

**W** WINE  
PARIS

**VINEXPO**  
PARIS

**12-14**  
FEB.  
2024

PARIS EXPO  
PORTE DE  
VERSAILLES

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**VINEXPOSIUM**

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# 1

## EDITORIAL







**V**inexposium has become a true driving force, championing the wine and spirits industry. The group has now established itself as a leading player, shaping its future through innovation and an unwavering commitment to excellence.

For its fifth edition, Wine Paris & Vinexpo Paris is the undeniable highlight of the industry's business calendar, and the first major international event of the year. In 2023, 36,334 visitors travelled from across the continents to meet, discover, engage with and learn from companies based in the 42 attending producer countries. Looking forward, we are approaching the 2024 exhibition with renewed ambition, determined to push the boundaries even further.

Increasingly, the wine and spirits market is played out in the global arena, navigating between geo-political turmoil, new regulations and shifts in consumer preferences. Wine Paris & Vinexpo Paris plays a critical role by creating a world marketplace focusing on challenges for business and future-proofing the industry. With nearly 50 countries and 40,000 visitors due to attend, Wine Paris & Vinexpo Paris 2024 fulfils the need for a rock solid touchstone and is dialling up its commitment with even more countries, visitors, content, business meetings and discoveries, along with a unique focus on people that remains extremely strong.

From 12 to 14 February 2024, Wine Paris & Vinexpo Paris is providing all of the trade and industry members taking part with an experience that has a global outlook, an opportunity to reflect on the industry's future and all the potential offered by an international product range in the heart of the world's lifestyle capital.

I am extremely proud to be a part of the development of an event which, year-on-year, continues to grow and always remains true to its ambitions.

I wish you all an excellent show!

**Christophe Navarre**  
**Chairman of the Vinexposium Board**



**T**he wine and spirits industry is now a world that has reached a crossroads. It must face multiple challenges such as climate change, a shift in consumer demand and geo-political conflicts amidst economic and sales issues.

Within this environment, the entire wine and spirits sector is looking for solutions to support the requisite changes. Vinexposium has a pivotal role to play for professionals as an industry partner at international level.

After five years of continual growth, the largest event by the Vinexposium group is moving into a new phase and establishing itself as the marketplace where the major wine and spirits-related economic, social and societal issues are tackled.

This year, Wine Paris & Vinexpo Paris has the privilege of being placed under the High Patronage of Mr. Emmanuel Macron, the President of the French Republic.

In addition to its incredible marketing success, which is even more tangible this year with a 19% increase in floor space and opening of a new hall for international producers, Wine Paris & Vinexpo Paris is also a vital enabler of conversations aimed at providing solutions for current and future issues.

Its Paris location, the reputation of its brand which has been a household name for over 40 years, the extensive range and quality of its content and its very close, passionate bond with industry players, make it a unique exhibition. It is an event packed with meaning which attracts and gathers, pushes the boundaries, ventures into uncharted territory and expedites change for an entire profession.

We have brought all these strands together, under one roof and at the same time to make Wine Paris & Vinexpo Paris the strategic event for the start of 2024.

I hope you maximise the benefits of the event.

**Rodolphe Lameyse**  
**CEO of Vinexposium**

# 2

## FACTS & FIGURES FOR WINE PARIS & VINEXPO PARIS 2024

### THE LARGEST INTERNATIONAL TRADE EVENT IN PARIS



**4,074**  
exhibitors



**+19%**  
floor space



**40,000**  
trade visitors due to attend  
including **+35%**  
internationals  
(outside France)



**126**  
sessions in the official ON!  
events programme

### AS MANY EXPORT BUSINESS OPPORTUNITIES AS THERE ARE WINES AND SPIRITS ON OFFER



**155**  
visitor countries



**48**  
producer countries



**+53%**  
extra floor space  
for international  
producers  
(outside France)



**100%**  
of French wine  
regions



**35**  
categories of  
spirits, no-low  
drinks, beers  
and ciders



**+47%**  
floor space  
for Be Spirits



# 3

## THE MAJOR TRENDS

Consumer trends for wines and spirits are constantly changing, influenced by multiple factors, ranging from personal preferences to cultural, social and economic developments. With varying degrees of intensity, they transform consumption patterns and across the entire globe, new consumers are expressing a taste for discovery.





# A TASTE FOR DISCOVERY

Despite an overall slowdown in wine and spirits consumption, consumers are leaning towards discovering new perspectives with a desire to pique their curiosity through an extensive range of appellations, grape varieties and vineyard sites, for instance.

Hence, **New World wines** are becoming increasingly popular. Some of them are garnering awards, like American wines, that came away with an incredible 265 medals from the *Decanter World Wine Awards* in 2023. Neck and neck with the United States on the podium of medalled foreign wines, *Chinese* wines have also created a buzz with 274 wines awarded in 2023, including the dry red wines from *Xinjiang, Ningxia* and *Shandong*, which came away with gold medals for their country this year.

**The spirits market is also on fire** and a rising tide is lifting all boats, irrespective of origin. This open-minded attitude is benefiting pisco, mezcal and tequila, whilst whisky is prized by the Indians, rum by the British and Cognac by the Japanese. Not forgetting sake, a complex fermented alcoholic drink which is increasingly imported by the West.

Other categories that are conducive to discovery include **French appellation rosés and orange wines**, which have won the hearts of Millennials, whilst wines from Auvergne in central France are enjoying impressive success due to the surge in **'volcanic wines'**.

**As consumer interest drills down to more granular detail, the door to exciting opportunities is opening up for international producers and distributors**, due to attend Wine Paris & Vinexpo Paris in even greater numbers in 2024.

The **New World** is more broadly represented with debut attendance by **New Zealand**; prominent names like *Treasury Wine Estates (Penfolds)* and for the first time *Wine Australia* for **Australia**; **South Africa** is attending with companies like Meerendal, and for the first time, *uniWines, Overhex Wines International, Amaya Wines – Slent Farms, Bruce Jack Wines, Germanier Wines and Waterkloof*, the American States of California, New York, Oregon and for the first time Virginia is attending for the **United States**; and **South America** is also in Paris with *Bodega Garzón*, one of the largest traditional wineries in **Uruguay**, and the *Casablanca Valley* for **Chile**.

**Germany, Slovenia, Lebanon and South Africa have doubled their exhibition floor space.**



## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

In addition to the eagerly awaited ONI programme with over 126 official sessions including masterclasses, a new room created in 2024 for even more curated tastings, discussions and conferences focusing on the global market, Be Spirits is offering participants with plenty of scope for discovery.

