



Concours
International
de **LYON**®

WORLD'S BEST PRODUCTS
COMPETITION

CITÉ INTERNATIONALE
LYON - FRANCE

**Lyon
International
Competition**
04th December 2026



Registration file
Registration of charcuteries on concourslyon.com

For **17 years** now, the competition
has been rewarding the world's
best products!



In 17 years, **more than 110,000 products** have been **tasted, judged and marked.**

A constant increase in the number of samples presented demonstrates **the confidence** participants have in **these distinctions.**



PRESENTATION OF THE COMPETITION

Lyon is well known as the capital of the senses and particularly the sense of taste, so the city is a perfect place for the selection of the world's best products. Last year, the competition judged no less than 780 samples of charcuterie!

The popularity of the event continues to grow: in 2026, 10,340 samples (all categories combined) from 58 countries were tasted, and millions of products brought to consumers' attention with medals.

International tasters from all parts of the world now put the event on their calendars every year.

CHARCUTERIES COMPETITION

There are close to 315 categories of charcuteries at the Concours International de Lyon, highlighting the diversity and richness of this culinary know-how. From hams and sausages to rillettes and pâtés, including many international specialties, all will be judged by a jury of passionate experts.

The competition is held according to a rigorous protocol to guarantee optimal storage conditions for the charcuteries. The ranking, established from multiple criteria (meat, drying time, type of cooking), is carried out by expert judges during a blind tasting. The precise evaluation grid out of 100 points will help distinguish the best products.

This diversity of categories makes it possible to offer consumers a very wide range of products tasted and awarded medals at the Concours International de Lyon, to guide them in their choice of charcuteries.



THE TASTING

Each year tasters meet at the Cité Internationale, Lyon's major centre for cultural events, tourism and services.

Jury members, at least three to a table, taste samples and attribute a mark out of 100. Each jury is composed of a professional in the field and experienced amateurs.



'Customers are looking for guidance, and medals provide just that.

A medal on the shelf sets the product apart and reassures the buyer.'

David Bourne,
World Runner-up in the
Charcuterie and Catering





Renowned honorary presidents

Each year the selection of an honorary president draws the attention of the press and puts the competition in the limelight.

This year, Jérémie Crauser, runner-up in the World Pâté-Croute Championship and head charcutier at Crauser/Bello, has been named president of the Charcuterie Competition.

In 2026, the presidency of the Wine, Beer & Spirits' competition has been conferred to Olivier Canal, president of the Bouchons Lyonnais association and chef at La Meunière.



The General Commissioner ensures that the tasting sessions run smoothly and that the samples meet the required standards. Bernard-Marie François, Meilleur Ouvrier de France in the Charcuterie-Traiteur category, has enjoyed an international career with a wide range of experience. He is a passionate and skilled teacher and is now passing on his expertise to younger generations to promote the profession of charcutier-traiteur.

13%

Average increase in the price of a product with a gold medal



Average age of tasters:
47 years



40% women tasters
in 2026

2 300

Mentions in one year
(Source : Mention)

10 340

Samples tasted in 2026



1 Lyon award-winner product
sold per second somewhere
in the world



68 countries participating
for the past 3 years



46 nationalities
represented in
the tasters' ranks



Communication on all Fronts

The competition does not end with the tasting. Our communication department makes sure that journalists, national and international decision-makers and buyers all hear about the products that are awarded a medal and are aware of the competition's major events.

Results are transmitted to:

- **Newspapers and magazines for the general public:** articles in Le Point, Télé 7 jours, Le Nouvel Obs, Le Parisien, Le Figaro, Le Progrès, Tribune de Lyon, Lyon Capitale, Le Monde, France 3, BFM Lyon.
- **The specialised press:** articles in ELLE à table, Cuisine et Vins de France, Arts & Gastronomie,

Charcuterie & Gastronomie.

- **The international press:** 6,700 journalists listed.
- **Social media:** promoting the winners to our community of 12,400 followers.
- **Buyers:** 6,400 for supermarkets, restaurants, major retailers, and wine bars.
- **Export:** 5,200 agents and importers.
- **Sector:** interprofessional groups, syndicates, groups of producers.
- **Internet :** competition partners and related web-sites, influential sites, cooking circles and blogs.



Partnership with Le Progrès



The daily newspaper Le Progrès is associated for the publication of a special supplement dedicated to the Lyon International Competition and its award-winning products.

The supplement will go online before the summer with information on the competition, but also on the sector, key market figures, descriptions of award-winners and a complete report on this edition! Born in 1859 in Lyon, Le Progrès has 263 journalists, 1,800 local correspondents and 850,000 readers each day!



