

# cheese

AND dairy  
products Show

PARIS

PORTE DE VERSAILLES  
FROM 07<sup>TH</sup> TO 09<sup>TH</sup> JUNE 2026

PRESS KIT  
May 2026

**In this press kit**  
A glimpse of the Cheese and Dairy Products Show

## 4 HIGHLIGHT PERSPECTIVES:

**The new generation takes centre stage**  
**Beyond French Classics: European Cheeses**  
**Everything you need to know about maturing**  
**5 new exhibitors not to be missed**



# A GLIMPSE OF THE CHEESE AND DAIRY PRODUCTS SHOW

It's THE unmissable event for cheese professionals! From 7 to 9 June 2026, the Cheese and Dairy Products Show returns to Paris Expo – Porte de Versailles for its 19<sup>th</sup> edition.

A true showcase of cheese excellence, the event brings together producers, affineurs, distributors, restaurateurs and other industry stakeholders united by a common goal: to promote expertise, analyse trends and inspire the profession. For the first time, the trade fair is changing its season and will take place in June, alongside Gourmet Selection, the event for professionals in the fine food sector.



## 3 COMPETITIONS NOT TO MISS

**Sunday 7 June – Coups de Cœur**  
Awards ceremony for the Coups de Cœur competition

**Monday 8 June – Lyre d'Or Competition.**  
Who will be crowned cheese platter champion?

**Tuesday 9 June – Grilled Cheese Challenge.**  
Who will be crowned king of the grilled cheese sandwich?

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KEY FIGURES

**3 days**

**270 exhibitors (400 brands)**

**15 countries**

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

**48% of exhibitors come from abroad**

**33% new exhibitors**

**8,500 visitors**

## HIGHLIGHTS AND ENTERTAINMENT

**Talks, tastings, competitions...** Over three days, the Cheese and Dairy Products Show offers a complete immersion in the heart of the industry.

At **the Experts' Forum**, professionals will be able to analyse the major developments in the sector: 2026 trends, the role of PDOs, economic outlooks and digital challenges.

When it comes to experiences, it's all about discovery with **tasting workshops** and unique pairings: cheese & non-alcoholic drinks, sake, European specialities... So many opportunities to explore new ways of enjoying cheese.

Come and discover the **Coups de Cœur, the 10 cheeses to try in 2026.**

Every year, the Coups de Cœur competition uncovers the standout products of the moment. For the 2026 edition, 10 cheeses stood out from the 175 entrants following a blind tasting conducted by an international jury. The full list is available [here](#).

The detailed programme is available on the [website](#).



# CHEESE PLATTER: 18-34 YEAR OLDS SET THE TONE WITH THEIR OWN RULES

Study conducted by Into the Minds for the Cheese and Dairy Products Show, February 2026

## The 18–34 age group in 2026: great taste, authenticity and a fair price!

52% demand authenticity

40% want local products

46% want more affordable prices

## THIS IS THE IDEAL PRICE FOR THE PLATTER ACCORDING TO GEN Z

# €25

For 18-34 year-olds, the optimal price for a cheese platter is -  
The price for four people is €25. And anything over €30.50 is perceived as too expensive.

# 4

KEY POINTS

13% prefer a generous, indulgent portion.

4 to 5 cheeses is the right balance for 19% of respondents.

**The golden rule:** a mix of classics + a cheese to discover.

Young people want to be reassured but also surprised

**The winning quartet:** a hard, cooked cheese such as Comté, a soft cheese such as Brie, a goat's cheese and a blue cheese.

**AS FOR DRINKS, whilst wine remains the go-to choice, 35% now pair their cheese platter with juices or mocktails!**

## 3 PARADOXES THAT CHALLENGE COMMON ASSUMPTIONS

### Ultra-connected, yes, but anti-digital when it comes to cheese!

70% of 18-34 year-olds have never bought a cheese platter online. And only 7% find home delivery appealing. When it comes to cheese, Gen Z remains loyal to physical shops: 66% buy from cheese shops. In this arena, people beat algorithms.