### ONI [HALL 5.2]

A series of 4 conferences hosted by New York State Wines, Wines from Oregon State and Wines from the State of California; and a masterclass on the revival of Turkey's vineyards with a rare tasting of native Turkish grape varieties.

### SPEAKEASY [BE SPIRITS HALL 7.1]

A series of **'Shake your Business' conferences** scheduled every morning at 10:00 am, which will include a 'Presentation of new trends in the global spirits market' by *The Spirits Business*.

### THE INFINITE BAR [BE SPIRITS HALL 7.1]

Across its entire 40 metres in length, the largest pop-up cocktail bar in France is welcoming 20 renowned cocktail bars – some of the finest in the world – including 3 guest bars from London, Barcelona and Turin. For 3 days, brands and mixologists are partnering to offer visitors 60 top-flight cocktails.

### OFF

The 4th event features an enhanced selection with **200 restaurants, wine bars and cocktail bars** hosting a unique experience revolving around wines and spirits in every district of the capital city.

From 12 to 14 February 2024, a selection of venues is organising a line-up of special, innovative evening events to celebrate wines and cocktails.

The selection is available at [www.leoff-paris.com](http://www.leoff-paris.com). Bookings can be made online.

# THE GROWTH OF NO-LOW DRINKS

**Among the noteworthy trends that have been witnessed over the past few years at Wine Paris & Vinexpo Paris, No/Low – a contraction of the concepts of abstinence or no alcohol and moderation or low alcohol – is increasingly capturing consumer interest. Although Millennials and Generation Z are instrumental in the rise of this development – 44% of No/Low consumers are aged 18-25 according to Sowine/Dynata 2023 – the trend is now spreading to Michelin-starred restaurants and travelling to every country.**

**France, Germany, Finland** and the **Netherlands** are spearheading demand for alcohol-free wine. For low-alcohol wine, **Norway, the United States** and the **Netherlands** are the largest consumers. Some governments are even encouraging consumers to switch to lower alcohol wines.

In the **United Kingdom**, the government has now authorised de-alcoholisation of wine in bulk, which will encourage the spread of beverage alcohol alternatives. In **Australia**, the government has granted 4 million Australian dollars in funding as an incentive for improving the quality and innovation in the booming low/no alcohol wine market.

Across the globe, **new concepts of alcohol-free bars** are burgeoning, from Liège to London, Dublin, Berlin, San Francisco, New York and Chicago. Concurrently with this, retailers and brands are innovating to respond to consumer demand; cases in point include *Waitrose* and *Diageo* in the United Kingdom.

The global No/Low market exceeded 11 billion dollars in 2022 with an increase of 7% by volume in 10 key markets – Australia, Brazil, Canada, France, Germany, Japan, South Africa, Spain, the United Kingdom and the United States. Nearly one third of consumers of alcohol-free drinks in 2023 were newcomers to the category and the market share of the alcohol-free segment should reach 4% in volume by 2027\*. The trend is particularly strong in the United States where, between August 2021 and August 2022, sales of non-alcoholic drinks totalled 395 million dollars, up 20.6% over 12 months\*.

However, alcohol thresholds for No/Low drinks vary from one country to another. In the United Kingdom, the alcohol-free labelling

threshold is currently 0.05% alcohol content. The British government's Health and Social Affairs ministry has launched a consultation on increasing this threshold to 0.5%, which would allow Great Britain to align with countries like the United States, Denmark, Germany, Australia, Sweden, Portugal and Belgium.

As a reflection of ongoing developments within the industry, Wine Paris & Vinexpo Paris 2024 has registered an increase in No/Low exhibitor numbers with +50% for alcohol-free wines which will exhibit alongside low alcohol/hard seltzer low alcohol/alcohol-free ready-to-drink (RTDs) and alcohol-free spirits.

European companies attending the exhibition include Le Petit Béret, Pierre Chavin, Moderato, Sober Spirits, French Bloom, Ousia, Les Jardins de l'Orbrie/ So Jennie, Vins Becat, Divin and JNPR Spirits for **France**; Univer Drink, Neobulles and Nona Drinks for **Belgium**; Zénothèque for **Germany**; Bottega in **Italy**, and Acala sparkling tea for **Lithuania**.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

### SPEAKEASY [BE SPIRITS HALL 7.1]

**Monday 12 February**

**'No/Low: can sobriety become jolly?'** Masterclass, hosted by Antoine Besse and Caroline Noirbuisson.

**The Battle of the Mixologists**, the star event at Be Spirits, will be back with a particularly hot topic: the role of alcohol-free wine. For the 2nd event of its kind, **four mixologists will go head to head to create the drinks version of a pastry.**

**Tuesday 13 February**

**'Drinks for everyone: how to implement an inclusive low and no drinks offer'** hosted by Laura Willoughby of *CLUB SODA*.

**Wednesday 14 February**

Conference: **'Secrets of a Sobrelrier: the craft of alcohol-free gourmet beverages'**, by Benoit d'Onofrio.



\*Data from International Wine and Spirits Research (IWSR).



# PREMIUMISATION

Premiumisation in the wine and spirits industry continues and now involves primarily the super-premium segment. Consumers are increasingly pleasure-seekers, particularly in the developed world, and show heightened interest for superior quality products, rare wines, high-end spirits and exclusive tasting experiences. This trend is fuelled by a desire for quality, authenticity and differentiation.

In a bid to compensate for the pressures caused by the cost of living crisis and inflation, consumers – particularly in mature markets – are proving to be selective in the way they spend their money on alcohol and the places where they spend it. They want to drink less but better, and consequently the trend is affecting primarily the upper classes.

A recent report by the IWSR institute illustrates this trend by noting that although sales have dropped (-2% in 2022), consumers under 40 are showing renewed interest. Similarly, although total wine consumption volumes declined in the United States in 2022, the higher quality wine segment rose by 6%, according to IWSR data.

An increase in living standards among the population is also expediting growth of more expensive wine segments in some markets. And the Ready-to-drink category or RTDs should reach 40 billion dollars by 2027, stoked by a rise in cocktails and high-end products (source IWSR).



## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

### SPEAKEASY [BE SPIRITS HALL 7.1]

Every day at 3:30 pm, a series of 'Exceptional Tastings' masterclasses focusing on the discovery of outstanding spirits.

