

## THE CHEESE AND DAIRY PRODUCTS SHOW - AN EXHIBITION BURSTING WITH CHARACTER!

Four days to experience unique taste sensations, meet passionate producers and discover the upcoming cheese trends for 2018.

Over the years, the Cheese and Dairy Products Show has established itself as THE leading event in the dairy sector, dedicated to traditional cheeses. An extraordinary showcase where cheesemongers and sellers, restaurateurs and distributors meet cheese producers and equipment manufacturers from all over Europe. Four days for industry professionals to discover new products, with the sole aim of finding something new to tickle the taste buds and stir the senses of cheese lovers everywhere! The 15th edition already has a packed programme and a surprise in store, as for the first time, there is one country in the spotlight – the UK! The show will take place 25-28 February 2018 in Hall 7.3 at Paris Expo Porte de Versailles (France).



Once again, this year we want to promote traditional cheese-making and the excellence of our French and European producers. The exhibition will focus primarily on traditional cheeses but also on related services including cheese-making equipment and cheese gastronomy. Our visitors come from all four corners of the world and we want to provide them with plenty of diversity. Alain Dubois, Chairman of the show.



### In 2018, the spotlight is on... the United Kingdom!

The UK... look beyond its royal family and a few slightly eccentric traditions, and you'll find a number of delightful cheeses and some adventurous producers! Exhibitors like Neal's Yard Dairy, Wyke Farms, Fine Cheese Co and Bradbury and Son prove that there's more to British cheese than Cheddar!



The 15th edition promises to be an unmissable event with a wealth of new features. The UK, with such a variety of cheeses undiscovered beyond its shores, was an obvious choice for the show's first guest country. Céline Glineur, Director of the show.

### The Paris Cheese Experience is a highlight of the show

Also new in 2018: an opportunity to venture beyond the exhibition hall and see what the Paris cheese scene has to offer! A handful of lucky visitors will be treated to a unique cheese experience, taking in the Rungis international market and some of the most fashionable cheese shops. A brand new experience added to the show's many special events, such as the Lyre d'Or competition, the Coups de Cœur and Unusual Pairings.

### New exhibitors on board...

With 20% new businesses currently expected, the Cheese and Dairy Products Show is expanding its offer by welcoming a number of exhibitors in shop-fitting, equipment for retailers and, of course, cheese-making and dairy products.

### And for the newcomers?

This year, the show will feature the Discovery Village for producers exhibiting for the first time. The exhibitors will be grouped together in the same stand and will receive a discounted price package. A real springboard for these artisan cheese-makers, enabling them to acquire quality leads and grow their business.

### The figures look promising so far!

90% of the exhibition stand space booked

25% international exhibitors

20% new exhibitors

Save the date! January 2018 for the press conference with the show itself taking place 25-28 February, when the new cheese trends for 2018 will be revealed!

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### About...

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