

7th EDITION

DU MONDIAL FROMAGE

T O U R S

SEPT 14, 15 & 16 2025

PARC EXPO
TOURS LOIRE VALLEY



© Ivan Franchet / Damian Markutt

To become an exhibitor, log on to www.mondialdufromage.com



TOURS
ÉVÉNEMENTS



VILLE DE
TOURS



FÉDÉRATION DES
FROMAGERS
DE FRANCE



LM
RODOLPHE LE MEUNIER

iehca
INSTITUT EUROPÉEN
D'HISTOIRE ET DES CULTURES
DE L'ALIMENTATION

Profession
fromager



THE MAJOR TRADE EVENT FOR THE CHEESE AND DAIRY PRODUCTS SECTOR AND THEIR SUPPLIERS

The Mondial du Fromage et des Produits Laitiers has become the must-attend event for those involved in the cheese and dairy industry. Cheese ripeners, dairy farmers, distributors, equipment manufacturers and suppliers, chefs... They will all be here again in Tours from September 14 to 16, 2025 for the 7th edition, which will once again put cheese and dairy expertise in the spotlight.

THE MONDIAL DU FROMAGE CONSISTS OF*



*source 2023 edition **compared to the 2021 edition

AND HOLDS COMPETITIONS UNIQUE IN THE WORLD

THE WORLD'S BEST CHEESEMAKER COMPETITION

The competition is organised by Tours Événements and its expert advisor, Rodolphe Le Meunier (Meilleur Ouvrier de France and Best International Cheesemaker 2007).

Theoretical questions, blind tastings, cutting tests, flavour combinations and the creation of a cheese platter based on an imposed theme are just some of the tests that decide between about ten international candidates each year.

- World champion 2023 :** Vincent PHILIPPE, FRANCE
- Silver medal 2023 :** Sam ROLLINS, USA
- Bronze medal 2023 :** Nick BAYNE, ENGLAND



THE INTERNATIONAL PRODUCTS COMPETITION

Organised in collaboration with the International Cheesemongers Guild, this competition is one of the most anticipated events for professionals. It is an opportunity to showcase know-how, respect for traditions, to aim for excellence and to demonstrate creativity and innovation. In 2023, more than 1,500 cheeses were presented to a jury of 224 international professionals chaired by Roland Barthelemy, Provost of the International Cheesemongers Guild. Once again this year, the competition is open to all professionals in the sector, whether exhibitors or not.

1st phase of the competition

All the products will be rated by a jury made up of international professionals from the sector, who will give a final score to each product and award Gold, Silver & Bronze medals to the winning cheeses and dairy products. The 12 best scores will qualify for the second day of competition.

2nd phase of the competition

The 12 best products from the first day of competition will be rated and the winner will award the title of «2025 World Champion».



To become an exhibitor, log in to the www.mondialdufromage.com

Mondial du Fromage Sales Manager: Agnès Boileau +33 2 47 46 40 37 +33 6 22 74 60 11– aboileau@tours-evenements.com



THE IDEAL OCCASION TO PROMOTE AND DEVELOP YOUR SALES



Meet with selected professional visitors: french and international buyers, importers, restaurant owners...



Promote your sales and increase customer loyalty



Exchange, discover and showcase the latest innovations from the sector

BECOME AN EXHIBITOR, LOG IN TO: WWW.MONDIALDUFROMAGE.COM 9M², 18M², 27M², 36M² OR MORE, RESERVE NOW YOUR IDEAL STAND SURFACE

UNEQUIPPED STAND PER M² (9M² MINIMUM)

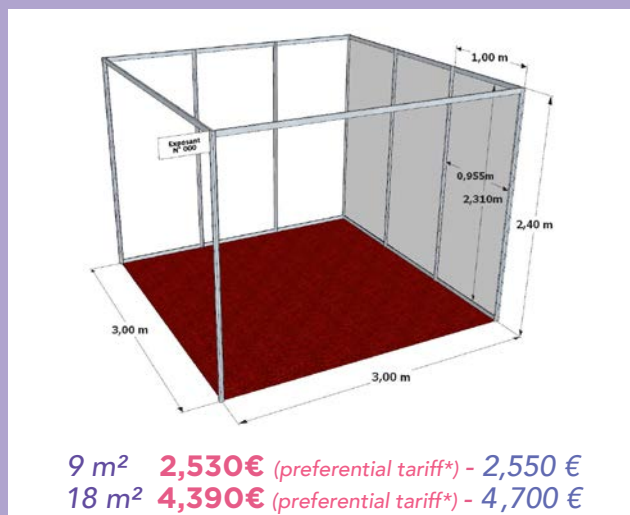
Floor layout, including :
- Daily stand cleaning service
- Admission fees**

