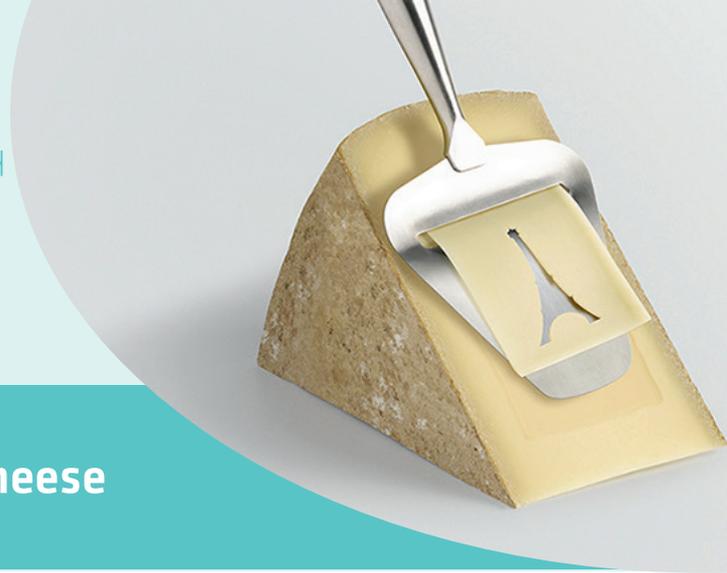


# cheese AND dairy products Show

PARIS

25<sup>TH</sup> TO 27<sup>TH</sup>  
FEBRUARY 2024  
Paris Expo  
Porte de Versailles  
Pavilion 7.3



Take part in the international  
and unmissable event for quality cheese  
and dairy products

## A rich and varied offer



250  
EXHIBITORS

30%  
OF NEW EXHIBITORS

13 COUNTRIES

- Austria
- Belgium
- Canada
- France
- Germany
- Ireland
- Italy
- Netherlands
- Portugal
- Spain
- Sweden
- Switzerland
- United-Kingdom

36%  
OF FOREIGN COMPANIES

84%  
OF SATISFACTION  
on the quality of the visitors

FOR  
80%  
OF THE EXHIBITORS,  
the show is **IMPORTANT**  
as business providing

2022 Figures

## THEY ARE ALREADY REGISTERED FOR 2024!



Maison Bordier, Isigny Ste Mère, etc.



Autour du Buis des Cabasses, Joseph Pacard, Roquefort Carles, Fromagerie Lincet, Coopérative Laitière de la Sèvre, Paul Georgelet, Marcel Petite, Fromagerie Arnaud, Fromagerie Dongé, Groupe Le Meunier, etc.



The Fine Cheese Co, Neal's Yard Dairy, Valsana, Treur Kaas, Fromages Spielhofer, Chimay Fromages, Spanish Cheese, Berneri spa, Busti Formaggi, etc.



Milhes et Avons, Sogebul, Etalmobil, Ballouhey Imprimeur, Groupe Lebhar, etc.

### OUR EXHIBITORS SPEAK OUT:

*"The Cheese and Dairy Products Show corresponds perfectly to our expectations, mission accomplished for 2022!"*

- Laiterie La Côtère

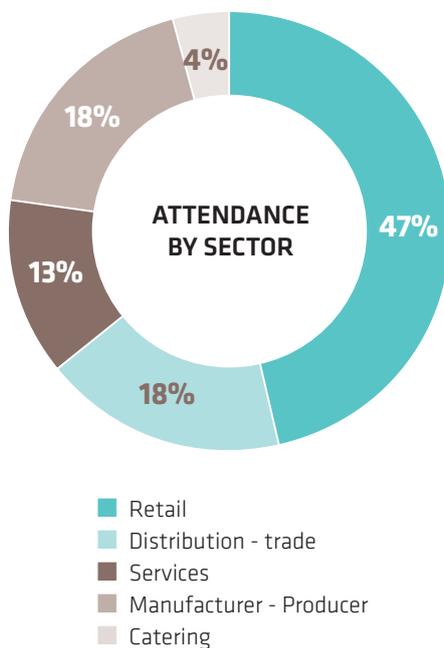
*"A must-attend event to meet our export customers."*

- Milco

*"It allows us to meet new customers interested in quality cheeses."* - G. Cravero



## Increase your awareness to a qualified and motivated audience



2022 figures



### THEY WERE THERE IN 2022!

#### GERMANY

KADEWE  
DICKE FOOD MAKES FUN

#### BELGIUM

DELHAIZE  
JUMBO  
LA FRUITIÈRE...

