

# GOOD TASTE GUARANTEED

Fine food on the move

SPECIAL EDITION



## Merchandising

the art of staging  
to boost sales

## Fine food

a new driver for food  
professionals

## Digitalisation

the essentials

## 2026 Trends

that are already whetting  
our appetite



# GOOD TASTE GUARANTEED

Fine food on the move

# EDITORIAL



“

**The fine food sector has never been so vibrant.**

Dedicated manufacturers and producers who are rewriting the rules, and venues that talk about taste in a new way, are emerging all over France and abroad.

Together, they are redefining an industry on the move: at the crossroads of heritage and boldness, traditional expertise and modernity. The 12th edition of Gourmet Selection proved that in September.

Long seen as a niche market, the fine food sector is now a veritable trend laboratory. It embodies authenticity and transmission as well as creativity and sustainability. More than ever, it is becoming a hub for discussion and social interaction.

Because it's no longer just about selling quality products. Grocery shops are taking on a new role: as storytellers, promoting our culinary heritage, giving meaning to what we eat and drink, nurturing

a new approach to eating well and creating bonds. I'm convinced that its future will be bright, because it is such an integral part of a universal need to meet up, to explore and enjoy products that are full of promise.

Against this backdrop, Gourmet Selection is an established and informed witness of these developments. In this issue of **Good Taste Guaranteed**, we have tried to convey this dynamic: to tell the story of the men and women who make up today's fine food industry, to analyse the sector's economic challenges and explore the trends so that we can help you succeed, whether you're a manufacturer, producer or retailer.

I hope you enjoy it.

”

**Fernando Medina Zenoff**  
Director of Gourmet Selection





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# ECONOMY

## DIVERSIFICATION AND PROFITABILITY: FINE FOOD RETAILERS ARE LOOKING FOR A RECIPE FOR GROWTH



### Rural grocery shops are back in business

**Although grocery shops are largely seen as a feature of town centres, let's not rule out rural areas. Faced with depopulation and changing consumer habits, local authorities and project initiators are joining forces to (re)launch a model with a bright future: the multi-service grocery shop.**

Several decades after the closure of the last grocery shop in the village, the 600 inhabitants of Lüe (Landes) are about to have a new social hub. At the instigation of Mayor Patricia Cassagne, the local authority launched a call for projects to renovate the old Post Office and give it back its primary function.

Tiffany Plassin will open her multi-service grocery shop in Spring 2026. Her vision convinced the Town Hall: "We were won over by Tiffany's approach. She suggested a local shop that would also be a venue for services, for meeting up and social interaction", explains Patricia Cassagne.

As well as selling food, the Lüe grocery shop will also act as a sub-post office and parcel collection point. There will be an area where locals can sit and have a coffee. And for those who live further away or are unable to get about, Tiffany will provide home delivery, a helping hand to put the shopping away... And above all a chance to chat.

"My aunt and uncle were bakers. I grew up with a business where people took their time. I wanted to recreate that," she says.

To make her project a reality, Lüe town council received support from received support from a number of public and private bodies. All of that support is essential to create, finance and sustain the local business model.

Lüe's example illustrates the new role played by rural grocers. With a smaller client base,

diversification is key to viability. They need to develop complementary services, provide catering options, and serve as a tourist information point. The business becomes a point of sale, a community venue and a vehicle for social interaction all rolled into one. It's also a way of compensating for the decline in public services.

A point of view shared by **France's Fine Food Retailers Federation:** "In rural areas, there is a (mistaken) belief that it's game over and that we can make do with vending machines. The Lüe project gives us hope!" says Aurélien Bertrand, a member of the Federation and a grocer in Laroque-de-Fa (Aude).





## Lower costs, higher margins: the equation grocers need to solve

**Property, energy, payment methods... Fixed costs are a heavy burden for independent shops. However, real savings can be made on these expenditure items. Provided you take a closer look.**

### **The commercial lease, opportunity n° 1**

The first step is to pore over your commercial lease. As Vicky Vaglica, a commercial property expert and trainer at the France's Grocers Federation, puts it: *"€1 that doesn't go into your landlord's pocket is €1 in yours."*

Lease contracts often include factoring charges that retailers do not always benefit from: maintenance of common areas, waste management, security, etc. The balance of power has changed, so you should feel free to broach the subject with your landlord when negotiating (or renegotiating) your lease.

### **Small gestures, big energy savings**

With the rising cost of energy, improving a shop's energy performance has become vital. As is often the case, every little helps: switch to LED bulbs (which consume 6 times less energy and

last at least 5 times longer, according to UFC-Que Choisir), choose closed chiller cabinets, make sure that fridge motors are serviced, and programme lighting, ventilation and heating in line with opening hours. And to take things a step further, energy brokers can help you reduce your bills through collectively negotiated rates.

### **Get a grip on bank charges**

Most customers like to pay by bank card, but it is costly for retailers. While it is difficult to do without one, it is possible to get round the cost of renting a traditional POS terminal thanks to - more affordable - mobile payment terminals. Like private individuals, professionals can also negotiate part of the commission charged by their bank on card payments. Shopkeepers can also stipulate their preferred payment network (CB, Visa or Mastercard) on the payment terminal itself, to take advantage of more attractive commissions.

Renegotiate, maintain and compare: three reflexes that, taken together, can relieve the pressure on independent retailers' margins.

# THE FIVE WORLDS OF THE SHOW

Showcase your products to distributors, retailers and local businesses looking for new products!



## Savoury

Groceries, cured meats, seafood, condiments, preserves... A savoury range with authentic and unique flavours.



## Sweet

Biscuits, sweets, honey, jams, chocolates... Add a touch of sweetness with gourmet creations.



## Non-food

Tableware, packaging, flowers, utensils... Offer accessories that enhance the shopping experience.



