
5pm: **Ryan Stevenson** – Callebaut Ruby RB1 Hour

Special thanks to **Institut Roger Lambion** for their assistance and professionalism during the demonstrations.

TALKS / CHOCOLATE CULTURE

Every day, Cocoa Show Podium

Visitors can learn more about and discover all the subtleties of cocoa and chocolate at conferences led by experts and experienced chocolate lovers.

● **Friday 2 March**

10:30am: De la culture de la coca à celle du cacao, Stéphanie Vankeer
11:30am: Vins & Chocolat by Simon Pirard (Vins Pirard) & Jean-Philippe Darcis
12:30pm: La tendance du bean to bar by Chokola Club & Lapa Lapa
1:30pm: La tendance du bean to bar by Marc Vanborren (Belvie Chocolate) & Arawi Cacao Products
2:30pm: La pâtisserie florale by Anaïs Gaudemer (Cokoa)
3:00pm: La tendance du bean to bar by Bjorn Becker (Mike&Becky)
3:30pm: Chocolat & Café – les meilleurs accords by Maison Looze

● **Saturday 3 March**

10:30am: Panel Discussion with Young Talents – Chouconut, Kako, Mi Joya Chocolate Maker, Tidane Biscuiterie Fine – with the support of the City of Brussels
11:30am: Pisco et Chocolat, l'alliage parfait par Lucero Villagarcía
12:30pm: Vins & Chocolats par Simon Pirard (Vins Pirard) & Laurent Gerbaud
1:30pm: Être cacaofévrier: de la relation avec le planteur à la tablette de chocolat by Benoît Nihant (Chocolatier-Cacaofévrier)
2:30pm: Le Bean to Bar en débat – Panel discussion: Alice Voisin, Nico Regout, Isabelle Quirynen, Marc Vanborren (Belvie Chocolate), Thibaut Legast, Bjorn Becker (Mike&Becky), Dennis (The High Five Company) et Miguel Escudero (Arawi Cacao Products)
3:30pm: Chocolat & Café – les meilleurs accords par Maison Looze

● Sunday 4 March

10:30am: Panel Discussion with Young Talents – Chouconut, Kako, Mi Joya Chocolate Maker, Tidane Biscuiterie Fine – with the support of the City of Brussels
11:30am: BD et Chocolat - Présentation de la BD Chefs Tome 1 Hors-d'œuvre by Pierre Lefevre
12:30pm: Vins & Chocolat by Simon Pirard (Vins Pirard) & Pierre Marcolini
1:30pm: Pisco et Chocolat, l'alliage parfait by Lucero Villagarcía
3:30pm: Bière & Chocolat – Panel discussion: Jean Hummler (Moeder Lambic) & Patrick Bottcher (organiser of Vine Birre Ribelli and Author of Tronches de vin)

GOURMET WORKSHOPS & MASTER CLASSES

Les Secrets du Chef will be running some original cookery lessons to show visitors ways of working with chocolate. *1-hour workshop at 11.30am, 1.30pm, 3.30pm and 5.30pm. Registration on the spot.*

Atelier C: Christophe Berthelot-Sampic, master chocolatier and the founder of the ATELIER C concept store in Paris, will be hosting “rare chocolate” tasting workshops at his stand. Here, he'll teach you to detect the famous “aromatic notes” of these “rare chocolates”. A third-generation chocolatier, Christophe Berthelot-Sampic also selects the cocoa beans for the Robert chocolate factory. This is a real Madagascar institution, and the only planter-chocolate producer on the island.

Masalto, which specialises in espresso coffee, will be setting up a Bar selling coffee all day long and offering “Coffee & Chocolate Pairing” Master Classes with tastings of fine coffee and chocolate (twice a day).

Institut Roger Lambion will feature demonstrations on their stand all day long, throughout the three-day show. On the agenda: moulded chocolates on Friday, enrobed chocolates on Saturday and special exhibition pieces on Sunday.

