



Snack Show

shakes up the world of coffee

New for the 2026 edition of Snack Show is an area entirely dedicated to coffee, known as “The Coffee Place”. This new spot has been designed as a real coffee village, bringing together roasters, equipment manufacturers and market leaders, with masterclasses, demonstrations and a flagship event: the French Barista Championships organised by the Specialty Coffee Association (SCA)! With 81% of French people drinking coffee every day¹, this space will be the perfect opportunity to discover, learn about and get inspired from this essential beverage.



Establishing coffee at the trade show with « The Coffe Place »

Here, visitors can discover coffee in all its forms, **with a journey through three zones** mixing **roasters, market leaders and equipment manufacturers**. Roasters will be demonstrating the diversity of speciality coffees and their flavour profiles. Leading brands such as Delta Cafés will be showcasing their **solutions to twist up their coffee offering** and meet the expectations of Gen Z, while the Routin group will be presenting its flavoured syrups to customise drinks. Finally, equipment manufacturers, including De Jong Duke and Rhéa, will unveil innovations designed to **simplify service and optimise the barista experience**.

Both educational and inspirational, “**The Coffee Place**” will offer visitors the opportunity to broaden their knowledge, enrich their know-how and immerse themselves in coffee trends. Both recognised experts and mainstream players in coffee will be holding **Masterclasses and demonstrations** in the space, which will energise the area.

“**The Coffee Place**” illustrates how the market is changing - coffee is becoming a staple of out-of-home food, recipes and formats are diversifying and **fast food is raising its offering** to keep up with these new expectations. Coffee is asserting itself as **a key lever for boosting the fast food offer**. Every day, the French consume an average of 2 cups of coffee¹, while Gen Z prefers more gourmet and personalised drinks², confirming **the role of coffee as a driver of innovation in snacking**.



« Coffee is now a real trend, with coffee shops thriving and being integrated into the snacking world. With “The Coffee Place”, we wanted to create an area that would appeal to baristas and experts who want to improve their skills, but also to professionals in the fast-food sector who want to better understand and integrate coffee culture »

explains Béatrice Gravier,
Director of Snack Show

¹According to the OpinionWay survey for Delta Cafés, conducted in June 2025

²According to Strateg'eat's Speak Snacking 2024 study

Barista professionals will be at the show

Delta Cafés, Cafés Henri, Routin, De Jong Duke, Rhéa, Atelier Marta, Oatly, Delidrinks, Monin, Hello Drinks...

and many other exhibitors will be at the trade show to offer solutions to professionals wishing to grow their barista offer.

The French Barista Championships: a Snack Show first



A major new feature in “The Coffee Place” is the **French Barista Championships**, organised by the **Specialty Coffee Association (SCA)**, which will be making its debut at the show. More than **fifteen baristas** from all across France will be pushing the limits of coffee, demonstrating innovation, creativity and technical skill, as they serve up **three signature drinks** around a strong, innovative concept in just 15 minutes. A **national and international jury** will judge the candidates based on very specific scoring criteria (taste, creativity, technical skill, cleanliness and presentation).

What’s at stake in this contest? Entry into the qualifying events for the **World Barista Championships in Panama**.

« SCA France is delighted to be working with the Snack Show to showcase the Barista profession, as it embodies and passes on its passion. Organising the French Barista Championships and developing a “coffee village”, open to our partner brands, roasters and speciality professionals, at an event like the Snack Show is a way for us to reach a new audience and strengthen the ties between taste and coffee professionals. The SCA’s mission is to broaden the target audience for speciality coffee and to develop new partnerships to raise the profile of speciality coffee among professionals and the general public. It was our duty to be present at this show, and RX France has made it possible. Let’s work together to raise the profile of speciality coffee! »

explains Martin Suard, national coordinator of SCA France.

Snack Show Save The Date

1 & 2 April 2026, Pavilion 7.2, Paris Porte de Versailles



FOOD,
TECH &
MORE...

About RX

RX is a world leader in events and trade shows. RX draws on its sector expertise, data and technology to develop businesses, communities and individuals. Active in 25 countries and 42 business sectors, RX organises around 350 events a year. RX is committed to creating an inclusive working environment for all its employees. RX enables companies to grow through data and digital solutions. RX is part of RELX, a global provider of data, analytics and decision-making tools for professionals and businesses. For more information, go to www.rxglobal.com. RX France creates leading, high value-added events in some 15 different markets. Our high-profile national and international events include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet* and many others. Our events are held in France, Hong Kong, Italy, and Mexico. For more information, go to www.rxglobal.fr

*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

Press contact - Agence Match

Clémence Bodinier
clemence@agencematch.fr
+ 33 (0)6 33 41 45 04
Oanh Lecomte
oanh@agencematch.fr