

19th CHEESE AND DAIRY PRODUCTS SHOW AN EDITION THAT MARKS A TURNING POINT FOR THE SECTOR

The Cheese and Dairy Products Show closed its doors after **three** intense **days** of meetings and discussions. For the first time, the event was held at a different time from the International Agricultural Show and ran concurrently with the Gourmet Selection trade fair. This strategic decision has enabled the fair to establish itself as a standalone event, whilst creating new synergies between complementary sectors.

Over three days, **270** exhibitors representing nearly **400** brands welcomed **7,600** trade visitors from numerous countries. The 2026 edition stands out for a **25%** increase in the number of international buyers compared to 2024, reflecting the fair's growing international influence.

Fernando Medina Zenoff, Exhibition Director: *“Beyond the figures, this year’s event above all confirms the exhibition’s role as a genuine business platform for the sector. The diversity of exhibitors, the presence of international buyers and the synergies created with the Gourmet Selection exhibition have generated a very tangible momentum in terms of networking and business opportunities.”*



Trade fair aisle @ Nathalie Savale

7 KEY INFORMATIONS

270 exhibitors representing **400** brands

15 countries represented: Germany, Belgium, Cyprus, Denmark, Spain, France, Greece, Ireland, Italy, the Netherlands, Portugal, the United Kingdom, Sweden, Switzerland, Turkey

48% of exhibitors are from abroad

33% new exhibitors

7,600 trade visitors, **26%** of whom were international visitors from **74 countries**

Top 10 visitor countries: Belgium, Italy, Spain, Germany, Switzerland, the United Kingdom, the Netherlands, the USA, Algeria and Japan

Top 5 regions (excluding the Paris region): Auvergne-Rhône-Alpes, Hauts-de-France, Nouvelle-Aquitaine, Pays de la Loire and Normandy

An industry in full swing and business meetings on the agenda

This year's event showcases the richness and diversity of the participants at the Cheese and Dairy Products Show, bringing together both long-established companies and new entrants from France and abroad. Exhibitors included The Fine Cheese Co, Joseph Paccard Affinage, Busti Formaggi and Fromagerie Gillot, alongside new companies such as Fromagerie Lehmann, Latteria di Branzi, Barrit Mejeri and Embal Martin, who came to showcase their products, innovations and expertise.

The trade fair also benefited from the presence of key industry organisations such as the Fédération des Fromagers de France, the CNIEL, the CNAOL and the ENIL, reinforcing its role as a hub for, a gathering for the entire of the dairy ecosystem.



Exhibition aisle @ Nathalie Savale

Beyond the products on display, this edition reaffirmed its business focus with the presence of numerous qualified French and international buyers. Nearly **1,500 business meetings** had been scheduled by the time the exhibition opened, facilitating networking and the development of new commercial opportunities.

Gourmet Selection: synergies taking shape

Held alongside Gourmet Selection, showcase of fine grocery products, the event helped to forge new links between the worlds of cheese and fine food. This co-location encouraged interaction between exhibitors and visitors from both events, resulting in a greater influx of qualified buyers and expanded networking opportunities for industry professionals.

Visitors of Gourmet Selection, which attracted **5,500 trade professionals** over two days, helped to boost attendance at the show, whilst many cheese and dairy retailers were able to discover new products and expand their grocery ranges. This momentum was also reflected in a strong presence of producers and joint pavilions at both trade fairs, notably from Italy, Denmark and Spain, strengthening international exchanges and the complementary nature of the two events.



Gourmet Selection @Delphine Saiou

A huge success for the events!

The events immersed visitors in the latest trends in the sector. From cheese making to maturing, via the secrets of digital marketing, every theme proved a resounding success with visitors to the Agora des Experts.

Sake & cheese, soft drinks & cheese, or even maturing at the cheese shop: the tasting workshops were a huge success, alternating between culinary delights and more educational content.

Meanwhile, in the Competition area (Espace Concours), excitement was at its peak with two high-profile contests: the Lyre d'Or, won by Bérenger Bottasigi for the most beautiful cheese platter, and the Grilled Cheese Challenge, a competition created by the Cheese and Dairy Products Show and François Robin, Meilleur Ouvrier de France Fromager 2011, which was won by Arthur Duhamel. The contestants vied with one another in boldness and creativity, presenting original creations, much to the delight of the spectators.



Agora des Experts
@Nathalie Savale



Grilled Cheese Challenge
@Nathalie Savale



Lyre d'Or Competition
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For the first time, the Cheese Social Club took centre stage at the fair for a festive and offbeat celebration of the world of cheese, co-created by Xavier Thuret, Meilleur Ouvrier de France Fromager 2007, in collaboration with Le Guide du Fromage. Unexpected pairings such as caviar and burrata, cheese carving with Matthieu Thuillier, and exhibitors showcased through tastings. And you couldn't miss the famous Jag Fromage, a Jaguar decked out in Roquefort blue cheese.



Cheese Social Club
@Nathalie Savale

The fair also enjoyed high visibility, with a total reach of 5.27 million people across all its social media channels.

Source: Kolsquare, 1 September 2025 to 15 June 2026

SAVE THE DATE

See you from Sunday 11 to Tuesday 13 June 2028 in Paris for the 20th edition of the Cheese and Dairy Products Show!

About Comexposium

Comexposium is one of the world's leading organizers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, one-to-one events, in 80 major cities in 24 countries around the world. A world leader in Food & Beverage events, the Group, through its F&B Division, operates iconic brands including SIAL Network, Wine Paris (and other Vinexposium events), Salon Mondial du Chocolat et de la Pâtisserie, Gourmet Selection, Cheese & Dairy Products Show and Djazagro, attracting nearly 1.5 million attendees and 26,000 exhibitors across more than 35 events in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul, and Lima. Comexposium also delivers a dynamic portfolio of strong, well-established brands, such as Foire de Paris (leisure), One to One Retail E-Commerce (retail), Les Assises de la Cybersécurité (security), l'Etudiant (education), Who's Next and Silmo (fashion), Rétromobile and Jakarta Auto Week (transport & mobility). With an engagement strategy awarded the Positive Company® CSR certification in 2025, the Group, headquartered in Greater Paris, employs 1,200 talents across all Group entities.

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