

## WINE PARIS 2025, THE WINE AND SPIRIT INDUSTRY'S PREMIER EVENT, PREPARES TO WELCOME THE WORLD TO THE 'CITY OF LIGHTS'



13 November 2024 – From 10 to 12 February 2025, Wine Paris will transform the 'City of Lights' into the epicentre of the global wine and spirits industry. After three years of robust growth, the event continues to gain traction with over 4,600 exhibitors from 50 producer countries and 50,000 visitors from 140 countries due to attend. Hosted by

Vinexposium, the exhibition has now achieved unprecedented international scope, securing its position as a unique global nexus for business and a tool for economic and political influence. As the industry faces fundamental geopolitical, economic and environmental change, the 6<sup>th</sup> Wine Paris exhibition promises to provide a strategic response through practical, sustainable solutions for the entire industry.

### The global industry rallies around Wine Paris 2025

Once again, Wine Paris has received the endorsement of producers from across the globe, giving the 2025 exhibition unparalleled international reach. Three halls are entirely dedicated to the **50 producer countries** represented, with **double-digit growth in floor space** for several countries, including Germany (+ 65%), Austria (+ 35%), China (+ 60%), Spain (+ 40%), Portugal (+ 61%) and Romania (+ 75%). Italy has once again doubled its exhibition area and is all-set to host 30 regional pavilions in an entire hall (Hall 6).

The exhibition will also welcome numerous **new international pavilions**: South Africa, Argentina, Armenia, Chile, Hungary, North Macedonia, Uruguay and, most notably, Australia, which is increasing its exhibition space **four-fold** in 2025.

### Huge turnout by the French wine industry

As the event's backbone, French attendance is due to grow with a **7% increase in the country's producer numbers**. Gathered in Hall 7, all of France's marketing boards will be attending.

The loyalty shown by its exhibitors allows Wine Paris to offer a deep dive into the French wine regions which will be fully demonstrating their diversity through attendance by independent winegrowers, co-operative wineries, trading companies and **household**

**industry names** such as Les Grands Chais de France, Boisset, Famille Guigal, Borie-Manoux, M. Chapoutier, Groupe EPI, Castel Frères and Baron Philippe de Rothschild.

The 2025 exhibition will also mark the **return of leading brands**, particularly Champagne labels such as Bollinger, G.H Martel, Lanson and Vranken.

This widespread commitment underscores Wine Paris' pivotal role for all stakeholders in the French industry.

### **Be Spirits, the place to be for all spirits from around the world**

The global spirits industry is extremely bullish, driven by increased demand for diversity and quality. **Be Spirits** will be its showcase.

As an event within the event, Be Spirits will welcome distributors, barmen and experts from across the globe with **over 200 producers** – including **38% newcomers** and **30% international attendees** from **27 countries** (as of 8/11/2024) – at its core. On display will be a range of **47 types of spirits** (Armagnac, baiju, brandy, Calvados, Cognac, gin, malt, mezcal, pastis, rum, sake, soju, tequila, umeshu, vermouth, vodka, etc.). Ten whisky producers will be attending under the French Whisky Federation banner and Cognac (40 companies) and Armagnac (19 companies) producers will be out in large numbers.

In 2025, the No/Low drinks range will be expanding (+ 50% producers registered to date), mirroring new consumption patterns (de-alcoholised spirits, RTDs, etc.) whilst the floor space taken up by beers and ciders will increase. Last but not least, the **Infinite Bar**, with its 20 bars spanning over 40 metres, promises to offer a unique feast for the eyes and reveal the creativity of the top mixologists.

Through Be Spirits, Vinexposium reaches out to the entire beverage alcohol sector, from traditional offerings across to the no-low category.

*“In times of great uncertainty, economic crisis and loss of meaning, isolationism is not an option! By combining strengths and fostering innovation, engagement among all industry stakeholders and links between the economic and political arenas we can leverage solutions. Over the years, Wine Paris has carved out a place for itself in everyone’s minds around the globe as a vital source of influence, a catalyst for thought processes, a mirror to trends and a driving force for the entire industry. More than ever before, the 2025 exhibition will play a crucial role for all national and international stakeholders in the wine and spirits industry”.*

**Rodolphe Lameyse, CEO of Vinexposium.**

#### **Reminder of key 2025 figures (on 8/11/2024)**

- Over 4,600 exhibitors
- 50 producer countries
- 50,000 trade visitors due to attend
- 140 countries represented

For more information, visit [Wine Paris](#) website  
To view photos of the 2024 exhibition, [click here](#)

**About WINE PARIS**

Wine Paris is the annual event for international wine and spirits professionals. Hosted in mid-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 producer 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 8 events a year, Vinexposium is the industry's ally, geared to developing its sales reach.

**Vinexposium, creating momentum**

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