### Social media inspires, but that's not all!

How do young people put together their platters? 68% take inspiration from a platter they've seen at a friend's or relative's house, and 63% buy a platter they've tasted at a restaurant. Social media only comes in third place with 58%. The real-life experience still trumps the Instagram-worthy photo!

### The unexpected comeback of butter

This is the study's surprise finding: three out of five young people believe that butter has a place on a cheese platter, either as a 'delicious accompaniment' or as an 'essential component'. Only 7% rule it out entirely! Local/PDO butter, salted butter and flavoured butters are the big winners!

# BEYOND FRENCH CLASSICS: EUROPEAN CHEESES

Whilst France remains the benchmark when it comes to cheese, there is a growing openness to international specialities. According to a study conducted by the Cheese and Dairy Products Show in 2026, 99% of French people consume French cheeses, but a significant number also enjoy foreign varieties, particularly Italian (40%), Swiss (29%) and Dutch (16%). While Parmesan, Mozzarella, Gorgonzola, Stilton and Manchego are among the best-known varieties, Europe's cheese heritage extends far beyond these.



Here's a look at five cheeses that are still relatively unknown in France, but which could well be making their way onto cheese platters soon.



## KONG BARS DENMARK

An organic cheese matured for at least 12 weeks, Kong Bars appeals with its balance of mildness and fruity notes. Its firm yet melt-in-the-mouth texture, protected by a natural rind, makes it a cheese that is both indulgent and versatile, equally at home on a cheese board or in the kitchen.

*Naturmælk – Stand F-033*

## REY SILO SPAIN

Made from raw whole cow's milk sourced from a single farm, this cheese captivates with its creamy texture and elegant veins of Penicillium. Matured in cellars that replicate the natural conditions of caves, it offers a modern, well-balanced blue cheese with notes of woodland, red berries and hints of the sea.

*Rey Silo – Stand L-073*





## QUEIJEIRA AMANTEIGADO PORTUGAL

A matured cheese with a smooth texture, A Queijeira Amanteigado delights with its creamy centre that becomes runny at the first cut. Its mild and delicate flavour comes into its own at room temperature, offering a delicious and comforting tasting experience. Perfect on a cheese platter or as a topping on toast. **Lacticinios MAF, Lda – Stand B-035**

## GRAN VITA ITALY

A hard cheese matured for 9 to 10 months, Gran Vita delights with its texture and its mild, balanced flavour. Naturally lactose-free and made without animal rennet, it is suitable for vegetarian diets. It can be enjoyed on a cheese platter or grated into pasta dishes, gratins or salads, adding a simple yet delicious touch to everyday meals.

**Dalla Bona – Caseificio Tomasoni Stand F-008**



## GRAVIERA GREECE

1965 Truffle Graviere is produced according to a traditional recipe created in 1965, using fresh cow's and sheep's milk. Matured for at least 6 months, it develops a mild, slightly fruity flavour, enhanced by a subtle hint of truffle. Inspired by the Greek expertise in producing distinctive cheeses, it is equally delicious in sandwiches, salads or grated over hot dishes. **Arvaniti – Stand P-027**



# ALL YOU NEED TO KNOW ABOUT MATURATION

## Maturing: when the magic happens!

Between production and tasting, lies a quiet interlude where everything comes together - ripening. It is in the dim light of the cellars, under the meticulous supervision of the master ripener, that the cheese becomes a runny Camembert, a fruity Comté or a blue-veined Roquefort. Ripening marks the final stage in the cheese-making process. Before that, the milk has been curdled, drained, moulded and then salted: essential steps that lay the foundations of the product. It is then, in the cellar, that everything comes together. Temperature, humidity, time and precise actions: nothing is left to chance. Xavier Thuret, 2007 MOF (Meilleur Ouvrier de France) in dairy and cheese-making, explains why this stage changes everything.

## DID YOU KNOW?

### Maturing isn't about preserving the cheese... but about bringing out its full potential.

*"You mustn't confuse preservation with maturing. Maturing is about flavour that comes with time,"* explains Xavier Thuret.

