

## 18th EDITION OF THE CHEESE AND DAIRY PRODUCTS SHOW: AN UNPRECEDENTED SUCCESS

Paris, 29 February 2024. The Cheese and Dairy Products Show is over, after 3 intense days. The figures exceeded all expectations: 8,500 visitors from all over the world came to see the 290 exhibitors. A record attendance, confirming the show's status as the flagship event for the dairy industry.



Chantal de Lamotte  
Show Director:

*"These 3 days have reflected the vitality of the sector. We look forward to seeing you from 22 to 24 February 2026 for an even more rewarding edition! I would like to thank all the visitors, exhibitors, partners and speakers who contributed to the success of this 18th edition."*

### KEY FIGURES

18th edition: February 25 to 27, 2024  
BIENNIAL PROFESSIONAL TRADE SHOW

290 exhibitors representing 448 brands from 15 countries: producers, maturers, equipment manufacturers, etc .

40% international companies

34% new exhibitors

8,500 professional visitors, including 21% international visitors from 60 countries

Many buyers from Europe, but also from Australia, Brazil, Canada, the United States, Japan...



Exhibition Inaugurated by Marc Fesneau,  
French Minister for Agriculture and Food Sovereignty

## An event-full show!

Visitors to the show were able to discover the latest industry trends. From caseology to retraining and the secrets of social networking, each theme was a big hit with visitors to the Agora.



Surprising and tasty tasting workshops, with original pairings such as Gin & Cheese, Champagne & Cheese, and educational workshops such as the one on the art of cheese cutting.

Meanwhile, in the Competition area, the excitement was palpable, with two top-flight competitions: the *Lyre d'Or*, which celebrated the most beautiful cheese platter, and Grilled! the very first Grilled Cheese Sandwich competition. The candidates showed daring and creativity, coming up with highly original creations, much to the delight of the audience.



## What the visitors say...

### **Valérie Henbest, Importer and Director of Smelly Cheese, Australia**

*"I have a shop in Australia, and I'm keen to import French cheeses so that our Australian customers can discover them. The Cheese and Dairy Products Show is a dream opportunity to meet our suppliers and make new discoveries. I'm going back home with a wealth of information and new contacts."*

### **Odran Hervé, gourmet grocer, L'épicerie du coin, Izon, Gironde**

*"This was my first visit to the Salon du Fromage et des Produits Laitiers and it was a brilliant experience, with some fabulous discoveries, and some successful meetings with wholesalers and producers. I found what I was looking for, to add to the cheese range in my gourmet grocery store. As for the show itself, I really appreciated how the aisles were spaced out, so you could talk and taste. The visitors are young and enthusiastic, which is good to see!"*

### **Frédéric Minvielle, cheesemonger, Fromages et Compagnie, Anglet, Basque Country**

*"As a cheesemonger, I took part in several workshops between visits and tastings on the stands. The subjects covered in 2024 were very interesting indeed, very instructive, with relevant content to the current market situation."*



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