Please note: 3kW electrical connection and carpeting to be added in addition

200 €/m²

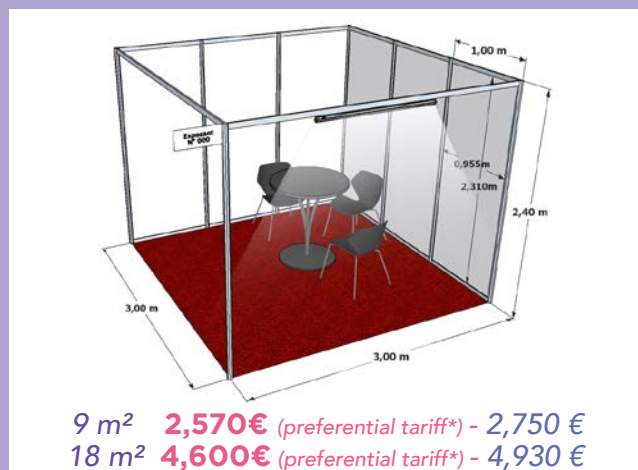
BASIC PACK

Floor layout, including :
- Stand separation partitions (except for separate stands)
- 1 electric plug connection 3kW
- Carpeting
- 1 two sided stand sign
- Daily stand cleaning service
- Admission fees**



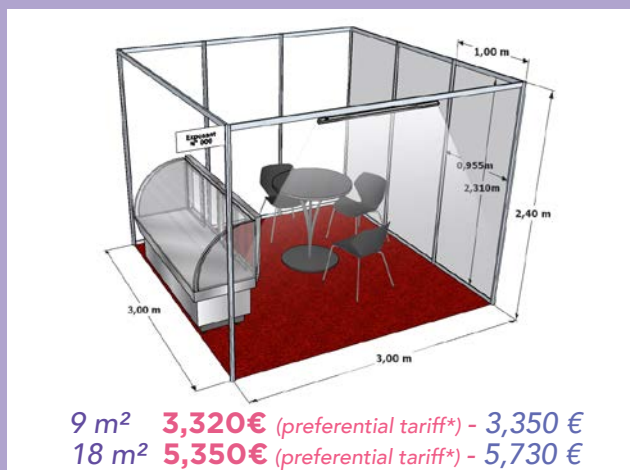
SEMI-EQUIPPED PACK

Basic Pack + 1 BLACK Furniture kit (1 pedestal table / 3 chairs)
+ LED track



EQUIPPED PACK

Semi-equipped Pack + 1 refrigerated display case



Other surfaces, contact us

Tariffs valid until September 30, 2024

Tariffs as from September 30, 2024

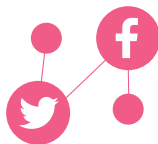
Non-contractual Photos

** Registration and processing of your file, catalog entry, presence on the exhibitors'list and maps, Wifi connection and badges.

COMPREHENSIVE COMMUNICATION SUPPORT FACILITIES (2023 EDITION FIGURES)



A full internet site visited by more than 40,000 professionals
Retransmission of conferences and competitions viewed by 1,600 spectators



Regular communication on all our social media sites: distributed to our 15,532 subscribers



Comprehensive media coverage with 190 press articles in France and internationally (newspapers, web sites, TV and digital media)



Fully committed partners:



Entry to the World Cheese and Dairy Products Fair, the Professional Trade Fair, the competitions and associated events is free for sector professionals. To facilitate organisation your entry badge can be requested in advance directly on www.mondialdufromage.com.

DESTINATION TOURS LOIRE VALLEY

Less than 1 hour from Paris by TGV, in the heart of the châteaux of the Loire, Tours enjoys an exceptional setting and geographical location. «Here, living is an Art» is the motto of the Loire Valley. You can discover a gourmet city that has become one of France's four «International Cities of Gastronomy», the birthplace of Balzac, Rabelais and Descartes, and home to Leonardo da Vinci. Touraine is sure to win you over!

WHY VISIT

Come and meet producers, ripeners, exporters and suppliers from all over the world, discover new products and technical innovations in the sector, and take part in competitions. In 2023, 50 countries were represented (Australia, USA, Canada, Qatar, Kazakhstan, Hungary, Denmark, Japan, Switzerland, Italy, Belgium, Brazil...).

- 80% of visitors were satisfied with their visit
- 73% of them came to make business contacts
- 83% wanted to come back in 2025



PRATICAL INFORMATION


SEPTEMBER 14, 15 & 16, 2025

Free entry for sector professionals

Pre-registration recommended on www.mondialdufromage.com

 Tours Tourist Office
+33 2 47 70 37 32
www.tours-tourisme.fr

 Parc Expo Tours
Rue Désiré Lecomte
37000 Tours
France

 Pratical information:
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