## Services

Insurance, cash register solutions, Federations... The best partners for structuring and developing your business.



## Beverages

Wines, spirits, beers, cocktails, juices, syrups, teas, coffees... Stock your cellars with original, cutting-edge products.





# EXPERT OPINION

## MERCHANDISING AND SHOPFITTING: HOW THE ART OF STAGING WILL IMPROVE SALES

**For the last 15 years, H el ene Genter has been helping retailers transform their shops into veritable performance venues for sales.**

**An expert in commercial scenography, she reveals the secrets of a layout that draws people in, tells a story and encourages them to buy.**

### **First of all, can you give us a definition of merchandising ?**

H el ene Genter: Merchandising means putting the right product in the right place at the right time, with the right price, the right quantity, the right presentation and the right information. For me, merchandising is a game, first and foremost. You have to put yourself in the customer's shoes and observe them so you can understand their journey and organise your shop accordingly.

### **What does merchandising actually do?**

H.G.: So many things! In particular: it improves the shop's performance, organises the space so that customers have to walk past as many products as possible and, finally, makes them want to buy.

### **So how should someone organise their shop?**

H.G.: A point of sale usually has 4 zones: the transition zone at the entrance, the hot zone on the right, the cold zone at the back (or on the left) and the checkout zone. The idea is to put the right product in the right place: new products, news and special deals at the entrance, impulse buys in the hot zone, target products (the ones the customers came into the shop for) or products that require some thought in the cold zone, additional sales in the checkout zone.

### **Do you recommend setting up a table at the door?**

H.G.: Yes, an entrance table is a fantastic way to bring your shop to life. It can be used to promote the latest news about your products and services, or to display themed selections. Staging a product well makes people want to buy it. If you can, have a raised centrepiece for a variety of heights. I also recommend displaying three price ranges, so that there's something for everyone, and they'll want to continue their experience in the shop.

### **Speaking of prices, is there a way to differentiate ranges?**

H.G.: The challenge is to distinguish what you want to sell and what the customer originally came to buy.

With wall shelving, expensive products should always be placed at the top. At eye level, you should focus on products that are visually appealing (in terms of colour, shape or originality) to encourage impulse buying. It's a good idea to place the most frequently purchased items at hand height. The lower shelves are reserved for products that customers came for, or that are bulkier.

### **Merchandising is also used to improve profitability. In what way?**

H.G. : Well, merchandising is not just about visual layout. It's also a management tool to ensure that every area of the shop is profitable. You need to constantly monitor a number of indicators: turnover, quantities sold, the average basket and the conversion rate.

There's one calculation I like to do, and that's assortment performance: it allows me to answer the question "Are the products I sell the most of (in terms of quantity) also the ones that earn me the most (in terms of turnover)?". For example, if you need to keep restocking a particular shelf, it's probably because the self-service space you have allowed for it is insufficient. On the other hand, if there is very little movement on some shelves, you can afford to give less space to the products that are displayed there.

### **What can you do about those less profitable areas?**

H.G.: First of all, you can ask yourself whether the lighting shows the area literally in 'its best light'. You could also decide to use colour to catch the eye, either with a monochrome approach or with distinct blocks of colour. This is where you should put the target products! Finally, if your layout allows it, you should always situate the checkout in the colder area, because customers will inevitably go there.

### **Do you have a final piece of advice?**

H.G.: Make buying a tactile, comfortable experience. They say if you touch a product you're halfway to buying it. Don't stack items too high, go instead for a more open layout and break up stacks so that people feel they can help themselves. Don't be afraid of empty space!



## 6 GOLDEN RULES FOR AN APPEALING WINDOW DISPLAY



**POINT OF VIEW BY  
HELENE GENTER,  
DURING GOURMET SELECTION  
2025**

**3 to 5 seconds: that's how long a passer-by spends looking at a shop window. So don't try to say too much, simplicity is the key to making an impact. A good window display doesn't show everything, it makes you want to see more.**

### **1 Choose products over decor**

Select products that tell the same story (colour, season, region, purpose or taste pairing). The decor then sets the stage, rather than diverting attention.

### **2 Everything in 3s**

Three colours for visual harmony, three products (or product families) to avoid overload, three heights to create flow and three depths to provide contrast.

### **3 Careful lighting**

Direct the light for emphasis and to guide the eye. Avoid creating shadows and unwanted reflections: light should enhance, not hinder.

### **4 Choose a backdrop**

Products stand out better against a backdrop. Without one, you can see inside the shop. My trick is to partially close the window off, to combine visibility, depth and clarity.

### **5 Play with colour and window graphics**

Use colour as a narrative tool: create unity or contrast, dare to use monochrome for a powerful visual effect. You can also use window graphics (stickers, designs, lettering) to structure, inform or surprise.

### **6 Refresh the window display regularly**

Adjust the frequency to your customers' loyalty. Changing a window display sends a clear message: this place is alive!

# REPORT

## FINE FOOD PRODUCTS, A NEW AVENUE FOR FOOD RETAILERS

**Traditionally sold by specialist retail outlets, fine food products are enjoying new visibility thanks to food retailers. They're not making room for them on their shelves just for the fun of it: diversifying their product range has become essential to boost sales. The feedback from the field is convincing.**

### **The delicatessen as a social hub**

An organic bakery opened in rue Daguerre, a very busy Parisian shopping street, in 2020: *"From the outset, we wanted to provide a bakery that was also a social venue, with a tearoom and an area where you can buy products that are different from what you see in supermarkets"*, explains Julien Blavette, founder of Les Frères Blavette.

In line with the *"Produce well and eat well"* ethos, the fine food store features carefully sourced products that have a direct link to bread: jams, tapenades, sardines, chocolate... Convinced that gourmet products are a prime way of boosting additional sales, the entrepreneur admits there were a lot of question marks when it was being set up: *"We tested several types of product, as well as bulk sales of raw materials such as flour, salt and natural sourdough, etc. The problem is lack of space!"*. Undaunted, Julien Blavette also decided to develop a range of unusual drinks to go with his lunch deals. Fresh juices, soft drinks and artisan iced teas... A selection of organic, local and ethical beverages, designed to gradually move away from the industry standards.