ORGANIC, BUT JUST AS DELICIOUS / LE GRAND GOUTER

Being organic doesn't mean sacrificing flavour and pleasure - quite the opposite! In partnership with **Bio c' Bon**, a delicious and balanced “Grand Goûter” tea party will be available for families every day of the event. The goal? To show little ones the pleasure of “eating healthily”. On the menu: chocolate rice cakes, organic biscuits, fresh fruit, compote and fruit juice.

All day long - 15 people per session.

WHEN HOPS MEET COCOA / BEER & CHOCOLATE AREA

This year's show will highlight **beer and chocolate pairings**, two iconic products of the Belgian culinary culture. On a dedicated space, the famous brand **Duvel** will present 6 beer & chocolate pairings in association with **Jitsk Chocolates**. Master classes in the presence of sommelier **Brecht Terryn** will be also held throughout the event at 2:00pm.

THE NEW GENERATION IN THE SPOTLIGHT

The “**Young Talents**” space, sponsored by the **City of Brussels**, is back again this year to shine a spotlight on the brightest new talent from in and around Brussels. The line-up:

- **Chouconut:** After paying their dues at some of the greatest establishments in the world - Bocuse in Orlando, Ducasse in Las Vegas, the Bristol in Paris and the Châlet de la Forêt in Brussels - Baptiste Mandon and Giovanni Malecot had a single, shared dream: to open their own shop. Their dream took flight in March 2015 when they founded Chouconut, a contraction of “choux bun”, “cookies” and “doughnuts”. They offer an ever-changing line-up of these three star products throughout the year in their shop and tea room near Saint Gilles.
- **Kako:** Pauline Vanderbeck opened her artisanal organic chocolate factory in September 2017, in Bousval. The name “Kako” comes from the Creole word for cocoa. Her goal was to create a chocolate factory that suited her own consumer lifestyle. It had to be organic, local, ethical and feature ingredients of the highest possible quality.
- **Mi Joya Chocolate Maker:** Caroline Aussems and Nicolas De Schaetzen opened their own workshop-boutique, Mi Joya, in Tervuren. He is an artisan chocolatier and ice-cream maker and she has been immersed in the world of chocolate for years. A trip to Mexico and a tour of a plantation gave them the idea to create their own bean-to-bar chocolate. It started out with tests in their own kitchen, using small-scale machines they bought in the USA. Great news for their family and friends, but they wanted to go further and reach a wider audience. In December 2016 they opened their own workshop, where they produce all of their chocolate and their artisanal ice cream.
- **Tidane Biscuiterie Fine:** Tidane Benaniba opened her artisanal biscuit workshop in Brussels at the end of 2015. Her concept was to revisit classic recipes and take them further, using breath-taking flavour combinations and only using organic, fresh, local and high-quality ingredients. The collection of macarons and crispy, tender and crunchy biscuits comes alongside a special gluten-free range.

PASTRY TRENDS

After their stunning success at last year’s show, the “**Tendance Pâtisserie**” (Pastry Trends) space is back in 2018. This year’s theme is “creativity” and “generosity of flavour”. They’ll be on show at this space:

- **Quentin Callier:** with both parents in baking and pastry, Quentin studied at the LeNôtre School before working in London at Robuchon and in Paris at the Bristol and La Pâtisserie des Rêves. In 2012, he came to Brussels and joined the ranks of the Villa Lorraine as their Pastry Chef. He opened his own bakery in Uccle in May 2016, driven by the desire to perpetuate his own local, traditional skills and expertise.
- **Brian Joyeux** is a young Parisian baker who came to Brussels and set up shop in the Congrès district. His shop features éclairs on Tuesday, lemon meringue tartlets on Wednesday, “merveilleux” meringue cakes on Thursday and rum babas on Friday. Every day is dedicated to its own speciality!
- **Mo Lamkoref**, an Antwerp-based baker, will be showcasing a collection of iconic cupcakes in a wide variety of flavours from the MoMade Cupcakes shop.

PERU

Peru is the only fine cocoa-producing country in attendance at the Salon du Chocolat. They’ve got a stunning line-up for this year’s show, and are aiming to raise awareness of their cocoa beans, quality chocolate and indigenous ingredients to the world of chocolatiers and chocolate factories.