Monday 12 February

**SHOCHU - Japan's Best Kept Secret**, hosted by the Japan Sake and Shochu Makers Association.

### LET'S TALK ABOUT WINE! [HALL 3]

Tuesday 13 February

'Wine Trade Monitor: who wins in tomorrow's global wine market?' hosted by *Hopscotch Sopexa*.

### WINE TECH PERSPECTIVES [HALL 2.3]

Wednesday 14 February

'How can digital contribute to premiumisation?' with Pauline Vicard.

### THE WINE MASTERCLASSES [HALL 5.2]

Monday 12 February

The must-attend **Vinexpo Challenge** in conjunction with the International Sommelier Association (ASI) is revisited in 2024 and hosted by Raimonds Tomsons, 2023 Best Sommelier of the World, and Valeria Gamper, 2022 Best Sommelier of the Americas.



# THE SURGE IN SPIRITS

Whisky producers and distributors, both European and American, have travelled to Wine Paris & Vinexpo Paris in 2024.

**France:** *Maison de la Mirabelle (Distillerie de Rozelieures), Distillerie du Golfe, Distillerie Castan, Distillerie Valour+Lemaire, Hawkins Distribution, T.O.S Distillery, Maison Bache-Gabriels, Les Bienheureux, VIP Wines & Spirits, Distillerie des Hautes Terres, Arspirits, ALB Wine & Spirits, Michel Couvreur Scotch Whiskies, Distillerie Warenghem, Liquoristerie de Provence. Les Eaux de Vie J.* and *M. Lehmann, Maison Daucourt, Château du Breuil, BCMB Alba-Aikan Whisky.* **United Kingdom:** *Cane and Grain International.* **Ireland:** *Gortinore Distillery.* **United States:** *Tennessee Distilling.* **Belgium:** *Distillerie Radermacher and Dexowl.*

Wine Paris & Vinexpo Paris 2024 mirrors the vitality of the spirits sector and is once again gathering more exhibitors in the Be Spirits hall, whose floor space will spread by an extra 47%.

This event within the event will feature **31 types of alcoholic drinks** – tequila, umeshu, vermouth, vodka, whisky, malt, mezcal, pastis, rum, infused rum, sake, anise-flavoured drinks, aperitifs, Armagnac, beer, brandy, Calvados, infused Calvados, cider, Cognac, creams, brandies, gin, liqueurs, pisco, shochu, mead, grappa, pineau, amaretto and hard seltzers. Expect both innovations and tradition.

An extensive range of origins is on display: from the **United States** to **Japan, Italy, the United Kingdom, Mexico, France, Germany, Ireland, Luxembourg, the Netherlands, Poland, Singapore, Canada, Slovakia** and more.

2024 see the advent of **new categories in Be Spirits, with the arrival of beers and ciders** – the range extension comes in response to the diverse demands of consumers. The **Craft Pavilion**, the discovery-centric space within Be Spirits, showcases these trends and is divided into three zones: No-Lows, beers and ciders.

Since the pandemic, the spirits market has experienced a period of growth worldwide, fuelled by the cocktail culture, the popularity of craft drinks and RTDs which are continually expanding. The Ready-to-Drink category (RTDs) is set to grow by 12% in volume between 2022 and 2027 and total 40 billion dollars by 2027 (source IWSR).

Spirits are gaining ground in the United States due to the success of tequila, mezcal and American whisky, the three most exported categories by the United States in 2022. Revenue in the whisky market, bolstered by more favourable American legislation for exports, totals 88.07 billion dollars in 2023, with growth stoked by premiumisation (source IWSR).

According to the 2023-28 Global Whisky Market Overview report by Bonafide Research, the global whisky market should reach 127.53 billion dollars by 2028, compared with 88.85 billion in 2022, a compound annual growth rate (CAGR) of 6.34%.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

### SPEAKEASY [BE SPIRITS HALL 7.1]

Monday 12 February

**The world of spirits in 2023 and beyond**, by Melita Kiely.

Tuesday 13 February

**How AI is disrupting the bar and spirits world** by Frédéric Roginska.



# 4

## THE MAJOR CHALLENGES FOR THE INDUSTRY

Faced with major challenges – economic, geopolitical and environmental – the wine and spirits industry is at a crossroads, poised to redefine its future.





# CLIMATE CHANGE

**Every member of the industry is affected by climate change. As countries like Italy, France, Australia and Chile see their crops impacted by flooding, wild fires and changing temperatures, more northerly countries such as Sweden and the United Kingdom gain ground.**

The wine and spirits industry remains highly dependent on weather and climate conditions, with the quality of the fruit used to produce wine and ripening of ingredients used for spirits significantly affected by these factors.

Adverse weather can lead to changes in the vines' growing seasons. Milder winters or cooler springs can have an influence on a vine's growing cycle with consequences for flowering, grape ripening and the harvest season.

Prolonged heatwaves can also cause early fruit ripening, which undermines the quality of the wine due to sugar levels that are too high and insufficient acidity.

Excess rainfall or a lack of rain also have negative consequences. Excessive rainfall leads to a dilution of flavour in the grapes and promotes the spread of fungal diseases. Conversely, a lack of rain can cause severe water stress, affecting vine growth and crop volumes. Late spring frosts affect vine buds, thereby reducing crop yields.

Lastly, the storms, wild fires and flooding which hit vineyards and winery infrastructures, can lead to considerable economic losses.

To deal with these challenges, many wine and spirits producers are introducing strategies for coping which include changing vineyard management techniques, choosing grape varieties that are more climate-resistant and investing in risk-management technologies. The industry is also exploring sustainable approaches to minimise its impact on the climate and preserve traditional vineyard sites.



## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

### ON! [HALL 5.2 ROOM 1]

Wednesday, 14 Feb at 11:30am

A masterclass hosted by *Gilbert & Gaillard*: **'What is the future of terroir-driven wines faced with climate change?'** François Gilbert establishes the fundamentals of this issue based on a tasting of recent and older vintages selected from iconic wine regions: Champagne, Burgundy, Bordeaux, Languedoc... He focuses on describing and analysing the ongoing organoleptic, technical and marketing changes.

# GEOPOLITICAL ISSUES



which has had an impact on wine and spirits exports to the United Kingdom, a major market for both products. New trade agreements and changes in customs regulations have modified and continue to modify conditions of access to the British market.