Although lack of space has meant he has had to set a limit on the number of items he stocks, Julien is still keen to develop the shop's 'fine food store' corner: *"Here, or in another outlet"*, he concludes. It remains to be seen where his idea will find room to grow.

### **Selection, tasting, loyalty**

At Laiterie Gilbert, a cheesemonger in Rennes city centre, gourmet products are gaining ground in the mind of its manager, Ronan Dagorn: *"When I think about growth and development, I think about grocery products"*, he admits.

Proud to contribute to the wealth of France's culinary heritage, the enthusiast has taken the time to find products that will suit his customers (by taking part in Gourmet Selection, for example). Here, too, the story echoes the store's star products: honeys, jams and pickles to complement a cheese platter. Savoie wine and charcuterie to go with raclette cheese, as well as soups in winter and aperitif products for the summer. *"There's such a wide range of grocery products that we can play on seasonality and boost the number of occasions for using them"*, explains the cheesemonger. Although he had to be patient for the range to 'get through' to his customers, the benefits are now clear to see: *"Customers will see products once, twice, three times before making a purchase. Tasting does the rest: offering a spoonful is often enough to dispel any remaining doubts."*

Today, some customers come into the shop to buy products they can't find elsewhere. As a means of building loyalty, the additional sale then becomes a target purchase: *"I know that if I had more room, I would make more revenue through this space"*, confirms Ronan.

The more we spoke to people, the more it became apparent that quality grocery products are no longer a side line in the food trade. A testing ground, revealing values, and driving loyalty, they are now an integral part of the shopping experience. While space constraints may slow progress, the appetite to go further suggests that this is just the beginning.

# FINE FOOD PRODUCTS AS ALLIES: HOW TO DIVERSIFY, BROKEN DOWN BY TRADE



The appeal of fine foods is that they enable food retailers to broaden their value proposition. Every trade has natural 'add-ons' and opportunities to be grabbed.



## BAKER

Bread, a base to build on

- Jams, spreads, honeys
- Spreadables, preserves, tinned goods
- Chocolates, handmade biscuits
- Flour, sourdough, seed mixes
- Drinks for lunch deals



## BUTCHER

The whole gamut, from A to Z

- Spices, marinades, dried herbs
- Condiments, sauces
- Oils and vinegars
- Crisps, tinned vegetables, pasta and rice
- Red wines, beers, spirits



## FISHMONGER

A taste of the sea

- Spices, marinades
- Condiments, sauces (lemon, seaweed)
- Rillettes, seafood preserves
- Crackers, blinis, Scandinavian breads
- White wines, sake, dry ciders



## CHEESEMONGER

Sweet and savoury pairings

- Cold cuts
- Condiments, dried fruit
- Jams, chutneys, honeys
- Crackers, breadsticks, gingerbread
- Wines, ciders, fruit juices, beers



## WINE MERCHANT

To go with a nice glass of something

- Savoury biscuits, crackers
- Spreadables, tinned/bottled aperitif items
- Syrups and mixers for homemade cocktails
- Soft drinks



## DELI

Smart supplements

- Ready-cooked products in jars or tins
- Aperitif products
- Condiments, oils and sauces
- Sweet treats (biscuits, chocolate)
- Alcoholic and non-alcoholic drinks



## COFFEE SHOP

Extending the experience

- Speciality coffees, teas, infusions
- Biscuits, granola, spreads
- Functional drinks (kombucha, kefir)
- Chocolates and confectionery to take away
- Original syrups and toppings for signature drinks
- Tableware (coffee pots, mugs, barista accessories, etc.)



# SELECTION



## CURRENT TASTES

The team's selection to pique your culinary curiosity (and that of your customers), inspired by the exhibitors at Gourmet Selection 2025.



### 1 Bacon spread

A cross between a sauce and a chutney, a bacon jam with a sweet and sour edge, enhanced with caramelised bacon bits. Ideal with a piece of meat, as a sandwich garnish or to complete a cheese platter.

*Delirium, Bacon Jam*

### 2 Fiery Colombia

Homemade sauces made in Colombia, combining typical Colombian products with local chillies. Special mention for La Gourmande made with Peri Peri chilli pepper, Cayenne chilli pepper and 100% Colombian chocolate.

*La Cooperativa, collection of Feroz sauces*

### 3 A few drops of pistachio

An intense blend made by pressing pre-roasted and crushed pistachios, and nothing else! Delicious with a green salad, smoked salmon, goat's cheese or for use in baking.

*Maison Guénard, Pistachio oil*

### 4 Falafel, French style

A clever take on the iconic Levantine culinary speciality, that showcases France's terroirs: herbs from Provence, walnuts from Périgord and seaweed from Brittany. Shape them as you wish.

*Maison Alexis Lepers, French falafel*

### 5 Tastes grate!

The jewel of the Modena region reveals its acidic notes in a new format. Grated, it will season a meal from the starter through to dessert. A final touch before serving for an original tasting experience.

*Terra del Tuono, Balsamic vinegar ball for grating*

### 6 Around the world in 24 squares

Come on a journey, where each square of chocolate reveals the unique and authentic character of a faraway land. From Venezuela to Vietnam, by way of Uganda and Papua New Guinea.

*Dolfin, "Origines" box set*

### 7 Breton with a bite

Atelier D infuses flavours from elsewhere into the family tradition of Breton biscuits. The region's emblematic buckwheat seeds are roasted and paired with Malabar pepper.