This year, the Peruvian Business Agency in Brussels and the Lima Chamber of Commerce have organised Peru’s programme for the show, with a 36m² stand.

Here, you’ll have the opportunity to meet Peruvian cooperatives and companies which specialise in the production of cocoa, chocolate and other “superfood” ingredients for the chocolate industry.

A whole host of activities are on the menu:

- **Inauguration of the Peru stand** on Friday 2nd March at 5pm, featuring the nation's favourite cocktail: the Pisco Sour. The launch of *"PERU: the source of the world's greatest genetic diversity of Aromatic Cocoa"*.
- **The Chocolate Fashion Show:** For the very first time, Peru will be presenting a dress designed by a Peruvian stylist: Mr Ricardo Davila. The dress will be made out of Peruvian chocolate, produced in partnership with the Belgian Belvas chocolate company who specialise in organic and Fairtrade chocolate. For the design of the dress, Ricardo Davila took his inspiration from the Inca-Amazon archaeological excavation of the **Kuelap Fortress**, a magical destination and the home of some of the most sought-after cocoas in the world.
- **Conferences held by experts** in Cocoa and Pisco, straight from Peru.
 - *"Pisco and chocolate, the perfect pairing"*, by Lucero Villagarcía, the Peruvian sommelier, lecturer and Pisco specialist
 - *"From coca to cocoa"*, by Stéphanie Vankeer, a Belgian and Peruvian at heart, and a specialist in cocoa and chocolate
- **Events at the Peru stand:** a special area dedicated to demonstrations and tastings. You'll have the opportunity to discover the different varieties of cocoa grown in Peru on the *"Cocoa trail"* and see one of the highlights, the production of chocolate from tree to bar.
- **Children's workshops:** The young pastry chef Victoria Ortiz will be taking small children on a tour of Peruvian superfoods, making delicious chocolates with Incan ingredients such as quinoa. Chocolate from Peruvian cocoa will be provided by their partners, the Belvas chocolate factory.

THE BEAN TO BAR VILLAGE

This year, the Salon du Chocolat will be inaugurating a brand new **Bean to Bar Village**. The bean to bar movement was launched in the United States at the beginning of the century, and has been gaining ground in Europe ever since. It's driven by a desire to return to traditional skills and expertise, prioritising authenticity and traceability.

- **Arawi Cacao Products:** With two cocoa plantations in Ecuador, Arawi produces cocoa powder, butter, mass, nibs, infusions and couverture chocolate at 60% and 70%. All of their products are made from organic cocoa beans. They are USDA ORGANIC and EC-BIO-144 AGRICULTURE NON EU certified, and have received the Certysis label in Belgium.
- **Belvie Chocolate** is an environmentally friendly Vietnamese chocolate label which aims to showcase the unique local variations within the country. At the Salon du Chocolat, Belvie Chocolate will be presenting their collection of bean to bar chocolate bars, including three new products: Black Pearl of the Mekong (dark chocolate, 85%), Black Diamond (dark chocolate, 100%) and Extreme Dark Milk Chocolate (milk 70%).
- **Legast Artisan Chocolatier** has been producing fine chocolates with intense flavors for 15 years. The creations bring together the best of Belgian recipes and the richness of notes of cocoas from Latin America. The passion for taste and the control of processes led the House to a wise selection of raw materials and to close relations with farmers. This exchange accompanied by the fair compensation is an additional satisfaction for the House. At the Show, the public will discover its bean-to-bar products including: 70% Tablets (5 origins); Tablets from Peru / roasted coffee / nougatine, Black/milk or white caraques; Orangettes, Gingembrettes; Chocolate chips and spreads. After the show, the house invites you to celebrate its 15th anniversary with a special edition of pralines designed by a Colombian artist.
- **Mike&Becky** run a workshop on the Place Vanderkindere, where they make chocolate in full view of their customers from cocoa beans sourced from 5 sustainable plantations around the world. These are all Fairtrade products, certified organic and guaranteed child labour-free. Their chocolate only contains 3 ingredients: the highest quality organic cocoa beans, organic beet sugar and organic cocoa butter- no

vanillin, no soy lecithin and no palm oil. In their ChocoLounge, they serve their signature old-fashioned hot chocolate alongside a range of hand-made pastries.

