



**14-16
FEB.
2022**

PARIS EXPO
PORTE DE
VERSAILLES

PRESS KIT

November 2021

An event by **VINEXPOSIUM.**



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Fabrice RIEU
Chairman of Vinisud



Jean-Martin DUTOIR
Chairman of VinoVision

STRONGER TOGETHER!

Our preparations for Wine Paris & Vinexpo Paris 2022 are building on the momentum of the 2020 exhibition, which successfully brought together every strand of the wine industry. We will be gathering together wine growers, estates, wineries, co-operatives, trading companies and brands alongside French and international trade visitors: restaurateurs, sommeliers, wine merchants, bartenders, importers, distributors and agents from our industry.

For the forthcoming event from 14 to 16 February 2022 at Paris Expo Porte de Versailles, the strength of the collective will once again be fully expressed. Paris will be the location for the first major international trade event of the year for wines and spirits.

Enhanced attendance by all of our French wine regions and many international wine regions illustrates the vitality of the industry across-the-board, which is more united than ever. Our ambition, which is shared by all attendees, remains unchanged: together we are stronger, we can promote special relationships by coming together under one roof, and we can encourage and support the flow of business and welcome new companies and visitors.

Over 3 days, the energy exuded by our amazing industry will set the tempo for the French capital and show the world how attractive the world of wine and spirits can be.

We are delighted to see the return of a major moment for sharing and doing business!



Editorial

Christophe Navarre

Vinexposium Chairman of the Board

The sky's the limit!

The world of wines and spirits has just come through some challenging times with fighting spirit. Markets and outlets were placed under constraint and every industry was compelled to demonstrate creativeness and innovation to continue to offer consumers the best.

In 2020, the determination and hard work of every single company limited the decline in consumption to 6.2%*.

As borders now re-open, distributors are once again in demand, clients are returning to restaurants, bars are opening again and the world of wine and spirits is at the core of the recovery.

Globalised wine production is steering consumption towards new ways of exploring the category, alongside specific local traits, opening up new markets with appealing prospects for wine.

Understanding the international range on offer and demand is the challenge the beverage alcohol industry must rise to. Pushing the boundaries further and trying to secure markets implies seeking out new outlets and keeping an open mind about changes in society and behaviour.

Wine Paris & Vinexpo Paris is designed for the industry, from production through to distribution. It is a unique intersection for understanding, discovering and developing insight into future trends in global trade.

The prospects for reconquering global wine and spirits consumption are positive provided each and every one of us leverages their expertise, and spreads the word.

*Source IWSR



interview



Wine Paris & Vinexpo Paris is the first event stemming from the merger of Vinexpo and the wine division of Comexposium, creating the Vinexposium group. Why the alliance?

The merger of Vinexpo and the wine division of Comexposium is a story of success, one fuelled by a shared desire by men and women to bring every strand of the industry together. Their aims were to establish the leading global organiser of wine and spirits events, thereby repositioning France, its rich heritage and expertise, at the centre of the global arena as a benchmark player in the sector's international community. The story was written over several chapters.

In 2019, VinoVision (the cool climate wine exhibition launched in 2017) and Vinisud (the southern wine exhibition created in 1994), with the backing of their 13 marketing boards, joined forces to found Wine Paris.

Then, in 2020, Vinexpo, the driving force behind international wine and spirits trade events, founded in 1981, aligned the dates of its first Paris event with the second Wine Paris, to maximise attendance by industry members.

The two entities are now one and belong to the Vinexposium group created in the summer of 2020, in a spirit of collaboration where individual skills are combined to serve the interests of the industry at large.

The synergy between the two entities is now obvious and there is a shared desire to join forces. The integrity of each individual player is safeguarded, offering visitors the ultimate range of exhibitors, from the boutique-scale winegrowers to the household international brands. With the backing of the entire industry, Wine Paris & Vinexpo Paris continues to grow the range of products on offer, servicing the needs of international demand and positioning France as a point of reference.

What are the ambitions for the 2022 event?

Wine Paris & Vinexpo Paris will be the first major international event of 2022 and will mark the return of large-scale in-person tastings. We can already sense the high expectations of the global wine and spirits industry for an event offering a diverse array of products and business meetings and we are pulling out all the stops to promote attendance by key buyers, including those from outside the EU who are showing a high level of interest in the event.

