

FLASHMAIL



GOURMET SELECTION, THE QUALITY GROCERY FAIR, IS BEING REBORN !

Wednesday 2 April 2025 - Gourmet Selection is getting a new image, designed to reflect the abundant world of quality delicatessen products in an even more friendly and dynamic way. From on, this visual identity will come to life and flourish at the next edition of the show, on 21 & 22 September 2025, at Paris Expo Porte de Versailles – Hall 5.2. Two days of discoveries inspirations in the world of quality groceries!



An identity reflecting a bustling market

Since 2009, Gourmet Selection has been bringing together a rich and varied sector - producers, manufacturers, distributors, retailers and local traders - to offer the largest showcase of fine grocery products.

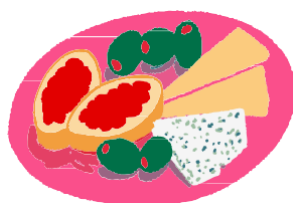
With over 300 exhibitors and 4,500 trade visitors, the show has established itself as the leading French event in the sector. Today, it is reinventing itself to better embody its vision: "Enchanting everyday life with quality groceries".

The new visual identity combines warm colours and modern illustrations, echoing the vitality of the market. Inspired by the gourmet stalls of a contemporary, cheerful grocery shop, it is built around strong values: quality, authenticity, pleasure and discovery. A modernised, more impactful logo and a stronger signature – "The delicatessen has its own show" - complete this transformation.

Opening up to new players

While Gourmet Selection has traditionally been aimed at grocers, this new dynamic is designed to appeal to a wider audience, including the food trade :

(crémiers-fromagers, bakers, butchers, charcutiers, traiteurs, primeurs), wine merchants, hoteliers, cafetiers and restaurateurs, all looking for new references to enrich their offer.



"Gourmet Selection is evolving to better reflect the effervescence and richness of the grocery sector. This new visual identity reflects our desire to be modern and friendly, while remaining true to the show's DNA. Our aim is to offer professionals an even more attractive event, where inspiration and discovery are at the heart of the experience."

Fernando Medina Zenoff, director of the show



PRACTICAL INFO

Paris Expo Porte de Versailles - Pavillon 5.2
Sunday 21st & Monday 22nd September - from 9.30 am to 6.30 pm
www.salon-gourmet-selection.com



About Gourmet Selection by SIAL

Organised by Comexposium, Gourmet Selection is part of the SIAL network, the world's largest network of trade fairs dedicated to food and beverages. These eleven regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL China in Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL India in New Delhi, Gourmet Selection by SIAL, Salon du Fromage et des Produits Laitiers, Food & Drinks Malaysia by SIAL) bring together 17,000 exhibitors and 700,000 professionals from 200 countries.

PRESS CONTACT

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