



THE WORLD'S LARGEST  
CHOCOLATE SHOW

# SALON DU CHOCOLAT & DE LA PÂTISSERIE



POST-SHOW  
REPORT 2023





# SALON DU CHOCOLAT ET DE LA PÂTISSERIE



50+

Exhibitors

30%

International  
Brands

8,000+

Visitors

The first edition of Salon du Chocolat et de la Pâtisserie, an event dedicated to chocolate and pastry, ended on a high note on 29 November 2023, after three exceptional days at the Riyadh International Convention & Exhibition Center.

Established in Paris, the salon is the largest chocolate and pastry exhibition in the world and is held in more than 17 cities, including New York, Tokyo and Dubai.

Several exciting events were held during the three-day show, namely the Choco Demo, Pastry Show, Dessert & Pastry Competition and Salon du Chocolat Junior. Visitors were also able to enjoy attending the live Fashion Show with a reel of chocolate dresses that were specially created by well-known pastry chefs and fashion designers.

Salon du Chocolat et de la Pâtisserie welcomed all ages, with special activities for children.

# EXHIBITORS & SPONSORS



Aani & Dani

Ahmad A. Abed Trading Company – Aalst  
Pâtissier

Al Foadia Company Ltd

Al Raqtan

Alpina – Piani

Athri Sweets Est – Antika

Azadea – Eataly

Banopuratos

Barrid

Bateel International Llc

Bostani Chocolatier

Casa

Chocomize

Croi Bakehouse

Culinary Arts Commission

Deal Café

Delta Coffee

École Française Internationale De Riyad

Emf Trading Ltd - Callebaut - La Rose Noire

Fathi Al-mohtaseb Trading Co. – Kitchenaid

Future Contracting Est.

Ganache

Hanoverian

Hova Trading Co

Jazeel Al Atta Trading Company

Kabbani Trading Center – Elysée Chocolate  
- Pâtisserie Jareer

Lakrids By Bülow

Madma Sweet

Maestro Academy

Magical Events By Little Cake -

Masterpiece Events & Marketing

Miss Feionkah Chocolate

Nugttah

Petites Bouchées

Raffles Education Middle East

Saudi Foam Trays Manufacturing Company

Savencia – Elle & Vire

Sindan Chocolate – Gléo

Sukkly Artisan

Tartine Chocolaterie Et Pâtisserie

Tozeen Trading Company

Twins Sweet

Watheer Global Trading Est.

Phenix

Arla Pro

Irca Mea Trading Llc

Kitchen Warehouse

La Crema General Trading – Cremino

Sopexa Middle East - Butter of Europe



HIGHLIGHTS

# CHOCOLATE FASHION SHOW



10

Participants



# fashion show



A fashion show like no other, witness the most extravagant chocolate dresses created by talented pastry chefs and fashion designers.





HIGHLIGHTS

# CHOCO DEMO



12  
Workshops

choco  
démo



The Chocolate Demo workshops with the top pastry chefs provided visitors with the chance to learn how to make desserts and discover the techniques behind creating indulgent treats.





HIGHLIGHTS

# PASTRY SHOW



13

Workshops

## pastry show

The workshops with the top pastry chefs provided visitors with the chance to learn how to make desserts and discover the techniques behind creating indulgent treats.





# DESSERT & PASTRY COMPETITION



12  
Competitions



Competition Results

GOLD MEDAL

15 Winners

SILVER MEDAL

16 Winners

BRONZE MEDAL

21 Winners

MERIT CERTIFICATES

12 Certificates

dessert  
&  
pastry  
competition



## HIGHLIGHTS

# SALON DU CHOCOLAT JUNIOR



# 12

Participants

## SALON DU CHOCOLAT JUNIOR

The Salon du Chocolat Junior offered children and their families a chance to step inside the magical world of chocolate, where they had fun, learned about chocolate and taste it too.