*Atelier D, Buckwheat & Malabar pepper 'croquants'*

### 8 Japanese minimalism

A little like fruit pastilles, this Japanese confection made from azuki red kidney beans embodies the spirit of omotenashi (or the art of Japanese hospitality), sweetening everyday life one little bite at a time.

*House Kaishindo distributed by Umami, Assortment of Yōkan*

### 9 Tobacco chic, gin that's unique

Bart and Jurgen, the two creators, were inspired by their love of cigars to make this gin that combines tobacco, vanilla, mandarin and almond flavours. A unique taste experience, served in a hand-crafted bottle.

*Sir Chill, "The Original taste" gin*

### 10 Mediterranean bubbles

Free and authentic, the Mediterranean sparkles thanks to Maison Giulia's expertise: white grapes, fig leaves from Corsica and lavender from Provence combine to make a non-alcoholic sparkling wine that is as elegant as it is refreshing.

*Maison Giulia, Maison Giulia No.1*

# GALERIES LAFAYETTE LE GOURMET SELECTION

# Galleries Lafayette

LE GOURMET

As a partner in 2025, for the first time in the Best Of Competition, Galleries Lafayette Le Gourmet awarded a Special Prize to six exhibitors.

A forerunner in food trends, the brand chose to showcase unique and inspiring creations. "We were thrilled with the products we tasted. The ones we selected stand out for their originality and the quality of their ingredients", says Atika Khireddine, Food and Catering Purchasing Manager for Galleries Lafayette Le Gourmet.



## 1 Vegetable spread

The terrine reinvented, in a plant-based and environmentally responsible version. Organic green lentils from northern France combine with the sweetness of walnuts and a hint of smoked salt. An alternative that is full of personality.

*Courtoisies, Vegetable terrine with green lentils, walnuts and smoked salt*

## 2 A taste of tarragon

Bold and unique, this organic kefir with hints of tarragon is fresh and light. The fact that it can be kept at room temperature, which is rare for this type of drink, makes it a curiosity worth discovering.

*Eplem, Kéfir Estragon*

## 3 Asian seasoning

Inspired by Asian flavours, this condiment combines the intensity of garlic, the heat of chilli pepper and the richness of sesame. Ideal for spicing up grilled meat, fish or vegetables in a jiffy.

*Conserverie Sillon, Garlic-sesame-chilli condiment*

## 4 A coffee break with a difference

A French alternative to coffee, Lupi Coffee will surprise you with its aromatic depth and notes of toasted bread. Caffeine- and gluten-free, rich in fibre and protein, it reinvents the coffee break through a local, virtuous approach.

*Lupi Coffee, Dark Lupi Coffee*

## 5 Satin hazelnut

This exceptional oil gives off aromas of roasted hazelnut and praline, carried by a fluid texture and a slightly woody finish. An authentic yet contemporary product, perfect for enhancing salads or desserts.

*Huilerie des 5 saveurs, Extra virgin hazelnut oil*

## 6 Mustard crunch

Surprising and refined, this creation combines the strength of Burgundy mustard with the crunch of Malossol gherkins. An innovation with character that is shaking up the condiment world.

*Maison Marc, Gherkin mustard*

# EVENTS

Reflecting current and future trends, **Gourmet Selection** invites you to discover distinctive products and initiatives.



The Best Of contest, chaired by Vincent Ferniot, rewards new fine food products that enhance everyday life with their flavour and originality.



Launched in 2003, this temporary space located at the heart of the show gives exhibitors the opportunity to **showcase their products** and visitors the chance to imagine themselves in a life-size grocery store and receive advice on layout.



Dedicated to retailers and resellers, the **Best French Fine Food Retailer** competition rewards **original distribution concepts**. It highlights projects that promote **products** and **expertise**, as well as those that encourage **local interaction**.



The **Experts' Agora** sheds light on the **quality grocery market** and the keys to success in this sector. On the menu? **Conferences, workshops and round tables** with experienced professionals!



# SPECIAL REPORT

## FINE FOOD WITHIN THE HOTEL INDUSTRY

A symbol of quality and expertise, fine food products' appeal within the hospitality industry is growing. Quality products have a rightful place in a sector where the culinary experience is becoming a key differentiator.

### Reinventing hospitality through flavour

With over 16,000 hotels, France's hospitality industry offers an unparalleled range of accommodation. It's no accident that France is the world's number one tourist destination after all. But there is a downside: venues that end up looking the same, an experience that is all too often standardised and services that lack individuality. As a result, 45% of customers are bored with that uniformity.

By trying to please everybody, they end up making an impression on nobody.

However, hoteliers have an ace up their sleeve: their natural tie-in with fine dining. From breakfast to room service, from the courtesy tray to the dining table, every act of consumption can be turned into a moment of wonder, and a means of embodying the promise of the venue, while combining loyalty and upselling.

### Co-signing the menu for a hotel group

In the midst of the pandemic, when hotel restaurants were forced to close, the Atypio group (hotels under the Mercure, Novotel, Hilton, Best Western brands, etc.) sought a solution to maintain a high-quality catering service. That's where Aix&Terra came in: "They came to us because their customers could no longer dine in the restaurant. We already had an existing offering that could easily be adapted to room service", recalls Richard Alibert, founder of the brand and eponymous manufacturer.

The health restrictions gave rise to a unique catering concept: *À l'épicerie*, a menu based on the historic Table-Epicerie of La Manufacture, co-created by Aix&Terra and the group's chefs, using the establishment's own products. Today, the concept has been rolled out in 25 establishments across France. In these hotels, the experience extends into the lobby with a fine food shop, where guests can purchase the products they have discovered at the table. 'This represents a solid partnership for Aix&Terra,' concludes Richard Alibert.