**The protection of geographical indications and brands for wines and spirits also impacts geopolitics within the industry.**

Disagreements among producer countries about intellectual property and controlled appellations are sources of trade disputes. The war over Champagne between France and Russia is an illustration of this, resulting in Russian legislation which forces Champagne producers to use the term 'sparkling wine' and no longer 'Champagne' which is now reserved for Russian producers.

Economic sanctions imposed by some countries affect trade in wine and spirits in the same way that trade and armed conflicts do.

All of these factors have an influence on demand and consumption patterns, which are expressed through nationalist movements and even boycotts.

National and local regulations on the distribution, sale and advertising of beverage alcohol vary from one country to another and are influenced by multifactorial causes such as cultural norms and public health policies.

The wine and spirits industry is therefore vulnerable to geopolitical issues which can affect international trade, intellectual property, production costs and consumer demand. This leads industry players to keep a close eye on changing geopolitical situations and to adapt accordingly in order to minimise the risks or seize the opportunities that present themselves.

The wine and spirits industry is closely linked to geopolitical issues at many levels, particularly regarding production, distribution, international trade and regulations.

**Wine and spirits are high-value products that are often subjected to customs duties and trade barriers** as part of bilateral and multilateral trade negotiations. Tense trade relations between countries lead to increases in customs tariffs, which affect exports of the relevant products to certain markets. Punitive customs duties inflicted by the European Union and the United States as part of the strong arm tactics between Boeing and Airbus are an illustration of this.

Another case in point is the United Kingdom's withdrawal from the European Union (Brexit)

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

### THE ON! PROGRAMME [HALL 5.1 ROOM 5]

A panel discussion with Miles Beale, director of the *Wine and Spirit Trade Association* (WSTA) on the consequences of the liberalisation of the wine industry following a consultation by the government about the removal of EU legislation and bureaucracy.



# SUSTAINABILITY, FROM THE VINEYARD TO THE PACKAGING

Sustainability has become a major issue in the beverage alcohol industry. Consumers, producers and regulators are increasingly concerned by the industry's environmental impact. From the vineyard to the packaging, sustainability is everyone's affair.

**Sustainable vineyard management** involves reduced usage of chemical pesticides and fertilisers, preservation of biodiversity, water management and the promotion of environmentally-friendly farming practices. Many wineries are adopting organic winegrowing techniques where they do not use chemical pesticides or synthetic fertilisers in a bid to promote soil health and biodiversity. Some producers are planting trees, hedges and wild flowers around their vineyards to attract pollinators, keep pests in check naturally and preserve local biodiversity.

These producers seek out and showcase the **various environmental certifications** they have been awarded, such as organic endorsements, certifications for sustainable forestry management for wooden barrels, or low carbon footprint certifications. They also provide information about the environmental impact of their products on the labels, enabling consumers to make informed choices. This trend is valued by consumers who increasingly buy sustainable products: the proportion of consumers who attach significant importance to sustainability in their choice of wine has grown in several markets since 2021, according to the IWSR. This is true of the United States and generally speaking in many countries such as the United Kingdom, Australia and France.

The wine and spirits industry also plays a part in the **circular economy** by recycling and reusing agricultural waste such as grape pomace to produce useful by-products or to distil spirits.

Concurrently with this, producers strive to **reduce the carbon footprint** of their business by lessening their greenhouse gas emissions caused by the production, transportation and distribution of their products. Some wineries and distilleries transition to solar or wind energy to drive their operations, thereby reducing their carbon footprint.



**Wine and spirits packaging** can be designed sustainably by using recyclable materials, reducing bottle weight, opting for recycled cardboard packaging and avoiding excessive use of plastic. Some producers reduce the weight of their wine bottles to optimise glass usage and transport costs. They also use recyclable packaging materials such as recycled glass and avoid unnecessary packaging. Some producers even explore alternative packaging such as bulk wine pouches which have a lower carbon footprint than glass bottles, deposit-return schemes or aluminium cans.

In response to a trend that is gaining traction, companies in the wine and spirits industry increasingly introduce **corporate social responsibility** practices as part of their operations. Faced with pressure from consumers, many adopt sustainable practices, thereby gaining a competitive edge (source: BPI).

## Industry players that have committed to this type of initiative and will be attending Wine Paris & Vinexpo Paris include:

*New Aquitaine Organic Winegrowers* will be featuring 30 winegrowers and 20 or so different appellations.

*Cordier*, the Bordeaux group with international ambitions, aims to be innovative when it comes to complying with environmental values.

*Veuve Ambal*, a family-run Burgundy company with a history spanning over 100 years, markets organically certified wines.

*Les Grappes* is responding to increased consumer demand by only selecting wines from wineries with their own vineyards and promoting those which make meaningful pledges. It showcases winegrowers who commit to sustainable farming, produce organic wines and develop reuse techniques.

In Languedoc, *Gérard Bertrand* has gone down the biodynamic route for the past twenty years and remains convinced that viticulture in harmony with nature is the best strategy for revealing a vineyard site's typicity and crafting fine wines.