Over three days, 2,800 exhibitors will descend on Paris to present their latest vintage, their flagship products and their rare offerings, and they will be sharing all of these precious pours with connoisseurs from across the globe.

Another noteworthy aspect is the continued determination by the French marketing boards to join forces and be stakeholders in the event. At a key time of year, the 2022 exhibition will deliver a comprehensive, relevant and inclusive range of products showcasing French and international wine regions alike in order to create fruitful interactions within our community.



Rodolphe Lameyse, CEO of Vinexposium



What progress have you made in marketing the exhibition?

The enthusiasm and support for Wine Paris & Vinexpo 2022 are also echoed in the marketing aspect of the exhibition. To date, 90% of floor space has already been reserved. We are delighted to be welcoming, once again, all types of companies, from winegrowers, estates, co-operatives and trading companies to brands. They will all be in Paris to celebrate the reunion of an entire industry.

All of France's wine regions will be attending alongside a great range of overseas wine regions. A total 30 countries will be represented to celebrate the gathering of the wine and spirits community in the French capital next February.

Given the current health situation, what are your expectations in terms of attendance?

Again, the trend is positive. We are expecting around 25,000 visitors to attend, approximately one third of them from overseas. However, the pandemic and health measures, which vary depending on the country, have a huge influence on some visitor groups. Unless there are any radical changes in the coming months, we know that trade members from Asia will be conspicuous by their absence. This will be counterbalanced, though, by high attendance from visitors from France, Europe and even the United States.



What will be the highlights of Wine Paris & Vinexpo Paris 2022?

The 2022 edition of Wine Paris & Vinexpo Paris will be packed with events.

The 'staples' will be there – the tastings, the masterclasses, the 'Nouvelle Vague' area featuring 40 young producers looking to establish their first distribution network in France.

Events created in 2020 will also return by popular request: the **Wine Talks**, a round-table debate format focusing on hard-hitting topics and **So International**, a series of forward-looking debates on the future and challenges for French wines internationally.

For 2022, we have also designed a new area, in collaboration with La Wine Tech and Vinocamp – **Wine Futures**. It will feature an exhibition area with 30 start-ups and a forum for impactful speakers to address innovation within the wine and spirits industry.

Obviously, **Be Spirits**, an event within the event, benefitting from its own identity and scenography along with its famous Infinite Bar, will bring together the entire spirits and mixology industry in a full-fledged exhibition area.

Finally, **The OFF** of the event is being ramped up to include a selection of 100 restaurants and bars to illustrate the diversity of Paris and its gastronomy and to celebrate the incredible talent of all the chefs, restaurateurs, sommeliers, mixologists and barmen located in every district of Paris. Its single-minded objective is to get Paris beating to the rhythm of wine and spirits for 3 entire days and offer all professionals travelling to the capital for Wine Paris & Vinexpo Paris a rich, convivial and authentic experience of Paris!



A HIGHLY AWAITED, MUST-VISIT EVENT

Key figures

A MAJOR TRADE EVENT IN PARIS

1st

major event of the year
for the industry



1

outstanding city



3rd

edition



A DIVERSE ARRAY OF WINES AND SPIRITS

2,800
exhibitors



100%

of French wine
regions and a choice
of international
producer



30

producer
countries
present



14

categories
of spirits



DE NOUVELLES OPPORTUNITÉS DE BUSINESS À L'EXPORT

25,000
buyers
expected

30%
international
visitors

750+
markets
represented



1

Club program to promote
attendance by major
international buyers





VINEXPOSIUM.

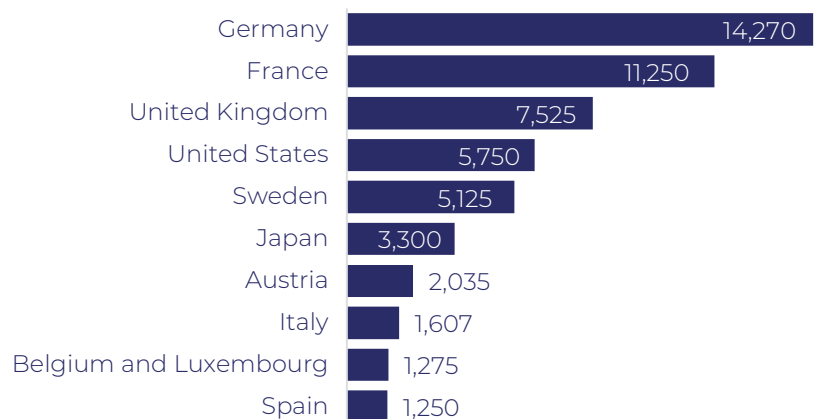
IWSR Vinexposium Report 2021

Highlights

Beverage alcohol has proved itself to be one of the most crisis-proof consumer goods categories with fast-pivoting suppliers able to surmount severe structural challenges.