### Enhancing the unusual accommodation experience

Cabins, yurts and caravans out in the wild... Unusual accommodation appeals to a client base that is looking for a getaway and authenticity. Behind the promise of switching off, lies the challenge of providing a comfortable experience when there is nowhere to eat in the vicinity. Far from the standards of the traditional hotel industry, where you just need to go down to the restaurant or pick up the phone, these structures have had to find a workaround.

Domaine Terra, a gourmet canning company based in Aquitaine, soon caught the attention of two regional tourism operators: *ÉcÔtelia* (Gironde) and *Les Landines* (Landes), who have included the brand's vegetable terrines in their packed lunches. Practical and local, the products fit in naturally with the environmentally-responsible spirit of this type of accommodation. They add a convivial, gourmet touch to stays where every detail counts, and are true ambassadors for their *terroir*.

[1] INSEE, 2025  
[2] Coach Omnium



### Personalising top-of-the-range stays

In the Dordogne, France's last remaining traditional biscuit makers are cultivating the art of local partnerships. "Ours is a very touristy region with luxury hotels that want to showcase the region's assets", explains Sylvain Boucher, manager at La Chanteracoise. "Working with us is a plus for the experience they offer their customers, but it's also an opportunity to gain a star: showcasing local producers is one of the evaluation criteria."

Recently, the brand came up with an exclusive format for the neighbouring hotel, *Le Moulin du Roc*\*\*\*\*: a little bag of biscuits, personalised with the guest's name and provided in the room for premium clients. A tasty touch that perfectly illustrates the trend for thoughtful gifts in high-end hotels. The recent initiative promises to raise the brand's image and awareness of its products: "Luxury hotels are an excellent communication vehicle. Customers who discover our products on a courtesy tray may then recognise them in the shop or in the gourmet grocery shop", Sylvain Boucher points out. "It doesn't have a major impact on our turnover, but it's a great showcase for our expertise!"

These initiatives confirm the idea that quality groceries are no longer confined to the specialty aisles. They are becoming a differentiating tool for the hospitality sector, capable of extending the customer experience well beyond the stay.

Whether it's co-creating a menu, rethinking packed lunches or imagining personalised attention, it opens up new ways of tying gastronomy, territory and feelings together.

## THE HOTEL BAR, MIRRORING A VENUE'S IDENTITY

While the minibar seems to be becoming an endangered species (only compulsory for 5\* hotels), the hotel bar is turning into a destination in itself.

Non-residents are invited to step into an exceptional setting, and enjoy a drink: *the iconic Bar Hemingway at the Ritz*, the well-hidden *Rehab* in the basement of *the Hôtel Normandy Le Chantier*, *La Terraza* on the rooftop of *the Terrass' Hôtel*, *L'Office* at *the Grand Hôtel-Dieu* in Lyon and *La Caravelle* at *the Hôtel Belle-Vue* in Marseille, to name but a few.

Today, you can learn almost as much about a hotel through the drinks it serves, as through its rooms. The drinks menu is a natural way of expressing the identity of a venue, with refinement and eclecticism to appeal to a multicultural clientele.

The wines and spirits selection is a must, including well-known international classics as well as local specialities that showcase the surrounding *terroir*. On the cocktail side, mixologists push the boundaries of creativity to provide a tasting experience that provides the element of surprise expected by clients. Alcohol-free versions meet the same demanding standards.

And then there are the hot drinks, still mostly about the classics. Speciality coffees, plant-based milks, matcha, cold brew, caffeine-free alternatives... These are just some of the trends that might inspire hotels to cater for a clientele that is now used to these new offerings, made popular by coffee shops.

# PRACTICAL GUIDE

## GOING DIGITAL: WHAT YOU NEED TO KNOW

### ONLINE COMMUNICATION: A PLUS OR A MUST?

**Publish, react, respond, engage...** For many people, digital communication feels like a daily exercise whose impact is hard to measure. However, at a time when consumers want to understand what they are buying, it is becoming a genuine extension of a company's expertise. If it's done well, it's more than just "putting yourself out there": it tells a story, creates a connection and makes people want to buy.

#### Revealing your identity

Behind every shop front or packaging, lies a personal project. Why choose this trade? What are your values? What do you want to convey? Defining your positioning means putting into words your philosophy, your values and your way of doing what you do. It lays solid foundations and guarantees clarity, consistency and credibility. Once you've found 'your voice', you need to know where and how to make it heard.

#### Be where you feel comfortable

Instagram, TikTok, a newsletter, Google My Business, a website... There's no shortage of tools. Each has its own rules, pace and algorithms. But trying to be everywhere can mean a lot of pain for little gain. It's better to choose tools that you enjoy using, and have a real presence there. A business that shares what's new on its website, talks about what goes on behind the scenes on Instagram or responds to a review on Google, is already communicating digitally.

#### Make the most of high points

Regularity has more value than frequency. Use the holidays, seasons or events to ground your digital communications in real life. These evergreen topics are real engagement tools: they create anticipation, raise interest and invite people to consume in a new

way. Mother's Day, Easter, back-to-school, autumn markets, grape harvests or local festivals: these are all opportunities to communicate at the right time, with simple, concrete and sincere messages.

**When you do things well, you should communicate them well. Digital communication has become a natural ally for quality grocery shops. It showcases expertise, helps your voice carry, and maintains a relationship of trust with customers.**



## 6 TIPS FOR AN EFFECTIVE COMMUNICATIONS CALENDAR

### 1 Anticipate to be ahead of the game

Getting your calendar ready 6 months to 1 year ahead of time might seem like a lot. But looking ahead means you can plan your range, coordinate suppliers and avoid last-minute stress.

### 2 Turn dips into opportunities

Times when business is slow are perfect opportunities to grab attention. A tasting workshop or a Discovery Box can turn a profit from a quiet period.

### 3 Focus on the right events

Identify the most appropriate events - depending on your business, some might not be a good match. Rather than a multitude of disparate efforts, a few well-prepared events, communicated well, are more effective for gaining visibility and making an impact.