- **The High Five Company:** The High Five Company is a team of cocoa and chocolate connoisseurs who distribute bean to bar chocolate throughout Europe. They work directly with their planters and chocolate producers, and will be showcasing their brands on their stand: Taza Chocolate, Dick Taylor Craft Chocolate and Raaka Virgin Chocolate.

KIDS' ACTIVITIES

Chocoland is the place for younger chocolate-lovers. Here they will find **workshops** where they can learn about how to work with chocolate and make some surprising products, in partnership with **Institut Émile Gryzon**. *Registration on the spot, subject to availability: 12 children per workshop, every hour. Workshops for children aged 6 to 12.*

No! Chocolate bars don't grow on trees! The "**cocoa classes**" of the Salon du Chocolat will explain to children where chocolate comes from and how it is made in a series of entertaining and educational classes run by **Choco-Story Museum in Brussels**.

Choco Story Museum in Brussels will also be presenting a cultural exhibition entitled 'Voyage into the heart of chocolate' and will be hosting guided tours of the Salon du Chocolat. These tours are available in French and Dutch, and start at 11am, 1pm, 3pm and 5pm. Reservations are essential - book your spot at the Cocoa Classes stand.

CHOCOLATE BOOKSTORE

In partnership with the well-known bookshop **Filigranes**, the Salon is offering visitors a chance to discover the latest range of books on food and to have recently-published books on gastronomy, chocolate and patisserie signed by their authors.

EXHIBITIONS & EVENTS

Traditional eggs or more surprising shapes, chocolatiers will compete with creativity to make us dream through a large exhibition of Easter eggs that will reveal the most beautiful creations ... to be devoured with your eyes without moderation!

The world-famous pastry chef and chocolatier **Pierre Marcolini** will be taking chocolate lovers on a cultural voyage of the senses with a photo exhibition inspired by his book, "**Chocolate, a Traveller's Handbook**" (La Martinière). Renowned for his ethical approach, sourcing directly from independent producers, Pierre Marcolini reveals his discoveries in a wonderful new traveller's handbook, covering six continents (Europe, Africa, South America, North America, Asia and Oceania). The author will be at the stand to sign his books every day of the show.

Visitors will also have the opportunity to discover the "**Shoes & Desserts**" photo exhibition from the wildly popular Instagram sensation **Desserted in Paris** (Tal Spiegel / @desserted_in_paris). This show features a delicious blend of fashion and pastry, where the most beautiful desserts in Paris are shot with a pair of shoes to match. Visitors are encouraged to take part in a photo competition at the Salon du Chocolat, submitting photos inspired by the artist's works.

And don't forget all of the surprises and happenings, such as **Galler** handing out their Chococats du Chat every day between 2 and 4pm - with their famous mascot, of course - or the competition held by the **Belgian Chocolate House**, where they'll be giving away a magnificent box of pralines (on Friday - every hour at the Cacao Show Podium) and the Easter Eggs Hunt by **Bruyere** (on Friday).

