



2025 SALON DU CHOCOLAT NYC CELEBRATES ITS RETURN

Iconic Chocolate Show Sees Over 6,000 International Attendees

NEW YORK, NY – April 2025 – The world's most prestigious chocolate show, **2025 Salon du Chocolat NYC**, concluded its sweet return to Manhattan welcoming over 6,000 attendees from more than ten countries to the sun-filled River Pavilion at the **Javits Center** this March 21st – 23rd. The three-day chocolate extravaganza featured more than fifty premier chocolate exhibitors and chocolate makers, marking a triumphant revival of the iconic chocolate show that has long been a cornerstone of New York's culinary landscape.

"The response to the return of **Salon du Chocolat NYC** has been incredibly gratifying," said Sharona Sandberg, Show Manager, Messe Frankfurt Inc. "The attendance of visitors from across the globe establishes the universal appeal of high-quality, artisanal chocolate and confirms New York's position as the epicenter of all things cacao."

Legendary chocolatier **Jacques Torres**, affectionately known as Mr. Chocolate™, headlined the weekend with a captivating demonstration at the Culinary Theater, drawing standing-room-only crowds. The Netflix "Nailed It" co-host showcased his trademark blend of technical expertise and charismatic showmanship that left audiences both inspired and entertained.

The collaborative effort between **Salon du Chocolat** and Messe Frankfurt successfully honored the weekend's storied history while incorporating modern day influences that resonated with today's culinary enthusiasts. The diverse programming included among others:

- **Culinary Theater** showcased demonstrations led by luminaries such as Ron Ben-Israel, "The Pie Queen" Martin Howard, and Paulette Goto of Polly Cooks & Eats.
- Master chocolatier **Håkan Mårtensson's live sculpture demonstrations** captivated attendees throughout the weekend with the gradual transformation of chocolate into a 4-foot dragon.
- The **Chocolate Fashionista Workshops** sold out across all sessions, with participants of all ages creating edible fashion designs on chocolate mannequins.
- The **"Bite-Sized" Kids Zone** welcomed young chocolate enthusiasts who eagerly participated in truffle decorating, chocolate painting activities, and an immersive learning experience into the bean-to-bar chocolate making process.
- The **International Chocolate Tasting Pavilion** featured tastings and an array of chocolates to purchase from chocolate brands like Jacques Torres Chocolate, Li-Lac Chocolate, Valrhona, Royce

Chocolate, Sweet on Vermont, World Wide Chocolate, Levain Bakery, Canonica, EJ Bonbons & Confections, Fruition Chocolate Works and more.

Following this year's success, Messe Frankfurt is developing plans for the 2026 edition scheduled for March with early bird tickets available in summer 2025.

For more information, visit www.salonduchocolatnyc.com and follow @salonduchocolatnyc.

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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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