### 4 Inventing your own moment

Imagine your own highlight, an event that sets you apart. The idea is to create something that customers will look forward to. It means you can shine through in a different way, and not necessarily have to compete with everyone else during the same events.

### 5 Bring the in-store experience to life

Set up partnerships or organise special events: a practical workshop, a book signing, a themed tasting, etc. These bring products to life, create a bond with customers and make them want to come back.

### 6 Measure, learn, repeat

Take the time to analyse the results: what worked, what could be improved. That feedback will enable you to adjust your range and communication, and to make the calendar even more effective as the year progresses.



**NEED SOME INSPIRATION?** Download the free 2026 Food Marketing Calendar and find out about all the evergreen dates, as well as the national and international food days you won't want to miss!

## AI, THE PERSONAL ASSISTANT THAT'S MAKING LIFE EASIER FOR RETAILERS

**Long seen as a gadget and the preserve of big companies, Artificial Intelligence is now making its way into local shops. Whether it's for admin tasks, communication or driving sales, its role remains the same: to help humans, not replace them.**

### Precious help

They're repetitive, time-consuming and sometimes daunting - administrative tasks are a big part of retailers' daily reality. Today, there are many tools you can entrust tasks to in order to save time, without lowering your standards: drafting or correcting e-mails, proofreading documents or summarising meetings and taking notes. AI can be a veritable digital office assistant.

### A communications companion

Website, social media, newsletter... Digital communication can soon become a headache for independent retailers, especially when time and budget are in short supply. AI can save precious minutes: suggesting ideas for social media posts, helping write product descriptions, automating distribution on several platforms and even creating visuals. Machines may go faster, but they don't know the artisan's craft. Only the retailer can choose the story to be told.

### Improved sales management

In retail, it's essential to know your figures inside out. As an augmented analyst, Artificial Intelligence can

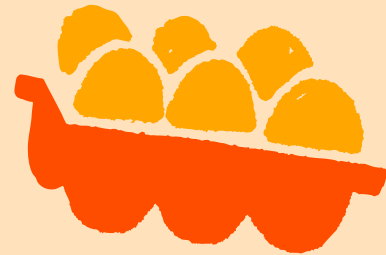
help you take a fresh look at your sales data: the most profitable products, sales forecasts for appropriate stock management, and customer behaviour on your website. It's important to be careful what information you entrust to AI. It doesn't hurt to check how the tool handles data confidentiality.

Although it doesn't replace humans, Artificial Intelligence is becoming accepted as a new everyday tool. It doesn't tell you what to do, but it can help you do it better. And in a profession that is all about relationships, that is perhaps where its true value lies: saving you time that you can then spend on others.



# PROSPECTS

## THE 2026 TRENDS THAT ARE ALREADY WHETTING OUR APPETITES



Every year, industry professionals compete to predict what we'll be eating tomorrow. While some trends may seem like fads, others reflect profound changes in consumer expectations and buying behaviour. With diversity, transparency and an experience-driven approach, 2026 promises to be full of opportunities.

### 1 Local production, global inspiration

In 2024, 75% of French people were already saying they were more inclined to buy food products that were made in France. The overwhelming majority is of the opinion that "made here" is reassuring. Because it echoes well-known traditions, promotes know-how and makes the act of buying meaningful.

This quest for authenticity transcends borders. When it comes to products from elsewhere, consumers pay particular attention to the stories they tell and the ancestral practices they embody. The better to reconnect with what is real.

### 2 Dietary diversity, a new health equation

Superfoods, adaptogenic mushrooms, protein products, plant-based alternatives... The list of products with proven health benefits is constantly growing. According to Accenture, 58% of consumers say that they prefer food and drink products that claim these.

When it comes to reconciling health and enjoyment, diversity takes precedence over performance. Consumers are moving towards a more inquisitive and balanced approach, a sort of rediscovered common sense concerning food. They want to vary tastes and textures, so they no longer have to choose between eating well and indulging.

### 3 Transparency, the new label of trust

With several million users every month, the Yuka app has made a major contribution to reconnecting consumers with what's on their plates, as has NutriScore, which is endorsed by 91% of French people. They don't just want to buy: they want to understand.

Proof is no longer optional: products need to show their credentials. Manufacturing origin, product composition, environmental impact, organic or fair-trade certification, social commitments... Transparency is essential at every level to guarantee quality for increasingly well-informed and demanding consumers.



[1] Statista (Consumption of local products in France - facts and figures)

[2] Verallia (What consumer expectations will shape the packaging and drinks of tomorrow?)

[3] Santé Publique France (Press release, French health authorities)



## 4 The era of the community brand

Today, having a good product is no longer enough to attract customers. Faced with increasing competition, a new challenge is reshaping the fine food sector: capitalising on uniqueness in order to stand out. Through a strong identity, personal history, sincere values and a special relationship with the community.

Each brand puts over its own story in order to create an emotion, get people to embrace a lifestyle, pique interest and become a benchmark. The good news is that this is no longer the exclusive domain of the big players: the *La Meulerie* cheese shops in Marseille are a perfect example.

## 5 Together we're stronger

In terms of the attention stakes, the days of "every man for himself" are over. Many hands contribute to visibility: brands, artisans, producers, chefs, celebrities, influencers, artists... Together, they pool their strengths to tell a common story, with a view to collective success.

The scope for collaboration is limitless: co-creation of products or events, cross-tastings, themed workshops or even pop-up sales outlets. *Le Marché Branché*, the first Parisian concept store entirely about healthy products, features around twenty French and European brands.

## THE + POINT FOR GROCERS

### 6 Appealing to the senses to drive sales

Providing a sensory experience by nature, fine food retailers arouse the curiosity of enthusiastic palates. Colours, textures and fragrances are becoming as important as taste. And that's before they even put anything in their shopping basket.