4/ THE PARTICIPANTS

ALEXA DOCTOROW	L'ALCHIMIE DU CHOCOLAT
ANAÏS GAUDEMER (COKOA)	LA GAZELLE D'OR
AMACARONS	LA ROUTE DU THÉ
AMAZING CHOCOLATES	LAPA LAPA
ARAWI CACAO PRODUCTS	LARA VAN OOTEGEM
ARNAUD CHAMPAGNE	LAURA MOULIN (HAUTE ÉCOLE FRANCISCO FERRER)
ATELIER C	LAURENT GERBAUD
AU PALAIS DES GOURMETS	LAURENT BALANCY (LE BOUT DE GRAS)
BARÚ	LEGAST ARTISAN CHOCOLATIER
BEAN TO BAR	LEONIDAS
BELVAS	LES 2'M
BELVIE CHOCOLATE	LES CUPCAKES D'ÉMILIE
BENOÎT NIHANT	LES MACARONDISSES
BIO C' BON	LES SAVEURS D'ANTAN
BISCUITERIE DESTRÉE	LES SECRETS DU CHEF
BISCUITERIE NAVARRO	LINE COUVREUR (LES FILLES)
BODART	LIV' IN CHOC
BOISSIER	LUCERO VILLAGARCIA
BONBON COLLECTION	MAISON LOOZE
BRECHT TERRYIN	MALAKOFF 1855
BRIAN JOYEUX PÂTISSIER	MARIE-LÉONIE STOCK
BRUYERRE	MASALTO
C'MADA	MAXIME EDWARD ROYEN
CAFFÉ PERTÉ	MELISSA MARTIN CIUDAD
CALLEBAUT	MI JOYA CHOCOLATE MAKER
CALLIER	MICHEL VAN CAUWELAERT (LE PILORI*)
CAMILA BANEGAS ESPADA (HAUTE ÉCOLE FRANCISCO FERRER)	MIKE&BECKY
CAMILLE QUELEN (ÉCOLE HELMO)	MINA CHOCOLATIER
CASSANDRA ALLAIRE	MOMADE CUPCAKES
CÉDRIC DE TAEYE	MOL'DART
CÉDRIC TURMEL CHOCOLAT BIO	NADIA FLECHA GUAZO
CHOC YOU BY STEPHAN DESTROOPER	NADIA SAMMUT (AUBERGE LA FENIÈRE*)
CHOCO-STORY BRUSSELS	NEUHAUS
CHOCOLAT BEUSSENT LACHELLE	NEWTREE
CHOCOLATE IN A BOTTLE	NICO REGOUT
CHOCOME	OLIVIER VANKLEMPUT (VIVA M'BOMA)
CHOKOLA CLUBB	PASSION GIVRÉE
CHOUCONUT	PATEATARTINER.FR
CHRISTOPHE PAULY (LE COQ AUX CHAMPS*)	PATOU SAINT GERMAIN
CŒUR DE CHOC CHOCOLAT 100% BIO	PATRICK BOTTCHER
COOKME	PERU: COMMERCIAL OFFICE (OCEX BRUSSELS) AND LIMA'S CHAMBER OF
DALO FLORENTINES	COMMERCE
DARCIS CHOCOLATIER	PIERRE LEFEVRE
DEBORA VELASQUEZ	PIERRE MARCOLINI
DELI CONO	PRALIBEL
DESSERTED IN PARIS	PROVINZZIA CHOCOLATES
DIDIER SMEETS	PURE IMAGINATION CHOCOLATE & LIQUORS
DUVEL	RICARDO DAVILA
ÉCOLE HELMO	RICHARD SCHAFER (LE 203)
ED'M CONFITURES ET CARAMELS	RODY CHOCOLATERIE
ERIC FERNEZ (D'EUGÉNIE À ÉMILIE**)	ROLAND DEBUYST (BISTRO R)
ETHIQUABLE	RYAN STEVENSON
FILIGRANES	SIGOJI
FUNAMBULE WAFFLES	SIMON PIRARD
GALLER	SIXTINE ANNE DE MOLINA
GHILA WEIZMAN (DARLING'S CUPCAKES)	STÉPHANIE VANKEER
GOHAR GABRIELIAN	SUN AND GREEN VANILLE MADAGASCAR
GUYLIAN	SWEET ALPES
HOJA VERDE BY COCOATREE	SWEET CUBERDONS – BONBONS À L'ANCIENNE
INSTITUT ÉMILE GRYZON	THE CACAO TREE
INSTITUT ROGER LAMBION	THE HIGH FIVE COMPANY
ISABELLE ARPIN (LOUISE 345)	TIDANE BISCUITERIE FINE
ISABELLE QUIRYNEN	TIEN CHIN CHI (L'ESPRIT BOUDDHA)
JD - CHOCOLATE FACTORY & SHOP	TRINITY BY PIERRE MARCOLINI, JEAN-PHILIPPE DARCIS & CÉDRIC DE TAEYE
JEAN HUMMLER (MOEDER LAMBIC)	VALENTINO CHOCOLATIER
JEAN-JACQUES DANTHINE (LA MEILLEURE JEUNESSE)	VALENZA
JEAN-LUC DECLUZEAU	VAN DENDER
JEAN-PHILIPPE WATTEYNE (ICOOK)	VINCENT VERVISCH (LE H)
JÉRÔME GRIMONPON	XANTÉ / ADS GROUP
JITSK CHOCOLATES	XIQUIPILLI TAVERNE DU CACAO
JULIEN LAPRAILLE	
KAKO	
KING MONTY	