- **Pre-Covid trends were accelerated through 2020:** moderation, ecommerce, convenience, premiumisation, home-premise.
- **RTDs ride the trend towards flavour, refreshment and convenience** but there is significant geographical variance and nuance is required. RTDs are the only major category to grow through pandemic.
- **Sustainability** in wine still to gain consumer momentum. Pandemic driven shift towards localism.
- **Global Travel Retail is likely to change for the long-term**, and both brand and engagement strategies need to be modified.
- **No- and low-alcohol spirits, beer & RTDs have momentum.** Regular wine drinkers express concern about the taste of no/low-alcohol wines, as well as factors such as poor availability, lack of knowledge about these wines. There's a possible opportunity for no/low-alcohol sparkling wines.
- **Rapid pivoting from on-premise to off-premise and ecommerce** was behind many of the stronger market performances. Ongoing channel evaluation is key.
- **Enhanced home-premise experiences** have become part of everyday life, especially in developed markets.
- **Significant premiumisation opportunities exist**, but need to be adapted to market nuance. Significant increases in disposable income for some segments drive luxury purchases.

Top Organic Wine Markets by Volume 2020



Spirits Fastest-growing

Fastest-growing spirits sub-categories, excluding no-alcohol spirits: global view

Agave-based spirits growth driven by Tequila in the US (the world's largest tequila market). In 2020, volumes went up 16% in US and went down 17% in Mexico. US will continue to be the key growth driver for this category through to 2025. US and Mexico are also the key growth markets for **Mezcal**, which benefits from Tequila's success and offers cues of authenticity and trading-up.

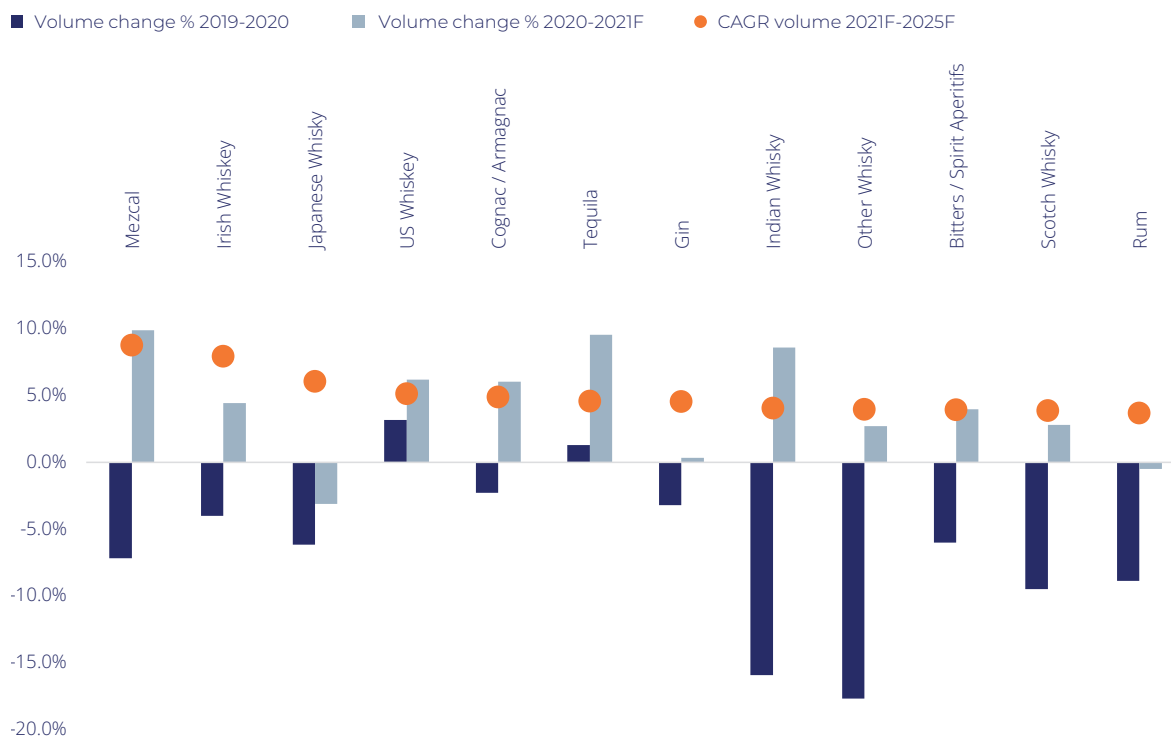
Gin recovery will be driven by Spain, boom markets of Brazil & South Africa, and late gin boom in Russia.

