

WBWE 16TH World Bulk Wine Exhibition

Press release

THE WORLD BULK WINE EXHIBITION REACHES A TURNING POINT IN 2024



6 December 2024 – In a global environment marked by major challenges for the wine and spirits industry, the 16th World Bulk Wine Exhibition (WBWE), hosted by the Vinexposium group, once again fully demonstrated its vital role for members of the bulk industry. With over 70 countries represented, 245 exhibitors from 25 producer countries and 1,988 visitors, the exhibition has established itself as a critical platform for responding to current economic and environmental issues.

BULK'S KEY ROLE AS GLOBAL PRODUCTION COMES UNDER PRESSURE

2024 saw a **decline in crop volumes in key regions** such as France, Italy and Argentina, due to extreme weather conditions. According to initial estimates issued by the **International Organisation of Vine and Wine (OIV)** at the WBWE opening ceremony, volumes are likely to show a sharp decline, heightening pressure in the marketplace. Bulk, which accounts for **30 % of production volumes**, has proven its ability to offer a strategic response to this situation by offsetting the pressure and catering to the needs of the beverage alcohol industry.

SALES VOLUMES ILLUSTRATE THE INDUSTRY'S VITALITY

The exhibition, this year attended by **245 exhibitors from 25 countries**, attracted **1,988 visitors***, drawing an international audience of industry members **from over 70 countries**. Strong representation by French wine regions, many of them gathered on the Inter Rhône and Coop de France pavilions, but also by Spanish and Italian companies, illustrated the importance of the exhibition for leading bulk wine exporters. There was also noteworthy participation by the New World with Australia and New Zealand, South Africa, Argentina and Chile exhibiting.

The business matching service provided by Vinexposium, which enabled **over 500 business meetings to be scheduled between buyers and producers**, promoted attendance by quality players, despite the tense economic climate.

“The two days of the exhibition provided the opportunity to strengthen our ties with our existing customers and engage in more detailed discussions to develop our partnerships. At the same time, we identified new needs and offered bespoke solutions as part of a rewarding approach on all sides” – Kai Barge, CEO of MTE International.

AN ACADEMY PROGRAMME GEARED TO OFFERING SOLUTIONS

The business meetings are one of the driving forces of the WBWE, but the conference and masterclass programme rolled out by the **Academy** also showcased practical ideas for responding to current challenges through **10 sessions** attended by over **300 participants**.

Sessions like *The Bulk Wine Supply Chain*, hosted by leading logistics and transport provider Kuehne+Nagel, *Sustainable Cheers: Navigating the Future of Low and No Alcohol Wines*, by BevZero, or *Navigating the Path Towards Sustainability: How Bulk Wine Can Drive Both Efficiency and Profitability*, by The Vine Strategy Group, witnessed record attendance, demonstrating the interest shown in these strategic themes.

The **Silent Tasting Room**, designed to meet Vinexposium's standards of excellence, was a major hub at the exhibition, offering a high quality free-pour tasting area for **over 350 bulk wine labels** from across the spectrum.

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Concurrently with this, the exhibition honed its focus on spirits and No/Low segments, mirroring changes in consumer preferences and opportunities for producers to diversify.

"We've observed a growing interest in ready-to-drink formulations like margaritas and espresso martinis. Buyers are now more informed about bulk spirits, with wine buyers increasingly diversifying into this category. Events focused on bulk sales provide the perfect platform for these explorations." – **Carrie Meslar, Marketing Director of Endless West (US exhibitor).**

THE INTERNATIONAL BULK WINE COMPETITION: A BELLWETHER OF GLOBAL QUALITY

The WBWE also offered a stage for the [International Bulk Wine Competition \(IBWC\)](#), where a panel of 25 experts tasted and rated over 150 bulk wine and spirits entries from around the world: Argentina, New Zealand, Chile, France, Italy and Spain, to name a few. Six recipients were awarded the highest accolades in the competition – Grand Gold Medals – for the excellence of their products:

- **CAVE LA ROMAINE**, Côtes du Rhône (France)
- **TIKI GROUP**, Premium North Canterbury Sauvignon Blanc 2024 (New Zealand)
- **GIGONDAS LA CAVE**, Côtes Du Rhône Villages 2023 (France)
- **ENOAGRIMM**, Primitivo (Italy)
- **CAVES ET VIGNOBLES DU GERS**, Full Chardonnay (France)
- **JUVIAR**, Bonarda (Argentina)

PROFOUND INDUSTRY TRANSITION AND AN EXHIBITION FOCUSED ON THE FUTURE

The bulk wine and spirits sector is so much more than a market of opportunity and at the 16th World Bulk Wine Exhibition (**WBWE**) it demonstrated its ability to leverage new solutions for the entire industry.

Vinexposium is committed to nurturing new ambitions for the World Bulk Wine Exhibition, as evidenced by the new resources and operating methods that will be introduced starting in 2025. Synergies with other brands and international events within the group will ensure that the event is revitalised and its leading position consolidated.

"2024 was a year of transition for the WBWE which is now fully incorporated into the Vinexposium Group. We aim to be a part of the future of bulk wines and spirits, applying our clear vision and proven resources, whilst at the same time remaining committed to our role as a strategic industry partner at a time when the challenges remain manifold", concludes **Rodolphe Lameyse, CEO of Vinexposium.**

Key figures:

- 245 exhibitors from 25 countries
- 1,988 visitors from over 70 countries, including 85% international attendees
- 10 Academy sessions attracting over 300 participants

View photos of the 2024 exhibition [here](#)

Subscribe to the WBWE LinkedIn Newsletter [here](#)

For more information, visit worldbulkwine.com and its [media section](#)

**The visitor count methodology used this year has been aligned with Vinexposium group standards, guaranteeing enhanced transparency and credibility.*

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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 acts as the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum

About the WBWE:

The World Bulk Wine Exhibition (WBWE) in Amsterdam is a must-attend event for producers and buyers of bulk wines and spirits. Offering unrivalled opportunities for diversifying sales and discovering some true gems, the WBWE also acts as a benchmark for market trends and the place where new brands and business models are born within the wine and spirits industry.

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