# SPECIAL THANKS TO LEADING CHEFS AND EXPERTS



## PASTRY SHOW AND CHOCO DEMO CULINARY WORKSHOPS WITH LEADING PASTRY CHEFS

### **Asma Alfuraih**

Pastry Chef & Founder Sindan  
Chocolate, Co-Founder Gleo Artisan  
Gelato  
KSA

### **Ruba Alomaim**

Chef Chocolatier and Founder,  
Chocomize  
KSA

### **Hussam Al Naasan**

Executive Pastry Chef & Founder of  
Maestroacademy  
KSA

### **Charles Azar**

President of The Delegation of  
L'academie Nationale De Cuisine  
Middle East & Gulf Countries  
Lebanon

### **Dania Baik**

Executive Chef & Founder, Kesr  
Concept F&B Consultant  
KSA

### **Sara Bajabir**

Pastry & Bakery Chef  
KSA

### **Elie Bejjani**

Technical Advisor EMF  
Lebanon

### **Bernard Charles**

Culinary Director Dates and Confectionary  
with Bateel for The Gourmet and  
Confectionery Section of Business  
UAE

### **Ibrahim Deboun**

Pastry Chef  
KSA

### **Jean-françois Devineau**

Irca Group, Global Ravifruit Pastry Chef  
KSA

### **Kamal Rahal Essoulami**

President of The Moroccan Federation  
of Culinary Arts  
President of Cremai Exhibition  
Morocco

### **Michel Estephan**

Advisory Pastry Chef  
Arrow Food Distribution  
KSA

### **Vincent Fredureux**

French Pastry and Chocolate Chef  
KSA

### **Farah Hamdan**

Pastry Chef Instructor  
KSA



# SPECIAL THANKS TO LEADING CHEFS AND EXPERTS



## **Georges Hbeiliny**

Executive Pastry Chef, Bistro  
Lounge and Catering  
KSA

## **Nancy Hobeika**

Nutritionist & Clinical Dietitian  
KSA

## **Elie Khalil**

Technical Demonstration  
Chefbanopuratos  
KSA

## **Michel Kowzaly**

Executive Pastry & Chocolate Chef  
Atmaitre Choux Riyadh  
KSA

## **Ohanna Le Pape**

Healthy Pastry Chef - World Champion  
of Art Sucres  
France

## **Jean Makary**

Maître Chocolatier and Pastry  
Gastronomist, Member of The French  
Culinary Academy  
KSA

## **Waleed Marzouk**

Executive Pastry and Bakery Chef,  
Food Consultant, Food and Beverage  
Expert  
KSA

## **Jibu Mohan**

Head Pastry Chef, Josette Restaurant  
UAE

## **Patrycja Radzichowska**

Executive Chef  
Co-Founder of Trubake Academy &  
Bakery in Riyadh  
KSA

## **Basma Sabban**

Co-Founder Criollo Bakehouse –  
The.B.Batter  
KSA

## **Mario Georges Sahyoun**

Head Chef, Biox Bakery Riyadh  
KSA

## **Luca Salvatori**

Pastry Chef Irca Group Brand  
Ambassador, MEA  
KSA

## **Abdellah Tougda**

Pastry Chef, Aalst Pâtissier  
UAE

## **Tony Velinov**

Executive Pastry Chef, Ritz Carlton  
Riyadh  
KSA



# SPECIAL THANKS TO PARTNERS AND SPONSORS

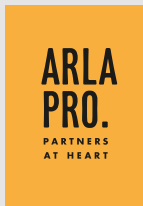
## Strategic Partner



هيئة فنون الطهي  
Culinary Arts Commission



## Pastry Show Sponsors



## Dessert & Pastry Competition Sponsors



شركة الفودية المحدودة  
AL FORDIA COMPANY LTD.  
قطاع التجارة والصناعة / Trading Sector & Industry



## Choco Demo Sponsor



## Fashion Show Sponsors



École Française Internationale  
de Riyad

## Salon du Chocolat Junior Sponsor

EATATALY

## Equipped by



## Media Partners





# SEE YOU IN

THE WORLD'S LARGEST  
CHOCOLATE SHOW

2<sup>ND</sup> EDITION

# SALON DU CHOCOLAT<sup>CHOCOLAND®</sup> & DE LA PÂTISSERIE

## 25-27

## NOVEMBER 2024

RIYADH INTERNATIONAL CONVENTION  
& EXHIBITION CENTER





## SAUDI ARABIA

FOR EXCLUSIVE SPONSORSHIP  
AND EXHIBITING PACKAGES

CONTACT US

+966 920 003 361

info@salonduchocolat-ksa.com

    salonduchocolatme

Organized by



SEMARM  
GROUP

www.semarm.com.sa



Co-organized by

Hospitality  
SERVICES