

CHEESE AND DAIRY PRODUCTS SHOW BUSINESS AND PLEASURE!

The Cheese and Dairy Products Fair is over, after 4 full days of discussions, sharing and entertainment. This 17th edition reaffirms the enthusiasm of French and international professionals to gather together around their shared passion: a love of quality cheese and dairy products.

"These four days confirmed the strong vitality of the sector, with committed exhibitors, a growing number of new products, stimulating events, and an increasingly qualified visitor profile," says Chantal de Lamotte, Director of the Cheese and Dairy Products Show.



Julien Denormandie, Agriculture and Food Minister, inaugurating the Cheese and Dairy Products Show on Sunday, February 27.

KEY FIGURES

- **17th edition** - From Sunday 27 February to Wednesday 2 March 2022
- **250 exhibitors:** producers, refiners, dairy cooperatives, importers...
- **38% foreign exhibitors from 13 countries**
- **7,700 professional visitors, 18% of whom are foreigners from 48 countries:** cheesemongers, restaurant owners, distributors, wholesalers, traders, supermarket buyers, etc.
- **Top foreign visitors:** Italy, Spain, Switzerland, Belgium, Germany, United Kingdom
- **12 selected 'Coup de Coeur' favourite products**

What are the takeaways from this 17th edition?

A dynamic sector

For exhibitors, the Cheese and Dairy Products Show is a key moment for reconnecting with their customers, wholesalers, distributors... It is also an opportunity to create a new network and business opportunities. They are unanimous: the food professions have wind in their sails! Among the visitors were cheesemongers in the making, but also many people undergoing professional retraining.

Focus on Italian cheeses

With 400 cheeses including 50 PDO and 2 IPG, Italy's cheese reputation is well established. France is one of the main destinations for Italian cheese exports. 30 Italian producers made the trip to show off their flagship products, such as PDO Parmigiano Reggiano, PDO Gorgonzola, but also less well-known products such as PDO Taleggio, Cheesella or San Pietro. Save.

An event-full show!

The events programme was extensive with:

- the Lyre d'Or Competition and "One of the Best Apprentices in France - Cheesemongers".
- innovative pairings such as Tequila & cheese, or mead & cheese, and aperitif-time cheeses with MOF Francois Robin, etc.
- informative conferences: "Becoming a cheesemonger", "Key points to make cheese a success in the restaurant" or the "Foundation for Cheese Biodiversity".

Producers committed to a more responsible approach

Up and down the show's aisles, many exhibitors mentioned their CSR commitments. More and more cheese and dairy producers at the show are keen to contribute to a more sustainable, responsible and inclusive world. Today, by integrating a CSR approach into their daily activities, they have the ability to act upstream and downstream, like the Fromagerie Gillot with its carbon neutral camembert or the Baechler dairy farm with its methanisation station.

Cheese... and dairy products!

With yoghurts from cow's milk, sheep's milk, goat's milk, plain milk, with chocolate or fruit, and traditional or flavoured butter, dairy products certainly had pride of place this year. For the gourmets, many exhibitors were offering new delights, such as rice pudding, desserts with unusual flavours, drinking yoghurts, etc.



FEEDBACK FROM SOME OF OUR EXHIBITORS

Marie-Claire Luciania - Pierruci - Corsica

"This edition was a very special event, at a time of recovery. We were delighted to be back with our customers and suppliers. We also met new contacts, many of them undergoing professional retraining. This proves the vitality of the profession. With Covid-19, there was a return to more traditional food and to food professionals."

Benoit Brousseau - Fromages CDA - Quebec

"This is our first participation in the Cheese and Dairy Products Show and we are very pleased with the contacts we made. We hope that this will lead to great things and enable us to distribute our cheeses in France. Visitors were very surprised to see cheeses from Quebec."

Fabrice Gour - Consorzio del Formaggio Parmigiano Reggiano - Italy

"We are very pleased with this first participation. The producers who came particularly appreciated the quality of the visiting public. We achieved our objective."

Patrick Nocent - Secrets d'Affineurs - Occitania

"We are pleased to have experienced the social aspect, after 2 years of pandemic, meeting our cheesemonger and wholesale customers. The Cheese and Dairy Show is an essential event for the whole profession. It enables us to showcase our know-how by presenting our cheeses."

Frédéric Bussy - Laiterie La Côtère - Auvergne-Rhône Alpes

"We are really happy with what was our 1st participation in a show. We were well accepted by our fellow exhibitors and the atmosphere of the show is very welcoming. Business-wise, we made very good contacts with wholesalers in particular. The Cheese and Dairy Products Show absolutely lived up to our expectations, mission accomplished for 2022! We are already thinking about coming back in 2024."



ABOUT THE CHEESE AND DAIRY SHOW

The 17th edition of the Cheese and Dairy Products show took place from Sunday 27 February to Wednesday 2 March, 2022 at Paris Expo Porte de Versailles (France). This exclusively professional, international quality cheese and dairy products event featured 250 exhibitors (producers, retail equipment manufacturers, services, etc.) and 7,700 buyers from around the world.



<https://www.facebook.com/salondufromagepari<<s/?ref=hl>

<https://www.instagram.com/salondufromage/>

<https://twitter.com/salondufromage>

<https://www.linkedin.com/company/salon-du-fromage/>

ABOUT COMEXPOSIUM

Comexposium is one of the world leaders in organising professional and public events, organising B2B and B2BC events worldwide and covering many sectors of activity such as agriculture, construction, fashion, retail, health, leisure, real estate, agri-food, security, education, tourism and works councils. With a presence in over 30 countries, Comexposium welcomes more than 3.5 million visitors and 48,000 exhibitors each year. Its headquarters are based in France, and Comexposium has a commercial network and employees present in 20 countries. www.comexposium.fr

Agence Madame Kotoba

Bérengère Creton - bc@madamekotoba.fr - 06 62 62 93 49

Cécilia Ah-Tong - cat@madamekotoba.fr - 06 44 19 23 56