Rum growth comes from low-cost rum markets of India and Philippines. Spain & France see premiumisation in rum, with the category increasingly seen as a cocktail ingredient and a sipping spirit.

Cognac/Armagnac growth through to 2025 due to continued strong growth in core markets, eg: USA & China.

Spirits Fastest-growing

Fastest-growing spirits sub-categories, excluding no-alcohol spirits: global view



Whisky sub-categories have been more impacted by Covid-19, but show long-term resilience

Irish whiskey will return to growth with return of the on-trade and strength of new entrants to the market.

Japanese whisky growth will come mainly from its home market, with several shochu distillers expected to start whisky production too.

US whiskey will continue strong growth mainly in its home market.

Indian whisky is predicted to grow strongly post-Covid due to increasing premiumisation and sophistication of the category in its home market.

Scotch growth will come from delayed recovery in key market of India, a general whisky boom in Eastern Europe, and eventual revival in GTR.

Spirits - Increased disposable income drives growth for premium-plus segment

Growth of premium+ spirits showing a mixed outlook, with some markets continuing to grow strongly and other developing world markets downtrading.

Gin outlook trend showing dynamism in Brazil, where flavoured gins are growing fastest. In the US, **premium+ flavoured gins and celebrity involvement** in the category (eg: Snoop Dogg's strawberry-flavoured Indoggogin) are starting to engage consumers.

Premium Scotch driven by eventual GTR sales. 2020 awakened interest in the category by domestic UK consumers. China and Brazil will also drive category growth.

Premium Tequila trend boosted by consumption in US, successfully moving towards at-home cocktail consumption:

- Transition from shooter occasion.
- Celebrity endorsements.
- Perceived as a healthier option than some other categories.
- Perceptions of affordable luxury.

Premium rum key growth markets are US, France, UK, Russia, driven by increased brand owner activity in dedicated premium rums, and consumer interest in rum as a sipping spirit.

Still Wine

Key market overview

Awareness and interest are growing steadily in **Brazil**. In 2020, domestic products fared well against imports, offering inexpensive alternatives that better fit the current economic crisis.

Still wine has gained space and consumption occasions in **Colombian** homes –many Colombians pre-pandemic would only drink wines in restaurants.

In the **UK**, still wine will adjust downwards in the short term as the on-trade recovers, but the longer-term prospects for wine are more positive than they were before the pandemic.

The category is expected to continue steady growth in **Poland** with interest developing in white and rosé wines.

The disruption in **China** caused by Covid-19 to the on-trade and to off-premise social drinking occasions and large events

accelerated the decline in wine consumption seen over the last few years.