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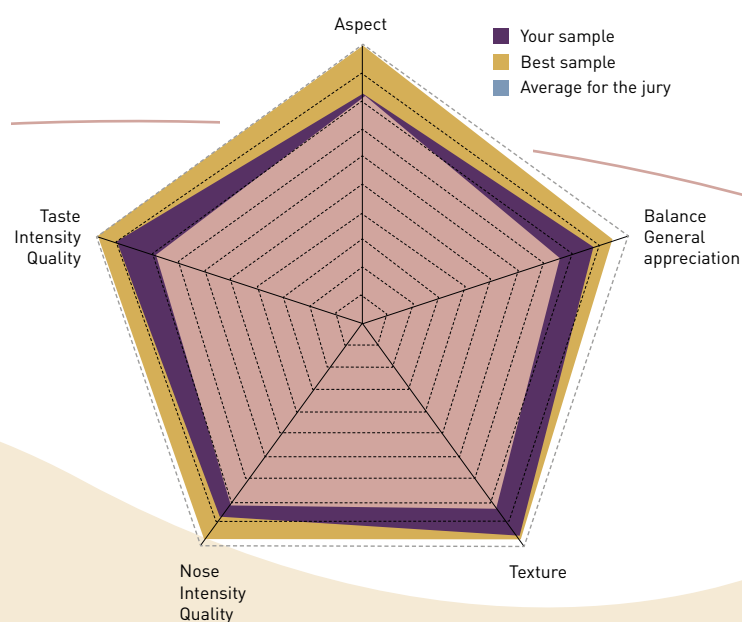


Organoleptic analysis: a valuable working tool

After the results are published, you can access and download from your account an explanatory summary of each product tasted. This organoleptic report based on the tasters' comments allows you to assess the qualities of the product and/or to work on possible areas of improvement.

A DETAILED RATING OF YOUR PRODUCTS

Each criterion is carefully considered by our jury of tasters. Aspect, nose, taste, texture: discover your scores, in detail, for each of these criteria. Thanks to an informative diagram, you can easily compare your scores to other samples in your category. More than a simple note, this summary allows you to highlight the strengths of your products.



The Concours International de Lyon is registered on the DGCCRF list.

It solemnly agrees to strictly apply the rules governing dairy products and their tasting.

This certification demonstrates to producers the involvement of the Concours International de Lyon in showcasing their work. Consumers, for their part, will see it as a sign of rigorous selection, high quality and a competition worthy of their trust.



An independent inspector is appointed to guarantee compliance with regulations.



Participants' products are accounted for and controlled in the framework of the Competition's HACCP approach.



Medals at a reasonable price



Two distinctions can be displayed on products: the Gold medal and the Silver medal.

With the notoriety of the competition behind them, award-winning products marked with the famous medal sail around the globe and are highly sought-after by restaurants, buyers and importers. Medals are competitively priced so as not to weigh heavily on the per-product cost.

From €5 per thousand.

Metal plates: make your distinctions known

Metal plates are a wonderful sales tool. They can be used to call consumers' attention to the fact that your products have been awarded medals and are recognised as being some of the best in their categories.

Hang them up at your sales point, display them at your stand at an expo!



Trophy: show your success

The Trophy rewards the best charcuteries de la compétition of the competition by country, and all categories combined. Along with the medals and the metal plates, the Trophy is identifiable by the consumer and stands as a quality and trust guarantee.

It can be exposed in your point of sales and displayed at your stand at an expo!



"Since winning the award, my sales have tripled or quadrupled. This award has attracted new customers at the farmers' markets, but has also sparked the interest of professionals such as restaurant owners and delicatessens. It has also strengthened the trust of my existing customers, who no longer hesitate to explore my entire range. This recognition has truly transformed my business."
- Le Caïon en Folie

Better online presence

The list of award-winners is displayed on the competition's website for all to see.

Throughout the year a web team uses SEO (Search Engine Optimization) to make sure web pages on the award-winning products are well-placed. The goal is to improve their rank in results returned by search engines such as Google, Yahoo and Bing.

A product that is well-referenced in search engines **helps make producers better known and can rapidly bring new contacts.**



Strong, involved partners

After the tasting, competition partners take charge of relaying results.



Les Toques Blanches: great chefs from Lyon who are members of this association are part of the competition's juries. Members of the association are the trustees of a culinary heritage, repositories of the history of Lyon gastronomy: the mâchon, the Mères, the tiny restaurants called 'bouchons', the 'Halles de Lyon' marketplace, the great Michelin-starred chefs... All share and defend the same values of gastronomy, promotion of Lyon's cuisine and regional products.



ONLYLYON & Ville de Lyon: tourism and gastronomy are part and parcel of Lyon. So, the Lyon International Competition is naturally in the limelight in Lyon and surrounding areas, as are the competition's award-winning products.



L'Association des Sommeliers Lyonnais Et Rhône-Alpes: this association actively supports the competition. Many sommeliers are present on the day of the tasting.



STEF: its reputation as the food transport leader in Europe helps producers to send their samples to the competition premises easily, quickly and in compliance with health regulations

3 STEPS TO REGISTER



Create your account



Register your products



Send them stress-free by following our sending instructions

REGISTRATION OF SAMPLES

REGISTRATION

Until 06th November 2026 > Registration on the internet or by post

Connect to www.concourslyon.com to register directly or download the form.

Advantages of online registration:

- Payment possible by credit card or wire transfer
- Quick registration
- You are informed by email when we receive samples

Registration fees: €45 per product

RECEPTION OF SAMPLES

Until 1st December 2026 > Reception of samples

Do not hesitate to send in samples in advance of the deadline. If there is a problem during the delivery (damage, loss, held at customs, sample error...), we have time to find a solution.

TASTER REGISTRATION

The Lyon International Competition pays close attention to the choice of tasters.

All newly registered tasters are contacted to verify their tasting aptitudes.

Do you want to see how the selection takes place?

Register as a juror on concourslyon.com