As soon as it comes off the production line, the cheese is taken to the cellar. It is there that it matures slowly. Its texture changes, its rind takes shape, and its flavours develop. A subtle, almost imperceptible maturation process, yet one that is essential.

## THE 3 KEYS TO MATURATION

Behind the magic lies a very concrete balance: **temperature, humidity and air circulation**. Whether natural or controlled, each cellar leaves its own mark. More humid, better ventilated, cooler... all these nuances directly influence the texture and flavour.



Maison Fischer maturing cellar

## ONE CHEESE, MANY LIVES

Maturing is not an exact science, but a living craft. Each cellar, with its own unique balance of humidity and ventilation, shapes the final product in a different way.

*"I've worked with the same cheeses in different cellars... and ended up with completely different products,"* continues Xavier Thuret. Starting from the same base, the profiles evolve: texture, intensity, flavour profile... Each cheese thus reveals a unique identity, deeply shaped by its environment.

## PUT AN END TO MYTHS

Is a cheese better the older it is? False.

*"Not all cheeses are meant to be aged."*

Maturing is a matter of precision: finding the moment when the cheese reaches its perfect balance.

# 5 NEW EXHIBITORS NOT TO BE MISSED

Alongside the loyal exhibitors who enrich the Fair year after year, new players are making their debut and are set to make a lasting impression. French producers, European artisans from Italy, Greece and Denmark... These five exhibitors bring a breath of fresh air and showcase the vitality of a rapidly evolving sector. So much expertise, regional character and vision to discover as you wander the aisles.

## FERME DU CAUSSE

Located in the south of the Larzac region, **Ferme du Causse** produces organic dairy products using milk from its own herd, which is reared in harmony with the animals' natural rhythms and the environment. Adopting a deliberately sustainable approach to production, the farm prioritises the quality and richness of the milk, which is processed on-site into a range of butters, creams, yoghurts and farmhouse cheeses made from raw milk. *Ferme du Causse – France – Stand B-005*



A cheese maker and ripener since 1955, **Fromagerie Bouchet** draws on recognised expertise and close ties with local producers. Specialising in raw-milk and farmhouse cheeses, it ripens over 30 varieties in its cellars at the foot of Mont Salève, in Haute-Savoie. Among its signature products is the “Moelleux des Alpes”, a soft cheese with a bloomy rind.

*Fromagerie Bouchet – France – Stand C-018*



A Greek family business since 1960, **Lytras & Sons** produces traditional Greek cheeses. Specialising in particular with Lytras PDO Feta, the cheese dairy draws on expertise passed down through several generations and maintains rigorous production controls. Active in the export market since the 1980s, it now distributes its products across Europe and the United States, driven by a constant commitment to quality and customer satisfaction.

*Lytras & Sons – Greece – Stand M-028*



Established in 1995 in the province of Sondrio, the **Consorzio Tutela Formaggi Valtellina** protects and promotes two iconic PDO cheeses: Bitto and Valtellina Casera. It brings together the entire sector under a set of strict specifications, guaranteeing origin and quality.

*Consorzio per la tutela dei formaggi Valtellina – Italy – Stand N-014*



**Barrit Mejeri** is one of Denmark's last remaining independent dairy cooperatives, founded in 1887. Historically a producer of milk, cream and butter, the site has gradually specialised and now focuses on the production of cream cheese. *Barrit Mejeri – Denmark – Stand F033*

## See you at the Cheese and Dairy Products Show!

From 7 to 9 June 2026 at Paris Expo Porte de Versailles, come and discover these key players, put a face to the cheeses and meet the people who bring them to life: producers, affineurs, distributors and many others. On the programme: three days of networking and discovery with 300 exhibitors from 15 countries, featuring tastings, competitions, conferences and culinary events.

**For the first time, the Cheese and Dairy Products Show will be held alongside the Gourmet Selection Show, the event for delicatessen professionals (7–8 June).**

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