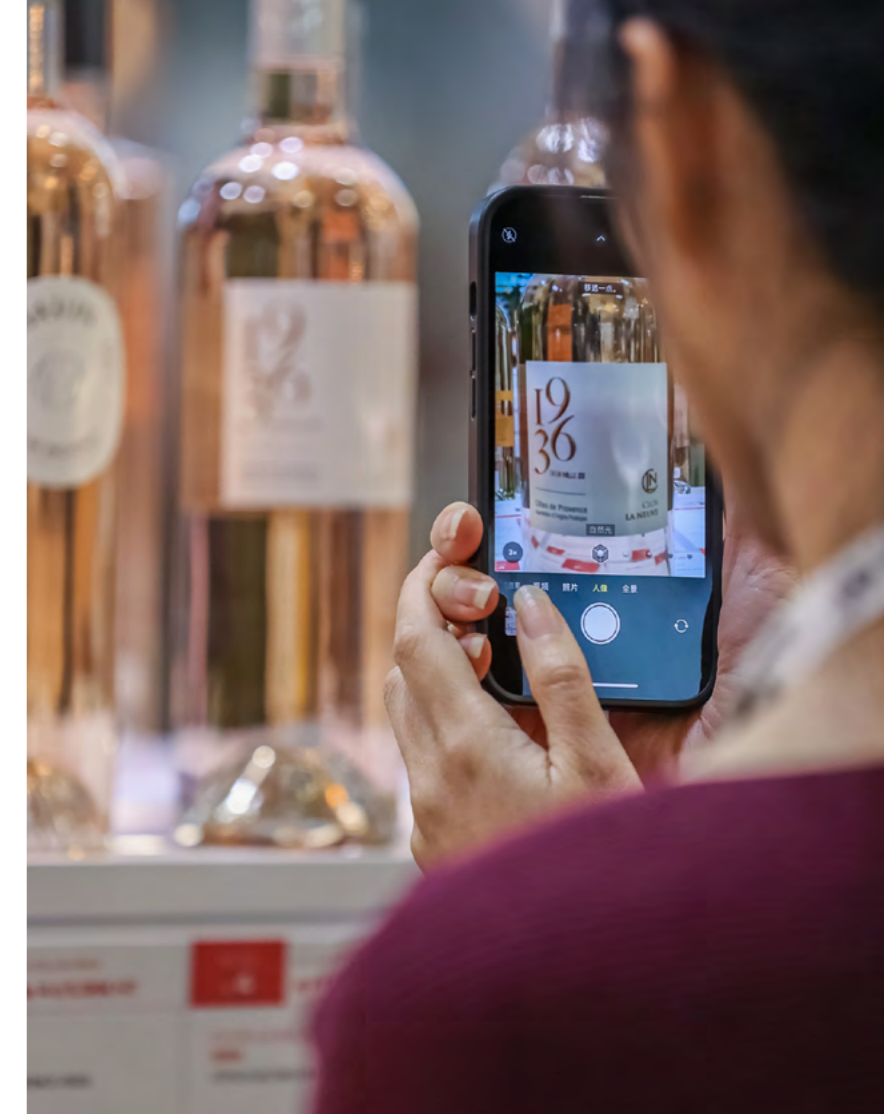
In the Rhone Valley, *Maison M. Chapoutier* has placed biodynamics at the core of its ethos and in 2023 *Maison Ravoire* launched its range of bottles that can be reused and reduces its environmental footprint four-fold. It aims to extend reuse to 100% of its range by the end of 2024; listings already in reusable bottles sport the Réseau Consigne logo.

In Italy, *Cantine di Verona* focuses on rolling out environmentally-friendly techniques and pays particular attention to environmental sustainability.

In South Africa, *The Vineyards of uniWines* support the Biodiversity in Wine Initiative (BWI), an innovative partnership between the South African wine industry and the environmental protection sector.

*Le Vin de l'A* in Switzerland has chosen to vint wines with no added sulphites or other inputs in order to best preserve the integrity of the vineyard sites for each label.

*Las Cepas*, created in Spain in 2010, is an association of 6 winegrowers located in Rioja Alta who farm organically and whose vineyards are set in natural surroundings with a high level of biodiversity.



In Portugal, *Quinta de Chocapalha* has planted native plants to promote the return of animal species, uses water from the dam it built to irrigate the fruit trees which grow alongside the vines and treats waste water from the winery before releasing back into nature.

In the United States, all the vineyards of the *Anthony Road Wine Company* use Vine Balance, the sustainable winegrowing programme in New York State.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

### WINE TECH PERSPECTIVES [HALL 2.3]

Monday 12 February

'Regenerative Agriculture: What are the Prospects for Wine Stakeholders?' with Valérie Fuchs.

'WineTechs: pioneers in decarbonising and regenerating the wine industry' with François Daures and Thomas Lemasle.

### THE ON! PROGRAMME [HALL 5.1 ROOM 5]

Wednesday 14 February

Panel discussion Sustainability in wine: luxury or commercial necessity?





# 5

## THE WORLD TRAVELS TO WINE PARIS & VINEXPO PARIS 2024



The 5<sup>th</sup> edition has reached a new milestone in its development and has established its position on the international stage, with even greater numbers of trade and industry members attending from across the globe.





## FRANCE: LOYAL ATTENDEES, NEW EXHIBITORS AND MAJOR BRANDS



The 2024 exhibition is a global showcase for the vitality of the wine and spirits industry. Among the 48 countries due to attend, France is the leading exhibitor country with a full line-up of wine regions under one roof for three days. Alongside the independent winegrowers and major players, the exhibition is bringing together more prominent brands than at previous events and continues to attract more new French producers (+11% floor space earmarked for France).

These include **Alsace** with debut attendance by Wolfberger; **Beaujolais** with wines by Georges Duboeuf, Maison Jean Loron and Château la Chaize; **Bordeaux** and *Derenoncourt Consultants*, negociants *Legrand et Associés* and *Sobovi* and broader attendance by the *Union des Syndicats Saint-Emilion-Pomerol-Fronsac*; **Burgundy** with *Delaunay Vins et Domaines*, *Louis Latour*, *Albert Bichot*, *Boisset*, *la Chablisienne* and *Domaine Faiveley*; **Languedoc-Roussillon** and **Provence** with *Château Puech Haut*, *Wines & Brands*, a négociant working with chefs like Michel Sarran and Justine Piluso to craft wines, *Château Sainte Marguerite*, *Château Minuty*, the *Advini* group and *Gérard Bertrand*, which will be bolstering its presence with *Cote des Roses* celebrating the Mediterranean lifestyle;

the **Loire** with *Maison Pascal Jolivet* and *Domaine Ampelidae*; **Champagne** which is ramping up its presence this year (+29% floor space) with new attendees like the *Vranken Pommery* group, *Champagne Perrier Jouët* (Pernod Ricard group), *Champagne Henriot*, *Champagne Tsarine*, and the return of the *Bollinger* group and *EPI* (*Champagnes Charles et Piper Heidsieck*). Not to mention increased attendance in 2024 by *InterRhône*, *E. Guigal*, *Château la Nerthe* (Châteauneuf-du-Pape) and the return of *Cellier des Dauphins* for the **Rhône Valley**. Loyal exhibition participant, the **Corsican wine** marketing board is represented by 37 of the island's winegrowers and is once again hosting a busy restaurant at the heart of the event.

### NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

#### THE FREE-POUR TASTINGS [HALL 7]

#### THE MAJOR TASTINGS [HALL 7]

Monday 12 and Tuesday 13 February  
*Union des Grands Crus de Bordeaux (UGCB)*.

## ITALY AT THE HEART OF THE EXHIBITION

Italy, which lost its place as the world's largest wine producing country for the first time in seven years, remains the second largest producer country exhibiting in 2024.

