



**COUPS
DE
CŒUR**

Coups de Cœur Contest - 2024

To highlight your expertise

To motivate your team

To attract new customers

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General Presentation

The **Coups de Cœur Contest** has been created by the Cheese and Dairy Products Show in 2016.

Its aim

A panel of professionals will elect after a blind-taste their 10 favourites products.

The food products will be judged on organoleptic properties (flavour, aroma, shape, taste....)

Why take part?

- Highlight your expertise,
- Motivate your team,
- Enhance your creativity

Which products can be registered?

- All food products
- Your new products or an original one
- Equipments or/and Services

How will the awarded products be advertised?

Before the show

- Results will be revealed to the press at the end of January
- Dedicated e-newsletters to visitors
- Focus on social networks

During the show

- Special pages in the official catalogue and picto on show maps
- Exhibition of the awarded products in a high-footfall area
- Special display for your stand
- Trophies handed out at the show



Who can take part?

- All registered **foreign or french exhibitors or co-exhibitors,**
- All **food products**... exhibited in 2024 can take part, as well as **equipment, materials and services**
- **The 1st registered product is free**
- **Each additional product** will be submit **to payment** (50 € exc. VAT each)
- Awarded products during the previous sessions cannot be registered



How to register?


- **Step 1:** Connect to [the online form](#)
 - End of registration: 24th November 2023
- **Step 2:** Fill the form in
 - Each exhibitor can register for free 1 product
 - Each additional product will be submit to payment (50 € exc.VAT each)
 - Please send a high-quality picture for each product
- **Step 3:** Enter the form
- **Step 4:** Send samples

For useful informations about this step, go to page 9



Registration Form

- Step 1: full address
- Step 2 : registration of your products

- Product category* 
- Generic *and* trade names*
- New in 2023/2024 and launch date*
- Description *
- Labels or certifications
- Awards already received
- Picture (HD - jpeg)*

A Cheeses made with goat's, ewe's or buffalo's milk	B Mixed cheeses	C Cheeses made with cow's milk
D Dairy - Milk products	E Grocery products	F Packaging - Materials - Equipments
G Services	H Other	Add choice

* Compulsory



The panel

The 2022 jury is not yet determined.

For exemple, in 2020, the panel consisted of professionals such as:

- Didier Bossu, cheesemonger, Les Folies Fermières
- Sara Lacomba, producer, Ottanta
- Camille, blogger, IconoCheese
- Clairette, blogger, Les Fromages de Clairette
- Jonathan, blogger, M. Fromage
- Evert Schönhage, Burgundish Lifestyle (The Netherlands)
- Susan Sturman, Académie Mons
- Claude Maret, Fromagers de France
- Michaël Bellissa, Fromagerie Bellisson
- Elodie Dorléac, Pomona
- Alexandre Renaud, COW



Key-dates

Before the show

- October 02, 2023 : Opening of online registration
- **November 24, 2023: End of registration**
- **Between Monday November 27 and Monday December 4: products received by our service provider (3 samples per product entered)**
- December 6, 2023: Jury Meeting
- Week of December 11 : Announcement of results
 - Press release
 - Dedicated e-newsletter to our databasis
 - Highlight on website and social networks

During the show

- Awarded products will be exhibited in a refrigerated display showcase
- POS display for the stand
- Visibility in the official catalogue and exhibition maps
- Awards ceremony



Useful information

How to send your samples

- Send **3 samples** for each registered product (cheese or dairy product) For large parts, 3 samples (weighing 300 g to 500 g max each) will be sufficient
- If possible, vacuum the samples especially when it comes to cut products.
- **For equipment, service...:** no sample – only trade documents, vidéos.... to be sent to corentin.reinagel@comexposium.com
- **Delivery period:** For a reception between Monday, November 27 and Monday, December 4, 2023 – noon (latest deadline)
- **Delivery address:**

- Delivery address

Globe Express 91

Parc Eurologistic – Bâtiment E - Rue des 44 Arpents - 91100 Villabé (France)

Référence: SFPL 2022 / CONCOURS COUPS DE COEUR

Contact: Jérôme Gaudin

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- **How much does it cost?**

Registration for the Coups de Cœur Constest is **free for your 1st product**.

Each additional registered product will be submit to payment: 50 € exc. VAT.

- **I don't present new products but only « traditional » products.**

Why take part?

The Coups de Cœur Contest is not only for innovative products. All products –although those which have been on the market for a long time- can participate. For example, your flagship product.

« Traditional » products can be modern and trendy in taste, look... and their organoleptic properties may attract the panel.

- **How many samples must I have to send?**

3 samples must be sent for the Jury meeting.

If possible, vacuum the samples.

Samples weigth: 500 g maximum

- **I'm taking part by presenting materials, equipment and services. What do I have to supply?**

For materials, equipment or services, please e-mail us a technical data sheet for the product in question to: corentin.reinagel@comexposium.com