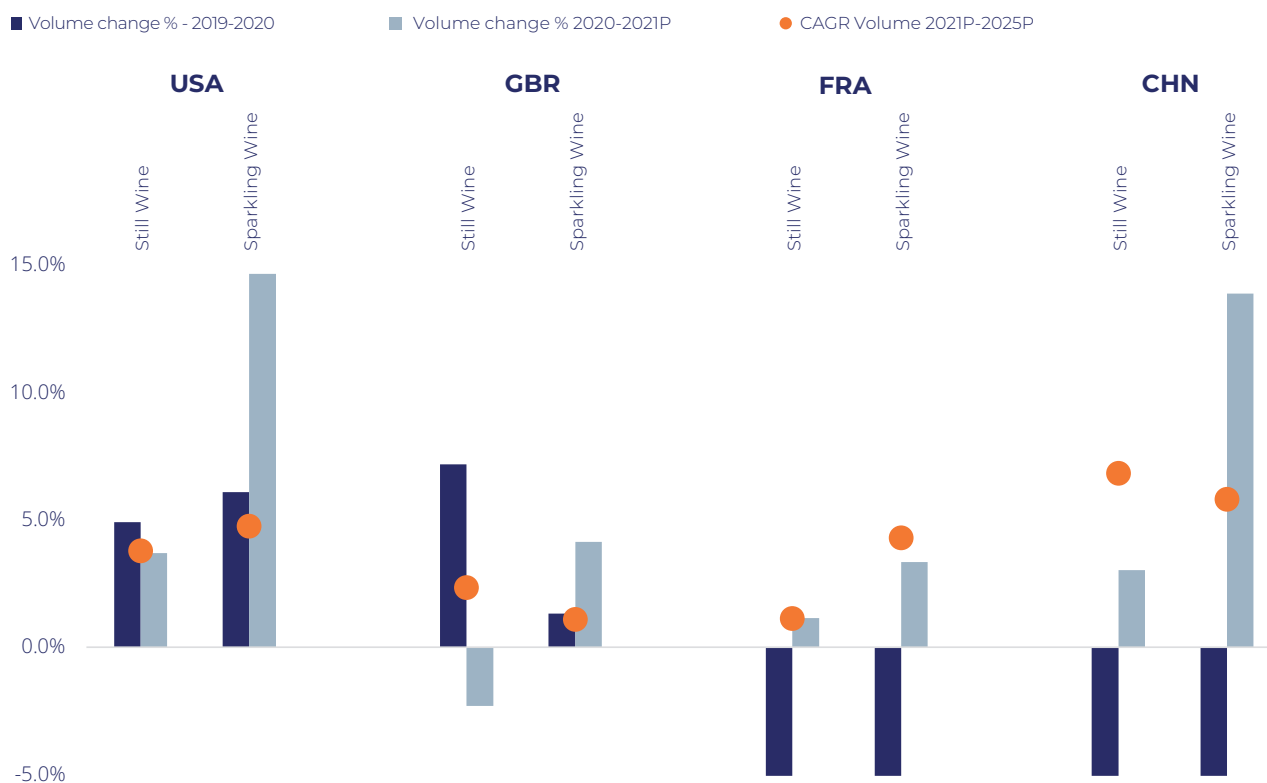
The long-term change of consumer preferences in **Russia** moving away from vodka and spirits in favour of wine is likely to remain.

The growing middle and upper classes in the **Philippines** are becoming more knowledgeable about wine, driving sustained growth in standard-and-above segments.

Key drivers in **South Africa** have been the penetration of urban and rural townships by major liquor store chains and the emergence of rosés in affordable box formats, which have engaged female drinkers for whom wine is aspirational yet accessible.

Premiumisation

Premium-and-above still & sparkling wine



Still Wine

Additional market overview

N.B. **Norway** volumes are based on monopoly sales only so growth is artificially high; border sales collapsed in 2020 leading to a surge in domestic sales.

All countries of origin grew in **South Korea** in 2020 but Chilean wines were the main driver.

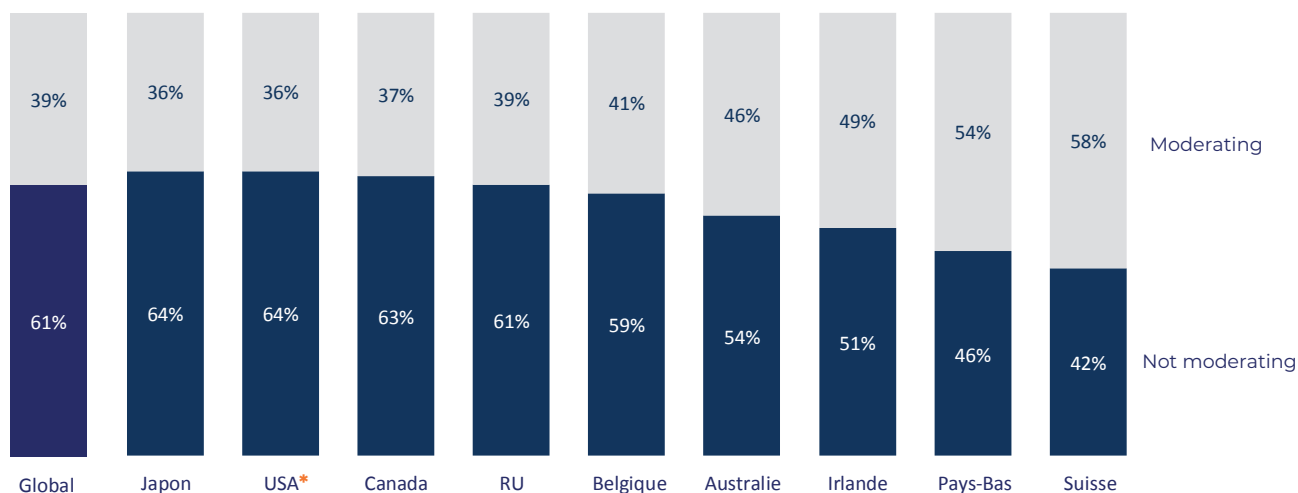
Wine consumption in **Singapore** has grown steadily as rising incomes have made wine more affordable, consumption occasions have expanded and it has gained acceptance among locals.