5/ PRACTICAL INFORMATION

Where?

Tour & Taxis – Sheds 3 et 4
Avenue du Port 86c
1000 Brussels

When?

From Friday, 2nd March to Sunday, 4th March 2018
Open from 10:00am to 7:00pm on Friday and Saturday / from 10:00am to 6:00pm on Sunday
Gala Evening: Thursday, 1st March at 7:00pm

Access

Metro: STIB – Lines 2 & 6 – Stop: Yser

Tram: STIB – Lines 51 – Stop: Saintelette

Bus: STIB – Lines 14, 15, 89 - Stop: Picard / Lines 14, 15 – Stop: Tour & Taxis / Lines 57, 88 – Stop: Steamers

Bus: DE LIJN – Lines 129, 620 – Arrêt Ribaucourt / Lines 213, 214, 230, 231, 232, 233, 240, 241, 242, 243, 245, 246, 250, 251, 260 – Stop: Molenbeek St Jean – Ribaucourt

Ticket parking available

Website and social media

brussels.salon-du-chocolat.com

www.facebook.com/SalonChocolatBE

www.instagram.com/salonduchocolat

Twitter: @salonchocolat

Information & Programme available at
brussels.salon-du-chocolat.com

Special thanks to the partners of the 5th Salon du Chocolat in Bruxelles:



6/ THE MONDIAL DU CHOCOLAT ET DU CACAO®

The Salon du Chocolat is the world's largest event dedicated to chocolate and cocoa. Founded 23 years ago by Sylvie Douce and François Jeantet in Paris, it is present in the major international cities.

KEY FIGURES SINCE ITS CREATION

9.6 million visitors - **222** editions - **32** international cities - **4** continents - **26,000** participants - **87%** of unaided awareness in France and 62% in Europe

The *Mondial du Chocolat et du Cacao®* is continuing its international tour:

Seoul: 18-21 January 2018, Coex
Tokyo: 20-28 January 2018, NS Building
Fukuoka: 24 January - 14 February 2018, Isetan Mitsukoshi
Kyoto / Sapporo / Nagoya / Sendai: 30 January - 14 February 2018, Isetan Mitsukoshi
Milan: 15-18 February 2018, MiCo
Brussels: 2-4 March 2018, Tour & Taxis
Hong Kong: 6-8 July 2018, Hong Kong Convention and Exhibition Centre (HKCEC) – *a new destination*
Moscow: October/November 2018
Paris: 31 October - 4 November 2018, Porte de Versailles
Lyon: 9-11 November 2018, Centre de Congrès - Cité Internationale
Beirut: November 2018, Biel
London: 2019
Dubai: Boutique le Chocolat – Citywalk – Permanent site

Organisation

Founders and Honorary Presidents: Sylvie Douce and François Jeantet

CEO and President: Gérald Palacios

The Salon du Chocolat is an event organised and promoted by **Chocoloco International SA:**

15 rue Pierre Fatio – 1204 Geneva – Switzerland

brussels.salon-du-chocolat.com / www.salon-du-chocolat.com

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Photos, videos and accreditations available on request

The Salon du Chocolat in Brussels Team

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Jennifer Bailly: Project Manager

Sarah Accos: Sales Manager

Laure Hebert: Marketing and Communication Manager

Laure Pezareix: Digital Manager