

cheese AND dairy products Show

PARIS

25TH TO 27TH
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

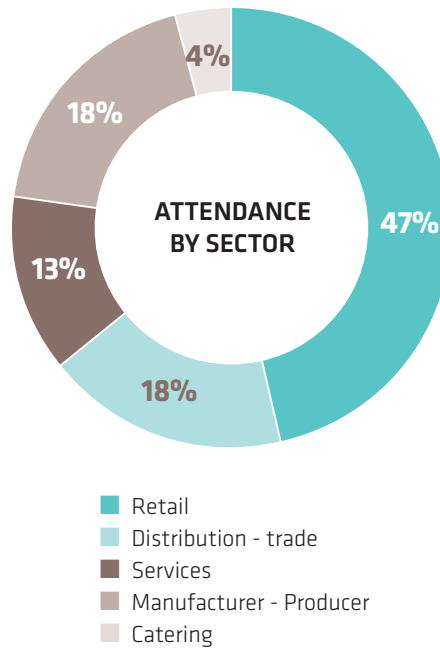
"A must-attend event to meet our export customers."

- 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

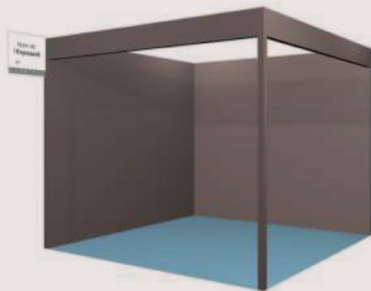
40,000
VISITS

A
14,000
FOLLOWERS' COMMUNITY

Your stand offer

BASIC STAND

(Min. 9 sq.m)



non contractual picture

The layout includes:

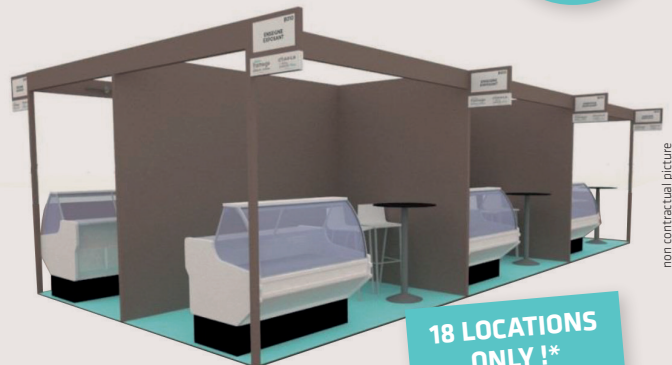
- Floor space and tracing.
- Wooden partition with cotton covering included (not included for a stand).
- Band around the stand.
- Carpeting.
- Flag sign.

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



non contractual picture

**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

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