Younger legal-drinking-age consumers in **Taiwan** are more interested in wine than older generations and there is some switching from whisky for the mealtime occasion.

Wine consumption in **Argentina** grew in 2020 reversing a four-year trend. The top end increased significantly as rising disposable income drove up-trading. However, rising unemployment also drove many to down-trade.

Alcohol moderation: global view

At least 1/3rd of wine drinkers actively moderating their consumption



% who are or are not moderating their alcohol intake

Base = All regular wine drinkers in Australia, Belgium, Canada, Ireland, Japan, Netherlands, Switzerland, UK and US (n≥700)

Sparkling Wine

Key market overview

In **Colombia**, Lambrusco, consumed more often as an affordable, refreshing treat at home than as a celebration drink, drove growth, along with lower-priced sparkling from Chile imported by discounters.

Asti, Prosecco and Cava all saw record annual volumes in **Russia** in 2020. The seasonal nature of the category is gradually eroding.

Sparkling Wine in **Canada** has gained from demographic consumption diversity. The category still skews more female, however progression on cultural norms has made it more common for male consumers to enjoy sparkling wine too.

The gastronomy scene in Bangkok, **Thailand**, and in popular tourist destinations such as Hua Hin, where most of the consumption occurs, will continue to drive the category as the on-premise re-opens.

Sparkling wine in **South Africa** is expected to continue to develop as an affordable on-trade glamour choice. Further innovation into ice, rosé and sweeter styles, the use of influencer marketing and low-tempo occasions will help further recruit younger legal-drinking-age females going forward.

Long term, Cava in **Spain** is struggling to broaden its consumption occasion and recruit new consumers; after an initial recovery period, volumes are expected to continue to recede as the category loses relevance.

Champagne

Key market overview

The spike in Champagne growth seen in **Russia** in 2020 is considered something of an anomaly in response to the lockdown and Russians not going abroad. As conditions return to normal, growth is expected to slow. Champagne houses are currently fighting new legislation that requires them to be labelled as 'Sparkling Wine'.

Champagne, while relatively small in **Canada**, faces strong competition from more reasonably priced sparkling varieties at a time when the economic future is uncertain, which will lead to near-flat volume growth over the forecast period.

Since the introduction of the Loi Egalim in **France**, there has been a reconsideration of strategy and price by some houses. Supermarkets have delisted products where shoppers have not responded well to the price change. As a consequence, there has been some noticeable reshaping of the premium and standard segments.



HIGHLIGHTS OF THE 2022 EXHIBITION

Wine Paris & Vinexpo Paris 2022 will be hosting multiple events and highlights at the exhibition so that attendees can taste, discover, learn and share their experiences!

WINE PARIS & VINEXPO PARIS, THE FREE-POUR TASTINGS

Each Hall will present wines that can be tasted at leisure and then found on exhibitor stands in that Hall.



HALL 4

An immersive area to discover or rediscover at leisure the array of wines grown in Mediterranean climates. 2,000 products / classification by colour and region / an area dedicated to boxed wines / a focus on organic and environmentally-friendly wines / free-pour tasting.

These tastings are organised in conjunction with the French Oenologists' Organisation.