Renowned for its long-standing wine tradition, its vineyard sites and the quality of its wines, Italy boasts 400 grape varieties permitted for its appellations, including *Sangiovese*, used to make Chianti, *Nebbiolo* which forms the basis of Piedmont wines such as Barolo and Barbaresco, along with *Trebbiano* and *Vermentino* for the whites. Italy is home to some of the world's most famous wine regions. From Tuscany to Piedmont and Veneto, via Sicily, Abruzzo, Puglia and Campania, some of them have preserved traditional winemaking techniques such as the use of wooden tanks and terracotta amphorae.

Drawing on its many ancient traditions, Italy produces an extensive array of wines, ranging from red wines to white and sparkling wines to sweet. Alongside its Barolo, Barbaresco, Brunello di Montalcino, Chianti, Amarone

della Valpolicella and wines from Etna in Sicily, are the Super Tuscans which emerged in the 1970s and are extremely popular on the international stage.

The world's oldest producer country is being honoured at the latest Wine Paris & Vinexpo Paris exhibition, covering **78% more floor space** in comparison with the previous event. For the first time in Paris, Italy will have an **entire hall** to itself (Hall 2.2).

Virtually all the Italian wine regions will be honoured: Veneto, Abruzzo, Piedmont, Sicily, and for the first time, the Aosta Valley, Sardinia, Calabria, Campania, Liguria, Lombardy, Puglia, Tuscany and Emilia-Romagna.

Attendees include ICE, the *Istituto Marchigiano di Tutela Vini Consortium*, *Wines from Piedmont* and the return of the prestigious *Italian Signature Wines Academy*, alongside regional attendance by Sicily, Puglia, Calabria, *Avla Consorzio Vino Chianti Classico*, *Istituto Marchigiano di Tutela Vini*, the *Enoteca Regionale Emilia Romagna* and the *Consorzio Tutela del Vino Conegliano Prosecco*.



### NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

#### THE MAJOR TASTINGS [HALL 5.1]

Monday 12 February [Hall 6 F 179]

A geo-sensory tasting through the great terroirs of Tuscany.

Wednesday 14 February

Dégustation « 3 Bicchieri » à Paris (10h30 - 17h) par Gamberro Rosso.

Every day from 12am [HALL 7.1 H024]

Italian Spirits Lab - italian revisited cocktails



## SPAIN, THE THIRD LARGEST EXHIBITOR COUNTRY IN 2024

Renowned for its wine culture and production of high quality wines and spirits, Spain ranks third among the world's producer countries and boasts nearly one million hectares under vine. Famed for its grape varieties such as *Tempranillo*, used to produce Rioja wines, *Garnacha* (Grenache), *Albariño*, *Verdejo*, *Pedro Ximénez*, *Monastrell* and *Palomino*, the cornerstone of its famous sherry, Spain offers a rich treasure trove of wines.

Many wineries use traditional winemaking methods such as maturation in oak barrels. These include red wines from Rioja and those of Ribera del Duero, whose vineyards extend over 110 kilometres of rolling hills straddling the river Duero.

Spain is also famous for its sparkling wines, like Cava, produced in Catalonia, Extremadura, Aragon, Rioja and Requena near Valencia, using the traditional method.

Like Champagne, it is enjoyed as a top quality sparkling wine. Cava is defined by three major categories, based on maturation time in the bottle: Cava (at least 9 months); Cava Reserva (at least 15 months) and Cava Gran Reserva, which must spend at least 30 months in bottles in the same bodega.

Wine is an integral part of the culture and gastronomy and every year, harvest celebrations are widespread across the entire country.

**During the three-day exhibition, Spanish exhibitors are sharing a hall with Southern Italy.** Spain is hosting many bodegas alongside the prestigious wineries belonging to *Primum Familiae Vini*, the *Junta de Castilla y Leon*, *Gil Family Estates*, *Very Fine Wines* and, for the first time, the Murcia region.

## PORTUGAL, THE FOURTH LARGEST EXHIBITOR COUNTRY IN 2024

The vineyards of Portugal are renowned for their many native grape varieties and superior quality wines, particularly the famous Port and wines from DOC Douro, Alentejo and Dão. Portugal offers a rich array of aromas, ranging from powerful, sweet wines to fresh, light table wines.

Wines of Portugal is ramping up its presence at Wine Paris & Vinexpo Paris in 2024. Over 150 exhibitors representing the variety of Portuguese wine regions (Vinho Verde, Porto, Douro, Trás os Montes, Dão, Bairrada, Beira Interior, Alentejo, Lisboa, Tejo, Península de Setúbal, Algarve, Madeira and the Azores) are showcasing nearly 1,500 wines over nine pavilions at the exhibition [Hall 5.2]. A free-pour introductory tasting area is designed for Portuguese wines grown using good environmental practices and is hosting walk-along or curated tastings.

Portugal is represented primarily by the **Comissão Vitivinícola Regional da Península de Setúbal (CVRPS)** which is in Paris for the first time with white, rosé, red, sparkling, semi-sparkling and dessert wines from the region. There will also be still wines by *Caves Campelo* and *Julio Tassara Bastos*, a wine produced at *Quinta do Carmo* for over 130 years.



### NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

Wednesday, 14 Feb. at 1:30pm [HALL 5.2 ROOM 1]  
'Rich and Sophisticated Vinhos Verde' Masterclass



# INTERNATIONAL PLAYERS

**Buoyed by the momentum built up over its four previous exhibitions, Wine Paris & Vinexpo Paris 2024 has established itself as the nexus of the global wine and spirits community. Among the 4,074 exhibitors attending the event are representatives from 48 producer countries divided between three halls (2, 5.1 and 5.2) that are entirely dedicated to international exhibitors.**

**In 2024, even more international producers are joining Wine Paris & Vinexpo Paris (+59% on 2023) with both new attendees (12 new countries) and more extensive floor spaces (+53% floor space for international exhibitors).**

## SOUTH AFRICA

Steeped in viticultural traditions with a long-standing history of producing spirits, South Africa is widely recognised for the quality and diversity of its wines and spirits. A fusion of European viticultural heritage and traditions and local resources have birthed a vibrant, diversified wine scene which is increasingly popular internationally.

This year, **South Africa has doubled its floor space**, with producers like *Meerendal*, a family-run winery founded in 1702; exhibitors attending for the first time such as *uniWines*, a producer of outstanding wines; *Overhex Wines International*, one of the country's largest exporters; *Ayama Wines – Slent Farms*, known for the quality of its Vermentino; *Bruce Jack Wines*, a winery renowned particularly for its Chenin blanc; *Sophie Germanier's* organic wines; and *Waterkloof*, a winery that shows great respect for nature and tradition and farms biodynamically.