Because 'a product touched is a product half bought', in-store sensory areas are becoming an essential part of the shopping experience. They also help create a memorable moment that builds customer loyalty and cements your shop's image as a place for gourmet discoveries.



# ADDRESS BOOK



## FRANCE'S BEST FINE FOOD RETAILERS

All over France, unique venues are proving that when it comes to local services, creativity still has a bright future. The Best French Fine Food Retailer has been providing genuine industry recognition since 2019, celebrating the men and women who reinvent the grocer's trade every day through bold, inspiring and meaningful concepts.

### 1 Bottega Bastiano

A transalpine interlude in the Tours region, where Bastien Guerche showcases 1,500 hand-picked, artisanal Italian products. An eating area and coffee shop are part of the experience.

*Saint-Cyr-sur-Loire (Centre-Val de Loire)  
Gold Medal 2025*

### 2 Halmahera

A place for the inquisitive, dreamed up by Justine Bobin, Halmahera combines local specialities with discoveries from the four corners of the globe. A monthly box helps to explore a new region with products, recipes and a travel diary.

*Le Creusot (Burgundy-Franche-Comté)  
Silver Medal 2025*

### 3 L'Instant Divin

In a former 18th-century forge, Linda and Ludovic have brought L'Instant Divin back to life. A cross between a grocery shop, a tearoom and wine bar, it fosters the art of entertaining throughout the day.

*Beaufort-en-Anjou (Pays de la Loire)  
Bronze Medal 2025*

### 4 Maison Paulette

Set in the former family home that belonged to Grandma Paulette, this grocery/café reinvents the village shop with a modern twist on the spirit of yesteryear. On the menu are local farm produce and farmers' common sense.

*Le Mesnil-Saint-Denis (Île-de-France)  
Jury's Favourite 2025*

### 5 L'Épicerie d'Émilie

A former Michelin-starred pastry chef, Émilie Delouye has chosen to pass on her expertise as a way of connecting with the local community. Inside the shop, pastry classes take place next to its selection of local products and everyday objects.

*Grignan (Auvergne-Rhône-Alpes)  
Best Newcomer 2025*

### 6 L'Épicerie Bien&Bon

At the foot of the Pyrenees, in a village with a population of 262, Anaïs combines rurality and vitality. Local products, everyday services and gourmet workshops make it a lively place, with social interaction at its heart.

*Geüs-d'Oloron (Nouvelle-Aquitaine)  
Rural Grocers Prize 2025*

### 7 L'Épicerie d'Ici

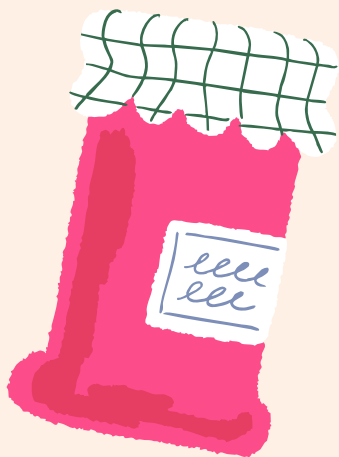
In the heart of the Ariège region, Christelle proves that you can eat well anywhere. In her grocery caravan she features the best local produce, pays the producers a fair price, and creates a real social hub.

*Baulou (Occitanie)  
Gold Medal 2024*

### 8 L'Épicerie des Lys

Under the vaulted ceiling of an old mountain cellar, Delphine brings to life L'Épicerie des Lys, inherited from her aunt. French and Italian products, mostly available in bulk, by the slice or the ladle, fill a venue that has become essential to the village.

*Châteauroux-les-Alpes (Provence-Alpes-Côte d'Azur)  
Gold Medal 2023*



## 9 The Five Continents

Claude and Florence have swapped finance for the marketplaces of the world. With Les Cinq Continents, the two sisters share their curiosity about the world through 8,000 products from 35 countries.

*Le Crès (Occitanie)*  
Gold Medal 2022

## 10 La Chicorée

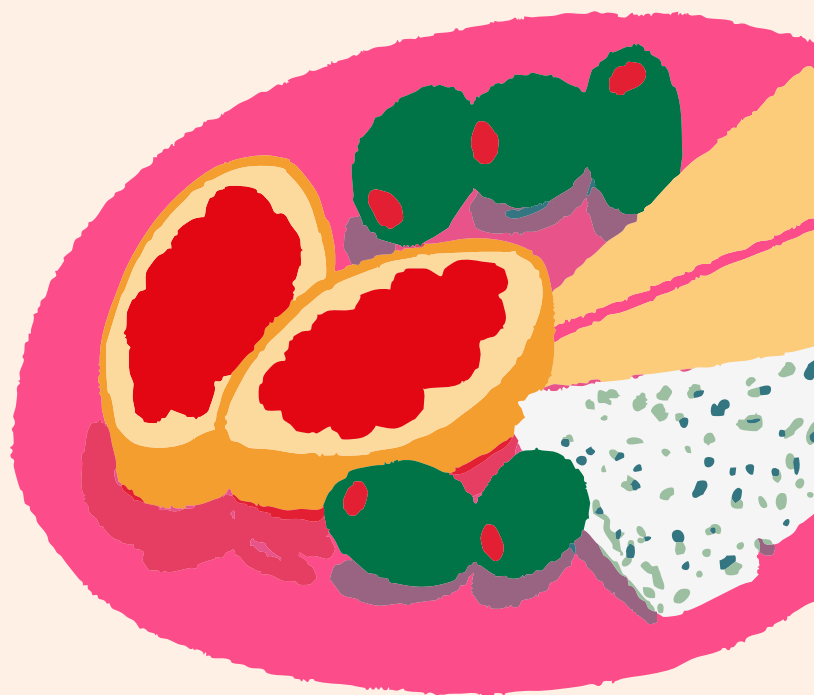
In Marseille, Clément Dupouy is developing his idea of a different kind of shop. In his local grocery, each product tells the story of a producer, a season and a belief: that eating well should be something everyone can afford.