HALL 6

An area designed to showcase the diversity of wines from Alsace, Beaujolais, Burgundy, Centre-Loire, Champagne and the Loire Valley but also other cool climate wine regions.

800 products / classification by colour and wine region / a focus on organic and environmentally-friendly wines / free-pour tasting.



HALL 5

Within the free-pour tasting area of Hall 5, Wine Paris & Vinexpo Paris will be hosting a series of events and tastings dedicated to wines of the world, selected by the World's Best Sommeliers.

WINE PARIS & VINEXPO PARIS, THE ACADEMY



THE MASTERCLASSES - Hall 4

A series of masterclasses curated by French and international experts to dive into the heart of the diversity and specific features of wines and their home regions.

Pre-programme:

- Masterclass on the Fine Wines of Languedoc, hosted by Gilbert & Gaillard.
- Masterclass hosted by Vignobles André Lurton.
- Masterclass The Muscadet Crus - Melon de Bourgogne, a mirror to its terroir?, hosted by Loire Valley wines.
- Masterclass The Wines of Centre-Loire, from Sancerre to Châteaumeillant: a group of vineyard sites that puts a shine on the Loire, hosted by the Centre-Loire wine marketing board.
- Masterclass hosted by the Champagne producers' organisation.
- Masterclass hosted by Alsace wines.
- Masterclass hosted by Gambero Rosso.
- Masterclass on Prosecco hosted by the Consorzio di Tutela della Denominazione di Origine Controllata Prosecco.
- Masterclass on Austrian wines hosted by the Austrian Wine Marketing Board.
- Vinexpo Challenge, a blind tasting curated by Marc Almert, 2019 World's Best Sommelier.
- Masterclass Battle Pairing curated by the World's 5 Best ASI Sommeliers.
- Tre Bicchieri tasting organised by Gambero Rosso.
- IWSR conference on consumption trends around the world.



THE WINE TALKS - Hall 6

Focusing on the major trends facing the industry, the Wine Talks will illustrate the industry's vitality and revolve around changing consumer habits and expectations.

A lively, warm and revamped format of round-table debates, with unique presentations delivered by a varied range of passionate and exciting personalities.



SO INTERNATIONAL - Hall 6

A series of forward-looking debates on the future of French wines internationally.

The debates will feature key figures in their markets and will aim to inform, shed new light on and allow useful information to filter through to marketers and, ultimately, to support the development of sales of French wines internationally.

The WINE TALKS and SO INTERNATIONAL benefit from the patronage of the OIV (International Organisation of Vine and Wine).



International Organisation
of Vine and Wine
Official sponsor

WINE PARIS & VINEXPO PARIS... YOUNG PRODUCERS - Hall 3



LA NOUVELLE VAGUE

La Nouvelle Vague is reserved for young wine growers with less than 5 years in the industry. It will feature 40 young producers looking to establish their first distribution networks in France and internationally. Exhibitors have an individual counter inside the area so that they can present their first wines.

For winegrowers: 3rd vintage at the most for an estate founded, bought or taken over after 2015; no more than 2 attendances.

For brand creators: production below 50,000 bottles; can only take part once.

The aim of Wine Paris & Vinexpo Paris is to support these wine entrepreneurs as they start their business and to provide buyers with wines that have never been exhibited before!

WINE PARIS & VINEXPO PARIS... WINE FUTURES - Hall 4

To support development of the wine and spirits industry and respond to new market challenges, Wine Paris & Vinexpo Paris, **in conjunction with La Wine Tech and Vinocamp**, have created a new area dedicated to content on innovation and digitalisation: WINE FUTURES.

It will feature:

- 30 start-ups, all offering innovative solutions (discovery, choices, storage, consumption, wine buying...) and genuine growth opportunities for the industry.
- Impactful speakers focusing on innovation within the wine and spirits industry in dynamic and participatory formats..



LA WINE TECH



vinocamp

WINE PARIS & VINEXPO PARIS... THE CENTRE OF THE WORLD!

THE INTERNATIONAL HALL

Hall 5 of Wine Paris & Vinexpo Paris 2022 will be dedicated to international producers. It will showcase products from 29 countries representing wine regions from across the globe*.