## GERMANY

This country has a long-standing tradition of producing high quality alcoholic drinks, ranging from refined white wines to schnapps, beer and flavoured brandies.

At Wine Paris & Vinexpo Paris 2024, **Germany has doubled at Be Spirits for the first time.** Exhibitors include spirits company *Alfred Schladerer*, a producer of top quality fruit brandies and spirits and a 6<sup>th</sup>-generation family-run distillery which has been a practitioner of distillation since 1844; *Weingut Hauck*, a family-run winery which produces white, red, rosé and sparkling wines; and *Zenotheque*, an expert in alcohol-free wine, from crafting the wines with winegrowers to distributing them. The country also sees attendance by the *IEC Berlin National Pavilion*.



## AUSTRALIA

Australia has become a major player in the global wine and spirits industry over the past few decades, ranking among the top ten producer countries alongside Argentina. It has successfully leveraged the diversity of its environment in terms of climate, soils and landforms to produce a varied range of still wines, fortified and sparkling wines, beers and spirits. From Western Australia to Queensland and the Northern Territories to Tasmania via New South Wales, vineyards cover nearly 160,000 hectares spread mostly over the southern part of the country and divided between 64 wine regions. After originally focusing on entry-level wines, Australia is now turning to quality wines after the overproduction crisis that occurred in the 2000s.

**Australia has increased its floor space six-fold this year, with debut attendance** by Wine Australia, the national pavilion for Australian wines which is presenting seven major Australian wineries: *Glenlofty Wines*, *Blue Pyrenees Estate*, *Brown Family Wine Group*, *Torbreck Vintners*, *Byrne Vineyards*, *Organic Hill* and *Mitolo Wines*.

Exhibitors attending also include *Treasury Wine Estates*, one of the largest wine companies in the world which focuses on producing high quality still and sparkling wines.

## WINES UNEARTHED

Wines Unearthed is taking part for the first time in Wine Paris & Vinexpo Paris with 33 producers from 14 countries. The Brazilian sparkling wine producer *Casa Valduga* believes it has made a strategic choice in attending the exhibition due to the fact that the Brazilian economy is closed and that demand for sparkling wines is higher in Europe.

## BELGIUM

Mainly renowned for its internationally famed beers, Belgium also stands out for its production of spirits. Over the past few years, however, it has seen the advent of increasing numbers of talented winegrowers, particularly in Flanders with the country's first appellation (*Hagelandse Wijn*), but also with *quality sparkling wines* and *Crémants de Wallonie*. White wines corner most of production with traditional method sparkling wines. And in terms of Belgian spirits, particularly jenever and fruit-based brandies, the sky's the limit for creativity!

Exhibitors attending this exhibition include *Les Distilleries Radermacher*, the oldest distillery in Belgium founded in 1836; *Belgian Owl Whisky*, which produces a range of single malt whiskies that have made a name for themselves in international competitions over the past decade; and *Strudelimmo* with the *Château de Bousval* winery, farmed organically.

## CHINA

China is very much a key player in the global wine and spirits industry. It has invested in quality production, combining ancient techniques and innovations. China continues to grow, with increasing demand from the domestic market and a more marked presence in the global marketplace.

With its presence confined to Be Spirits in 2023, **China is increasing its floor space fourteen-fold in 2024** to display a choice of high-end wines alongside its spirits.

Attending exhibitors include *Buluo International Cultural Exchange*; *Ningxia Xige Estate*, producers of high-end Chinese wines; and *Fremantle International*.



## THE UNITED STATES

The wine and spirits industry is constantly changing in the United States, with a strong culture of innovation in terms of flavours and production techniques.

**The country is increasing its presence significantly in 2024 (+21% on 2023).** Several States, including **California**, with the *California Wine Institute*; **New York**; **Oregon** and for the first time, the **State of Virginia** at Be Spirits, will be represented.

Exhibitors include *Precision Wine Co.*, a producer of red and white wine grown in the Napa Valley; *Rising Tide Global*, a company trading in high-end American wines; and at Be Spirits, *Tennessee Distilling* and *Precision Wine* which markets rum, bourbon and gin.



## JAPAN

Japan has become a renowned destination in the world of wines and spirits with a growing reputation for its high quality sakes and whiskies. The local white grape variety is **Koshu**, which is used to make the most prominent Japanese wines. However, European grape varieties such as **Chardonnay** and **Cabernet-Sauvignon** have got off to a promising start in Japan.

Japanese spirits from the **Japan Sake and Shochu Makers Association** will again be present in 2024. Created in 1953, the organisation now has 1,696 members, divided between 1,410 sake breweries, 273 shochu distilleries and 13 mirin producers, grouped into 47 regional associations.

## LEBANON

In Lebanon, a country with a long-standing tradition of viticulture which dates back several millennia, legend has it that Noa stopped on Mount Sannine and planted vines there. Today, the country has become a booming destination in the wine and spirits world. The legendary Bekaa Valley, home to 90% of the country's wine production, offers internationally renowned red wines.

**This year, Lebanon is doubling its floor space** with exhibitors such as *Château Trois Collines*, a winery founded in 2009 which specialises in producing organic wines; and the *Union Vinicole du Liban* which groups together 14 Lebanese wineries.



## THE UNITED KINGDOM

Renowned for its beers, whiskies and gins, the United Kingdom is becoming increasingly suitable for growing vines due to climate change, particularly in the southern part of the country, in Cornwall, Kent and Sussex. This new industry now allows the country to supply a varied range of alcoholic drinks.

**Lafferty & Sons** spirits along with **Wine Estates EMEA** are attending.

## ARGENTINA

Wines of Argentina is attending the exhibition to present the extensive variety of its vineyard sites in terms of geography, climate and culture. The combination of soil types and elevations, coupled with factors such as the temperature, sunshine levels, harvest dates and winemaking styles form an intricate puzzle that reflects the complexity of Argentinean wines.

Other countries are also represented, including **Moldova**, **Tunisia**, **New Zealand** and the **Netherlands**, attending for the first time, alongside **Uruguay**, with *Bodega Garzón*, one of the country's largest traditional wineries, and **Chile**, with the *Casablanca Valley*.