*Marseille (Provence-Alpes-Côte d'Azur)*  
Gold Medal 2021

## 11 L'Épicerie du Porche

This fine food store has everything it takes to make a social hub: organic products, wines, cheeses, seasonal fruit and vegetables, and even a terrace where you can enjoy them on the premises. A special mention goes to their Open Doors events, a chance for producers and foodies to meet up and talk.

*Acigné (Bretagne)*  
Gold Medal 2019



# HOROSCOPE

## 13 BEST OF PRODUCTS FOR A TASTY 2026

Eagerly anticipated every year, the Best Of competition rewards new gourmet products that brighten our daily routines through their flavour and unique qualities. At the last edition of Gourmet Selection, 13 lucky products won over the members of the jury.

Each one has its own personality and uniqueness, a nod to the 12 signs of the zodiac. In other words, something to enjoy all year round!



### CAPRICORN

(22 DECEMBER - 19 JANUARY)

#### ARTISANAL CASSOULET

Conserverie Sillon

Ambitious, steadfast and loyal, Capricorns identify with this filling and hearty local dish, a symbol of constancy and tradition.



### AQUARIUS

(20 JANUARY - 18 FEBRUARY)

#### LE SARRASIN

BIBO

Visionaries and non-conformists, Aquarians appreciate innovative creations. This organic buckwheat drink, inspired by Japanese sobacha, is a perfect illustration of their originality.



### PISCES

(19 FEBRUARY - 20 MARCH)

#### LIQUEUR THÉRÈSE

Maison Bocquet

Pisceans are dreamers and naturally intuitive, letting themselves be carried away by the poetry of flavours. This delicate, fruity liqueur reflects their romantic side and their desire to make every possible occasion sweeter.



### ARIES

(21 MARCH - 19 APRIL)

#### SMOKED HARISSA APRICOT JAM

Confiture et Compagnie

Bold and explosive, Aries people like to surprise. This sweet and spicy jam reflects their fiery temperament and taste for unexpected pairings.



### TAURUS

(20 APRIL - 20 MAY)

#### ORGANIC IRANIAN PISTACHIO CHOCOLATE BAR

Chocolat Encuentro

Epicurean and sensual, Taureans relish intense pleasures. The combination of Peruvian chocolate and rare pistachios reflects their refinement and love of gourmet delights.



### GEMINI

(21 MAY - 20 JUNE)

#### GOURMET PEANUT BUTTER POPCORN

Cocoripop

Fun-loving, inquisitive and always on the move, Geminis love this crunchy, fun and comforting snack, perfect for their mischievous spirit.



### CANCER

(21 JUNE - 22 JULY)

#### POTJEVLESCH

Maison Huchin

With their love for traditions and family gatherings, Cancers will appreciate this hearty Flemish dish. It's perfectly suited for sharing at a full table.



### LEO

(23 JULY - 22 AUGUST)

#### LOMO OF SMOKED RED TUNA

Atelier d'Angrresse

Charismatic and noble, Leos have a radiant aura. What better for them than a rare and unique product, as elegant as a piece of culinary jewellery.



## VIRGO

(23 AUGUST - 22 SEPTEMBER)

### VIRGIN PRUNE STONE OIL

Moulin de la Veyssière

Precise, subtle and perfectionist Virgos identify with this rare, delicate and versatile oil, which enhances and never overpowers.



## LIBRA

(23 SEPTEMBER - 22 OCTOBER)

### TUBED STRONG DIJON MUSTARD, VINTAGE EDITION

Fallot

Aesthete and sociable, Librans love practical, chic originality. This mustard has character, and its retro look reflects its playful elegance and taste for sharing.



## SCORPIO

(23 OCTOBER - 21 NOVEMBER)

### PARTRIDGE AND ROASTED SESAME RAVIOLI

Ferme des 7 Fontaines

Mysterious, intense and passionate, Scorpios are excited by this refined, dark creation, with deep, intense flavours.



## SAGITTARIUS

(22 NOVEMBER - 21 DECEMBER)

### PINOT NOIR 0,5 %

Divin Nolow

Adventurous and optimistic, Sagittarians like to indulge without restraint. This de-alcoholised wine has the finesse of a grand cru while remaining light, perfect for those who are looking for a new experience.



## AND SOMETHING FOR ALL THE SIGNS (BEST OF BEST)

### INFLORESCENCE FLOWER JELLIES PRESENTATION BOX

Fleurs de Chocolats

Universal and poetic, this floral box appeals to our inner dreamer. Whether you are an intrepid Aries or a dreamy Pisces, these delicate sweet treats are a reminder that the gourmet lifestyle transcends the signs and bring us all together in a collective constellation.



# CHEESE

AND dairy  
products Show

PARIS

07<sup>TH</sup> TO 09<sup>TH</sup> JUNE 2026

Paris Expo - Porte de Versailles

Pavilion 7.3



“

HERE, EVERY  
CHEESE HAS  
ITS SAY

”



300 producers | 450 brands | 15 countries  
Discovery - Exchanges - Contests - Events

**Cheese at heart. Business at hand.**

## Would you like another trade show with that?

The cream of cheeses and the finest gourmet products will be on hand to help you expand your product range. Your badge also gives you access to the Gourmet Selection trade show on Sunday 7 and Monday 8 June from 9.30 am to 6.30 pm in Pavilion 7.2.

**GOURMET**  
*Selection*

ALL THE LATEST NEWS FROM THE SHOW ON: [SALON-FROMAGE.COM](https://salon-fromage.com)



#SALONDUFROMAGE



# GOURMET *Selection*

7 - 8 JUNE 2026



Visual identity: Marine Dion  
Logo: Anton Moglia