CHOCOLADE FESTIVAL AMSTERDAM 2027



Beurs van Berlage, Amsterdam
27-28 February 2027

BRAND PARTNERSHIP OPPORTUNITIES





CHOCOLADE FESTIVAL AMSTERDAM

The Amsterdam Chocolate Festival is celebrating its 15th edition and has become the event for lovers of fine chocolate, gastronomy and artisanal quality.

Chocolade Festival Amsterdam is a high-engagement culinary event that brings together more than **100 exhibitors, 60+ speakers** and **8,000 visitors** who come specifically to taste, compare and discover. Participants are among the most renowned chocolate brands and bean-to-bar producers in the world. The festival is part of **Amsterdam Cocoa Week**, the international hub for sustainable cocoa, attracting professionals working in cocoa, trade, policy, technology and sustainability www.amsterdamcocoaweek.nl

This is not just another food fair.
It's a curated mix of **premium taste, culinary exploration and sustainability storytelling.**

Brand partners use this weekend to launch new products, test concepts in guided tastings or masterclasses, create memorable pairings, host VIP clients, strengthen brand visibility and credibility and more.

Packages start at €5,000 and go up to €20,000, with options for tastings, pairings, and product integrations.

CHOCOLADE FESTIVAL AMSTERDAM IN NUMBERS



100+
Exhibitors



40+
Speakers



2 days of tasting experiences & entertainment



15 years reputation in quality and sustainability



100+
international reknown chocolate makers



8.000+
Consumers

OUTREACH & ENGAGEMENT SNAPSHOT



5.000+ professionals Amsterdam Cocoa Week



40+ guided tastings and masterclasses



5.000 participants in tastings - direct engagement



20,000
Website visits



200,000+ social media reach during event week



10,000+ newsletter subscribers

WHAT IS IN IT FOR YOUR BRAND

Reach an engaged audience with purchasing power that wants to taste, explore, and learn. They spend time at stands, join workshops, and interact directly with exhibitors. The iconic venue Beurs van Berlage offers a central location with consistent visitor flow and strong visibility.

Launch a product Introduce a new product through tastings, demonstrations or a dedicated activation.

Create trial Put your product directly into the hands of thousands of engaged consumers.

Build brand awareness Be visible across the festival, online channels and communications before, during and after the event.

Entertain & engage Create a memorable experience around your brand, from pairings and masterclasses to live culinary experiences.

Connect with professionals Use Amsterdam Cocoa Week and Chocoa to connect with buyers, professionals and international industry stakeholders.



What's New in 2027

- Food at the Tasting Square – expanded and designed as a central experience zone.
- Entertainment - live music
- Enhanced tasting program – more guided flavour experiences and seated sessions.
- Culinary awards, professional jury and audience tasting



AUDIENCE OVERVIEW

Our visitors include:

- Culinary explorers of all ages
- Food lovers ready to taste and compare
- Chocolate lovers!
- Premium shoppers who appreciate craftsmanship and provenance
- Sustainability-minded consumers
- Families enjoying hands-on creativity
- In 2026 we welcomed 7.500 people

They come ready to engage, ask questions, and discover new brands.



SPONSORSHIP OPPORTUNITIES

Booth Presence
Visibility in a hall with continuous engagement.
Tasting & Masterclass Integration
Include your product in guided tastings or workshops.
Pairing Square Participation
Your product featured in structured pairing moments.
VIP Hosting
Invite clients or partners in a premium setting (subject to availability).

Premium Partner

€20.000 (excl VAT)

•Branding
o Exclusive name link
o Main statement on all communications
o Speaking moment during the opening
o Company logo on festival website and tickets
o Company description on festival website
o Mention in festival newsletters & social media
o Video message on festival website
o Banner with sponsor logo at the entrance and inside the venue
Exhibition
o Double Stand during Chocoa Trade Fair
o Double Stand during festival
o Possibility of sampling and product demonstrations
Amsterdam Cocoa Week & Chocoa B2B
o 5 delegate passes for the conference
o 5 passes for the Chocoa Trade Fair
o 5 Gala dinner tickets for Chocoa
Chocolate Festival
o 100 tickets to festival (extra tickets at 50% discount)
o Feature your products in guided tastings or masterclasses
o Option to organize your own tasting session exclusively with your products



SPONSORSHIP OPPORTUNITIES

Official Partner

€10.000 (excl VAT)

Branding
- Company logo on festival website and tickets
- Company description on festival website
- Banner with sponsor logo at the entrance and inside the venue

Exhibition
- Double Stand during festival

Amsterdam Cocoa Week & Chocoa B2B
- 2 delegate passes for the conference
- 2 passes for the Chocoa Trade Fair
- 2 Gala dinner tickets for Chocoa

Chocolate Festival
- 50 tickets to Festival (extra tickets at 50% discount)
- Feature your products in guided tastings or masterclasses
- Option to organize your own tasting session exclusively with your products

Supporting Partner

€5.000 (excl VAT)

Branding
- Company logo on festival website and tickets
- Company description on festival website
- Banner with sponsor logo at the entrance and inside the venue

Exhibition
- Stand during festival

Chocolate Festival
- 20 tickets to Festival (extra tickets at 50% discount)
- Option to organize your own tasting session



MEDIA & VISIBILITY

The Amsterdam Chocolate Festival is the Netherlands' leading consumer chocolate event, bringing together 8,000+ chocolate lovers, food enthusiasts, families, and professionals for a unique cocoa and chocolate experience.
The festival enjoys visibility through Dutch lifestyle, food, and local media, as well as influencer collaborations and exposure via Amsterdam Cocoa Week.

Sponsors benefit from year-round promotion through:

- Website exposure on www.chocoladefestival.amsterdam
- Newsletter and email campaigns
- Social media posts and sponsor spotlights
- PR and media outreach
- On-site branding and activations
- Exhibitor and visitor communications
- Many trial moments
- Large online community
- National and international media attention



As part of the internationally recognized Chocoa network, the festival connects sponsors with both consumer and professional audiences.
Partnering with us gives brands direct access to an engaged audience interested in premium food, sustainability, craftsmanship, and culinary experiences. Whether your goal is brand awareness, product launches, sampling, lead generation, or customer engagement, the festival offers a memorable platform to connect with consumers and industry professionals alike.

Let's explore how your brand can take part.

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www.chocoladefestival.amsterdam