# THE OFF BY WINE PARIS & VINEXPO PARIS



## A LINE-UP OF SPECIAL EVENTS FROM 12 TO 14 FEBRUARY 2024 IN 200 PARISIAN VENUES

**The 4th OFF programme by Wine Paris & Vinexpo Paris is once again taking the capital city by storm in 2024 with a selection of 200 restaurants and cocktail bars for some great on-trend wining and dining experiences.**

The OFF by Wine Paris & Vinexpo Paris 2024 venue list is bursting at the seams. It features 200 cherry-picked restaurants and cocktail bars located in every arrondissement of the French capital. Each of them will be honouring wines and mixology, both with and without alcohol. The OFF venues selected for their unique wine and spirits-centric experiences promise to provide a tasteful interlude, whether it's for business or pleasure.

The 2024 OFF programme offers a carefully curated choice of welcoming, unique and bustling venues serving wines by winegrowers from France and overseas, premium spirits, authentic and creative drinks and flavourful food to give taste buds and palates a treat.

**An exciting line-up of events from 12 to 14 February to get Paris buzzing with life**

To celebrate talented chefs, sommeliers and mixologists, OFF restaurants and bars will be hosting exclusive events open to all over the three evenings of the international trade exhibition Wine Paris & Vinexpo Paris.

From 12 to 14 February, Paris will provide the stage for a celebration of wine and cocktails, delivering a raft of experiences both enthusiasts and professionals can enjoy. These are some examples:

**On 12, 13 and 14 February:**

- At the **'Crus de Bourgogne'**, an exclusive menu revolving around food and wine pairings featuring the region's iconic flavours and wines in a classic chic 'old school' setting.
- At the **'Bougainville'**, a relaxed meal with Beaujolais wine grower Didier Bataillard and the four Crus – Saint-Amour, Moulin à Vent, Chénas and Juliéas.
- The **'Bon Vivant'**, known for its organic, biodynamic and natural wines, will host special sparkling wine evenings.

**On February 12:**

- At the **'Frenchie Wine Bar'**, wine and food harmony is the focus of a meal centring on an exceptional winery in AOP Muscadet Côtes de Grandlieu in the Loire Valley with attendance by the winegrower, Eric Chevalier.
- At the **Syndicat**, a tasting evening with a hip-hop atmosphere hosted in partnership with féfé Cocktails and a whole range of cocktails in cans.





## 6

PRACTICAL  
INFORMATION**OPENING TIMES**

Monday 12 February | from 9am to 7pm

Tuesday 13 February | from 9am to 7pm

Wednesday 14 February | from 9am to 5pm

**ADDRESS**

Paris Expo Porte de Versailles

1 place de la Porte de Versailles – 75015 Paris

**ACCESS**

**Underground:** line 12, Porte de Versailles station or line 8, Balard station

**Tram:** t2 and t3, Porte de Versailles – Parc des Expositions stop

**Bus:** line 80 (Porte de Versailles – Parc des Expositions stop) and line 39 (Desnouettes stop)

**Bicycle:** vélib stop avenue Ernest Renan

**ADMISSION RATES**

Online purchases until 11 February 2024: €60 incl. VAT

Online or at-the-door purchases from 12 to 14 February 2024: €80 incl. VAT

Free admission for journalists and influencers  
(subject to accreditation by the exhibition's press office)

Online accreditation at [wineparis-vinexpo.com](https://wineparis-vinexpo.com):

<https://vinexposium.mybadgeonline.com/Pro-Login/Pro-Salons>

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Vinexposium 365, the connected wine and spirits community worldwide: <https://vinexposium365.com/>

Live photos of the event:

<https://public.joomeo.com/users/Vinexposium/albums>

**VINEXPOSIUM PRESS CONTACT**

[camille.malavoy@vinexposium.com](mailto:camille.malavoy@vinexposium.com)

+33 6 31 00 50 41



# FLOOR PLAN

# CSR ACTIONS IMPLEMENTED AT WINE PARIS & VINEXPO PARIS



As a major events organiser, Vinexposium is implementing a strong commitment to CSR aimed at carbon neutrality by 2050. In compliance with the Paris Agreement, this objective involves reaching an intermediary stage: a reduction of 50% of the group's events greenhouse gas emissions by 2030.

To meet this objective, Vinexposium is experimenting these large-scale initiatives at Wine Paris & Vinexpo Paris:

## CIRCULAR ECONOMY

To provide 170,000 glasses.  
60% of the fittings are reusable.  
50% less printing & 80% recycled paper.

## EMPTY BOTTLE RE-USE

The bottles will no longer be broken up but collected by Millenium, sorted, cleaned and re-used by Eco in Pack with the help of Adelphe.  
Objective: re-use 80,000 bottles.

## REDUCTION OF THE CARBON FOOTPRINT

Less aisles carpet : -20,000m².  
4,000 reconditioned and reused exhibitor kits.  
Energy efficiency: 19°C.  
Pool transport of samples.

## COLLECTION OF WINES AND SPIRITS

Liquids from spittoons and opened bottles are collected.  
The collected drinks are distilled by Grap'Sud and used as bio-fuel.  
Objective: re-use 5,000 litres.

## RAISING AWARENESS AMONG PARTICIPANTS

CSR data collect.  
"The Environmentally-friendly initiatives by responsible attendees" guide.  
12 conferences on CSR issues.

## CLOSURE COLLECTION

The closures will be collected and re-used by Fédération Française du Liège.  
The proceeds will be donated to the association Agir Cancer.  
Objective: collect 20,000 closures.

## SOCIAL INCLUSION

Donation of 80% of unsold food.  
Collaboration with ESATs.

## COLLECTION OF STAND EQUIPMENT

The single-use components can be collected by Muto.  
The materials are then redistributed to beneficiaries of the social economy.

Learn more on:  
<https://wineparis-vinexpo.com/page/csr-objectives>





#### **About WINE PARIS & VINEXPO PARIS**

Wine Paris & Vinexpo Paris is the annual event for wine and spirits professionals from around the world. Hosted in February at a key time of the year, it aims to offer a cohesive focal point for industry players centring on a comprehensive, relevant and inclusive range of products that showcases wine and spirits regions across the globe.

#### **About VINEXPOSIUM**

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at 10 events a year, and its community every day of the year at [vinexposium365.com](http://vinexposium365.com), Vinexposium is the industry's ally, geared to developing its sales reach.

## **PRESS CONTACT**

**[camille.malavoy@vinexposium.com](mailto:camille.malavoy@vinexposium.com)**

**+33 6 31 00 50 41**

**[wineparis-vinexpo.com](http://wineparis-vinexpo.com)  
#wineparis #vinexpoparis**



An event by  
**VINEXPOSIUM**