



**COUPS  
DE  
CŒUR**

# **Coups de Cœur Contest - 2022**

**To highlight your expertise**

**To motivate your team**

**To attract new customers**

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# General Presentation

The **Coups de Cœur Contest** has been created by the Cheese and Dairy Products Show in 2016.

## Its aim

A panel of professionals will elect after a blind-taste their 10 favourites products.

The food products will be judged on organoleptic properties (flavour, aroma, shape, taste....)

## Why take part?

- Highlight your expertise,
- Motivate your team,
- Enhance your creativity

## Which products can be registered?

- All food products
- Your new products or an original one

## How will the awarded products be advertised?

### Before the show

- Results will be revealed to the press at the end of January
- Dedicated e-newsletters to visitors
- Focus on social networks

### During the show

- Special pages in the official catalogue and picto on show maps
- Exhibition of the awarded products in a high-footfall area
- Special display for your stand
- Trophies handed out at the show



# Who can take part?

- All registered **foreign or french exhibitors or co-exhibitors,**
- All **food products....** exhibited in 2022 can take part
- **The 1st registered product is free**
- **Each additional product** will be submit **to payment** (50 € exc. VAT each)
- Awarded products during the previous sessions cannot be registered




# How to register?

- **Step 1:** Connect to [the online form](#)
  - End of registration: 5th January 2022
- **Step 2:** Fill the form in
  - Each exhibitor can register for free 1 product
  - Each additional product will be submit to payment (50 € exc.VAT each)
  - Please send a high-quality picture for each product
- **Step 3:** Enter the form
- **Step 4:** Send samples

For useful informations about this step, go to page 9



# Registration Form

- Step 1: full address
- Step 2: Your company and its CSR initiatives
- Step 3 : registration of your products
  - Product category\* 
  - Generic *and* trade names\*
  - New in 2021/2022 and launch date\*
  - Description \*
  - Labels or certifications
  - Picture (HD - jpeg)\*

\* Compulsory



# The panel

The 2022 jury is not yet determined.

For exemple, in 2020, the panel consisted of professionals such as:

- Didier Bossu, cheesemonger, Les Folies Fermières
- Sara Lacomba, producer, Ottanta
- Camille, blogger, IconoCheese
- Clairette, blogger, Les Fromages de Clairette
- Jonathan, blogger, M. Fromage
- Evert Schönhage, Burgundish Lifestyle (The Netherlands)
- Susan Sturman, Académie Mons
- Claude Maret, Fromagers de France
- Michaël Bellissa, Fromagerie Bellisson
- Elodie Dorléac, Pomona
- Alexandre Renaud, COW



# Key-dates

## Before the show

- 25th November 2021: Opening of online registration
- **5th January 2022: End of registration**
- **From Friday 7th to Wednesday 12th January 2022** : samples to be delivered (3 samples per registered product)
- 13th January 2022: Meeting of the Jury
- 19th January 2022 : Announcement of results
  - Press release
  - Dedicated e-newsletter to our databasis
  - Highlight on website and social networks

## During the show

- Awarded products will be exhibited in a refrigerated display showcase
- POS display for the stand
- Visibility in the official catalogue and exhibition maps
- Awards ceremony





# Useful information

## How to send your samples

- Send **3 samples** for each registered product (cheese or dairy product)
- If possible, vacuum the samples.
- Samples weight: 500 g maximum
- **Delivery period:** between Friday 7th January and Wednesday 12th January (last time : 12 pm)
- **Delivery address:**

Globe Express 91

Parc Eurologistic - Bâtiment E - Rue des 44 Arpents - 91100 Villabé (France)

Contact : Jérôme Gaudin

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- **How much does it cost?**

Registration for the Coups de Cœur Contest is **free for your 1st product**.

Each additional registered product will be submit to payment: 50 € exc. VAT.

- **I don't present new products but only « traditional » products.**

### Why take part?

The Coups de Cœur Contest is not only for innovative products. All products –although those which have been on the market for a long time- can participate. For example, your flagship product.

« Traditional » products can be modern and trendy in taste, look... and their organoleptic properties may attract the panel.

- **How many samples must I have to send?**

3 samples must be sent for the Jury meeting.

If possible, vacuum the samples.

Samples weight: 500 g maximum

