



Salon Du Chocolat New York City Unveils Weekend Line-Up ***Jacques Torres to Headline Return of Iconic Chocolate Show*** **March 21 – March 23, 2025**

(New York City January 2025) – The return of the world’s most prestigious chocolate show is set, once more, to sweeten New York City as **Salon du Chocolate New York City** unveils its March 2025 program with legendary chocolatier **Jacques Torres** as its headliner. Taking place this March 21st – 23rd in the sun-filled River Pavillion at the Javits Center, chocolate lovers and culinary enthusiasts of all ages will have the unique opportunity to indulge in a memorable weekend of all things cacao.

The new edition of **Salon du Chocolat New York City** marks an exciting new chapter in the iconic chocolate show that had been an integral part of Manhattan’s culinary tradition for decades. The collaboration with the globally recognized event organizer, Messe Frankfurt, builds upon the event’s storied roots and is poised to elevate it to new heights, offering an even more exclusive and immersive experience for attendees.

“New York has always been an incredible home for **Salon du Chocolat**, and we’re excited to once again create a space where chocolate lovers can come together,” said **Sharona Sandberg**, Show Manager, Messe Frankfurt Inc. “This year’s show promises to be an unforgettable experience, with an exciting line-up of world-class chocolatiers, pastry chefs, and industry leaders coming together to celebrate the magic of chocolate.”

Leading the celebration of chocolate’s cultural heritage and its innovative future will be Mr. Chocolate™ himself, **Jacques Torres**. The much-celebrated figure and co-host of Netflix’s “Nailed It” will perform at the Culinary Theater on Saturday, March 22nd. Over the course of three days, attendees will be able to indulge and entertain themselves in bean-to-bar artisan-led workshops, pop-ups from luxury international chocolate houses, sample new flavor combinations, shop for and take home carefully curated selections from the finest chocolate markets, enjoy live chocolate sculpting and other interactive workshops. They include:

- **Salon du Chocolat Culinary Theater:** Captivate yourselves watching chocolate and confectionery ideas come to life with demonstrations by Ron Ben-Israel, “The Pie Queen” Martin Howard, Paulette Goto of Polly Cooks & Eats among others.
- **Sacred Cacao Ceremony:** American geopolitical expert, technology futurist and Chocolate Shaman Jamie Metzl will lead attendees through the health and cognitive enhancing properties of cacao.

- **Live Chocolate Sculpture Demonstrations:** Marvel as master chocolatier Håkan Mårtensson transforms chocolate into a 3'-4' dragon sculpture over the three days.
- **Chocolate Fashion Showcase:** Where haute couture meets chocolate, the iconic event fuses chocolate and fantasy with a stunning display of edible chocolate dresses sculpted by teams of talented designers and chocolatiers.
- **"Bite-Sized" Kids Zone:** Deliciously explore and illuminate the origins of chocolate and the chocolate making process, enabling kids to decorate their own truffles, and encourage them to channel their creative energy with chocolate painting classes among other activities.
- **Bean-to-Bar Activation:** Take an immersive journey into the world of chocolate making. Experience in-depth seminars and take a step-by-step transformation of raw cocoa beans into chocolate bars.
- **International Chocolate Tasting Pavilion:** Sample exclusive chocolate varieties including single-origin chocolates and innovative flavor combinations from a premier array of chocolatiers and vendors.

For more information and updates on the weekend, visit www.salonduchocolatnyc.com and follow us [salonduchocolatnyc](#). To secure your tickets now for must-attend events before they sell out visit our [Eventbrite](#) page.

Ticket Prices:

- Tiny Tots: Free for children under 6 (must register)
- Children Admission (6-12 years): Requires child ticket (\$20.11 – Fee + Tax included)
- Adult General Admission (13 year+): General admission ticket (\$30.19 – Fee + Tax included)
- NEW! The Mini Chocolatier Workshop ADD-ON (under 12 years): Hands-on activity where kids can create their own chocolate bars or lollipops (\$7.80 – Fee + Tax included)

Event Schedule:

Friday, March 21: 11 AM – 7 PM

Saturday, March 22: 10 AM – 5 PM

Sunday, March 23: 10 AM – 5 PM

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About Salon du Chocolat:

Established in 1994 in Paris, Salon du Chocolat is the largest international trade show dedicated to the chocolate and cocoa industry. The event stands as a unique, global showcase where chocolatiers, artisans, pastry chefs, experts, and businesses from around the world unite under one common banner: their unwavering love for all things chocolate. Salon du Chocolat has been held 237 times since its creation, with some fifteen events held every year on four continents.

www.salon-du-chocolate.com

About Messe Frankfurt Inc:

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages shows within the United States, Canada, and Mexico. In addition to Salon du Chocolat, the North American portfolio of events includes Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Texworld Los Angeles Apparel Sourcing Los Angeles, Techtextil North America, Texprocess America, The Clean Show, INA PAACE, Automechanika Mexico, Waste & Recycling Expo Canada, and EATS.
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