#### SPAIN

PONCELET  
QUESARIUM...

#### USA

FORMAGGIO KITCHEN  
NATOORA

#### FRANCE

ANDROUET  
AUCHAN  
BIG MAMMA  
BIOCOOP  
CANTIN  
COW  
CHEZ VIRGINIE  
DASSAI JOËL ROBUCHON  
EATALY  
ELIOR  
FROMAGERIE BARTHELEMY  
FROMAGERIE JANIN  
FROMAGERIE GAY  
FROMAGERS DU MONT ROYAL  
HISADA  
LA GRANDE EPICERIE DE PARIS  
FROMAGERIE XAVIER  
LA PRAIRIE  
LE TROU DE SOURIS  
MARSEILLE FROMAGES  
MONOPRIX  
NATURALIA  
SODEXO  
TAKA & VERMO...

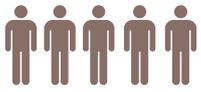
#### ITALY

ESSELUNGA  
ITALIAN FOOD HUNTERS...

#### UNITED-KINGDOM

BRADBURY'S CHEESE  
HARRODS  
MARKS & SPENCER  
UNE NORMANDE À LONDRES...

## Develop your professional meetings and boost your sales!



**88%**

OF THE VISITORS INTEND TO COME BACK IN 2024

**41%**

OF THE NEW 2022 VISITORS, YOUNGER WITH CONCRETE PURCHASING PROJECTS



### VISITING GOALS

- 1 MEET WITH ITS CURRENT AND NEW PROVIDERS
- 2 DISCOVER NEW CREATIONS
- 3 GET THE LATEST NEWS FROM THE INDUSTRY



### OUR VISITORS' THOUGHTS:

*"An event focused on cheese and dairy products perfectly executed."*

*"The Cheese and Dairy Products Show helps to consolidate the spirit of our professions, from the producer to the retailer, including the maturers and the wholesalers."*

*"This show is a driving force to develop my business... constructive exchanges for the development of my company."*

2022 Visitor survey

## Animations at the heart of the industry themes



**COUPS DE CŒUR**

### Coups de cœur competition

A jury of professionals distinguishes the best products presented by exhibitors.



Organised by the Federation of Cheesemongers of France, this competition rewards the most beautiful cheese platter.



**Competition** for one of the Best Apprentices of France.



**Conferences** on themes around the industry trades, trends and consumption.



**Tasting workshops** and **unusual combinations** or **products presentations**.





## Benefit from a regional, national and international influence

An exhibition supported by the professional organisations and main actors within the sector.



## ... and an extraordinary media coverage

PUBLICATIONS



PRESS

NEARLY  
**300**  
ARTICLES

**100**  
JOURNALISTS  
AT THE SHOW

WEBSITE



SOCIAL MEDIAS

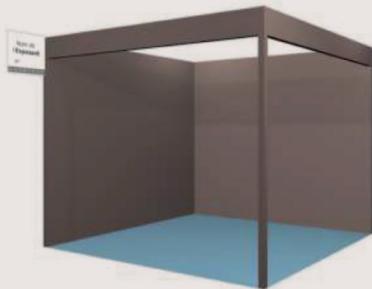
**40,000**  
VISITS

A  
**14,000**  
FOLLOWERS' COMMUNITY

## Your stand offer

### BASIC STAND

(Min. 9 sq.m)



**The layout includes:**

- Floor space and tracing.
- Wooden partition with cotton covering included (not included for a stand).
- Band around the stand.
- Carpeting.
- Flag sign.

**It does not include:** cleaning, electricity, storage, furniture (to be ordered in parallel).

### DISCOVERY STAND

(6 sq.m (3h x 2 w) with 3 open sides)



DISCOVERY  
VILLAGE

**18 LOCATIONS  
ONLY !\***

**The layout includes:**

- Wooden partition covered with cotton for separation, band around the stand.
- Carpeting, flag sign.
- 1 stand-up meal + 2 stools.
- 1 white refrigerated showcase (130 166 L rear service showcase).
- 1 permanent electrical connection 3 kW, 3 spots.

*\* Offer reserved for first-time exhibitors after review by the organizing team.*

### Your privileged contact to exhibit

**Damien ANTOINE**, Sales Manager

Tel.: +33 (0)6 99 54 32 77

damien.antoine@comexposium.com



**TO MAKE AN ONLINE ESTIMATION  
OR REGISTER :**  
[www.en.salon-fromage.com](http://www.en.salon-fromage.com)