2026 SALON DU CHOCOLAT NYC UNVEILS CULINARY STARS AND NEW EXPERIENCES

Legendary Pastry Chef Gale Gand
Wine & Spirits Debut
Fashion Showcase Honors America's 250th Anniversary

New York, NY – November 2025 – As **Salon du Chocolat NYC** prepares for its return next March 7th-8th at 415 Center on Fifth Avenue in Midtown Manhattan, organizers today announced an expanded roster of culinary talent and new experiences that promise to make the 2026 celebration the most dynamic yet.

"After more than two decades as a Manhattan tradition, **Salon du Chocolat NYC** continues to evolve while honoring what makes it special: bringing together the world's finest chocolate artisans with chocolate lovers who share an unwavering passion for all things chocolate," said Sharona Sandberg, Show Manager, Messe Frankfurt Inc. "This year's additions reflect both innovation n and celebration of chocolate's endless possibilities.

Building on the previously announced participation of legendary chocolatier **Jacques Torres**, the Salon is thrilled to welcome nationally acclaimed pastry chef and restaurateur **Gale Gand** as a featured celebrity chef to the Culinary Theater. **Gand's** appearance marks the beloved television personality's highly anticipated return to the Salon's stage.

"**Gale Gand** brings an incredible depth of expertise to the Salon's stage, and we're excited for her to enlighten and entertain our attendees with her techniques and recipes," said Sandberg. "Our lineup is just getting started! We'll soon be revealing additional talented chefs who bring their star power and diverse expertise to our Culinary Theater, so everyone please stay tuned."

Also, for the first time in its two-decade history, **Salon du Chocolat NYC** will introduce a curated category of wine and spirits offering a multi-sensory experience. Leading the spirits exhibitors is **Chocolate in a Bottle** whose innovative sparkling wine blended with Belgian chocolate demonstrates the affinity between chocolate and spirits. The brand joins an array of exhibitors showcasing cocoa-infused liqueurs, whiskeys, rums, and craft spirits designed to complement fine chocolate.

Through the on-site sampling and sales, attendees will have opportunities to explore unique flavor combinations and learn how spirits, wines, and specialty beverages can elevate the chocolate experience. From smoky profiles that deepen cacao notes to sweeter selections that complement milk chocolate, the weekend will introduce new approaches to pairing with additional tasting moments to be announced as the show approaches

This year, the Salon's iconic **Fashion Showcase** will take on a special patriotic significance as it honors the 250th anniversary of America's independence. Spotlighting New York City's pivotal role in the nation's founding, rising

chocolatiers will collaborate with student fashion designers to create life-sized, wearable dresses made entirely of chocolate. From Revolutionary-era silhouettes reimagined in dark chocolate celebrating the city's diverse heritage, each creation will pay tribute to both artistic innovation and American history.

Rounding out the weekend experience, the Salon will also feature several additional activation areas for attendees to explore:

- **Taste & Learn –** A hands-on space offering guided workshops expert tastings, live demonstration, and curated pairing sessions that introduce guests to new flavors, techniques, and approaches to chocolate.
- **Kids' Zone**: A family-friendly area with age-appropriate chocolate activities, creative projects and limited hour face painting designed to engage and inspire young visitors.
- **Bean-to-Bar Area**: An educational experience by artisan makers, featuring daily sessions that walk attendees through the cacao journey from raw bean to finished bar.
- **Chocolate Sculpture Area**: A live carving experience where guests can watch master sculptors transform large chocolate blocks into intricate works of art, with progress documented throughout the weekend for an up-close look at the creative process.

More than 80 exhibitors are expected to participate, representing a broad mix of chocolate and specialty food categories. The show will feature a strong craft chocolate presence with makers across the United States and abroad including local artisan brands like **Villakuyaya Chocolate** alongside internationally recognized leaders such as **Valrhona Chocolate**. Attendees will discover a wider range of exhibitors beyond chocolate including ice cream, coffee, and spices and other gourmet products that complement the chocolate experience. The weekend will also feature dedicated **Côte d'Ivoire** pavilion that highlights producers and chocolatiers from this important West African cocoa-growing nation

To secure your tickets now for these must-attend events before they sell out visit our Eventbrite page.
For more information and updates on the weekend, visit www.salonduchocolatnyc.com and follow us @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 Angelese Apparel Sourcing Los Angeles,

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