Exhibitors will include ICE, Luxembourg Wines, Advantage Austria, Tenuta Lamborghini, Wines of Lebanon, Wines of Germany, Cesari, Carpineto, Consorzio Di Tutela Della Doc Prosecco, Consorzio Tutela del vino Conegliano Valdobbiadene Prosecco, Gaja, J. Garcia Carrion, Viniporugal Wines of Portugal, Hammeken Cellars and Flechas De Los Andes...

* SOUTH AFRICA, GERMANY, ARGENTINA, AUSTRIA, BELGIUM, CHILE, CYPRUS, DENMARK, SPAIN, UNITED STATES, GEORGIA, GREECE, HONG KONG, HUNGARY, ITALY, JAPAN, KAZAKHSTAN, LEBANON, LUXEMBOURG, MEXICO, NEW ZEALAND, POLAND, PORTUGAL, ROUMANIA, UNITED KINGDOM, SLOVENIA, SWEDEN, SWITZERLAND, VENEZUELA.



WINE PARIS & VINEXPO PARIS... THE “OFF”

100 RESTAURANTS AND BARS WILL BEAT TO THE RHYTHM OF WINE PARIS & VINEXPO PARIS!

With even greater coverage than in 2020, WINE PARIS & VINEXPO PARIS will spill out into the capital with its OFF-site events.

100 restaurants and bars will be selected to illustrate the incredible diversity of Paris and its gastronomy and to celebrate its amazingly talented chefs, restaurateurs, sommeliers, mixologists and barmen located in every district of the city. The programme's single-minded objective is to get Paris beating to the rhythm of wine and spirits for 3 whole days and provide all industry members gathered in the capital for Wine Paris & Vinexpo Paris with a rich, convivial and authentic experience of Paris!



The partner restaurants and bars have been cherry-picked for their selection of wines and spirits, but also for the quality of their cuisine, the atmosphere and the welcome. Throughout the three days of the event, they will have plenty of great surprises in store for patrons with novel food and wine pairings, innovative cocktails, and plenty of other creations designed to showcase their expertise and their talent.

The list of partner restaurants will be revealed starting in January 2022 and bookings will be taken from then on.

WINE PARIS & VINEXPO PARIS... PARTNERING WITH THE ASI WORLD'S BEST SOMMELIER COMPETITION IN 2023



The French Sommelier Organisation, chaired by Philippe Faure-Brac, has the honour of hosting the 17th ASI World's Best Sommelier competition in France. Candidates will travel to Paris from 7 to 12 February 2023 for 4 days of world class exams.

Wine Paris & Vinexpo Paris 2022 will kick off preparations for the competition

The competition's full programme will be revealed at Wine Paris & Vinexpo Paris from 14 to 16 February 2022. As a competition partner, Wine Paris & Vinexpo Paris will be hosting a series of events and tastings designed for exhibition visitors.

Paris, the world capital of wine stewardship in February 2023

A sommelier is the ambassador of a producer's craft and a 'mediator' of the wine experience. At the ASI World's Best Sommelier competition, the spotlight will also be turned on France, its entire industry of producers and the excellence of its sommeliers, for the whole world to see.

Key figures

- 17th edition
- 6 title holders for France (Olivier Poussier – 2000; Philippe Faure-Brac – 1992; Serge Dubs – 1989; Jean-Claude Jambon – 1986; Jean-Luc Pouteau – 1983; Armand Melkonian – 1969)
- 4 days of world class exams
- 70 candidates in the running, representing 67 countries

www.sommelier-france.org

WINE PARIS & VINEXPO PARIS... BE SPIRITS, AN EVENT WITHIN THE EVENT

Be Spirits is an area dedicated to spirits, located at the very heart of Wine Paris & Vinexpo Paris. Be Spirits will gather the entire spirits and mixology industry around a 360° concept, boasting its own identity and scenography.

The event serves as a focal point for all strands of the industry: importers, distributors, key buyers, specialist media, bloggers, opinion leaders, major e-commerce brands, travel retail, restaurant chains, duty free, etc.

The area is designed so that visitors can discover new spirits and complement their portfolio; ride the premium & craft trend and hone their knowledge through the masterclasses and conferences; meet the greatest European mixologists and try out amazing cocktails at the Infinite Bar.

This year, Be Spirits is spreading its wings even further with 20% more floor space compared with 2020 and over 80 exhibitors, 65% of them new to the exhibition. One third of them are international exhibitors from Germany, Belgium, Cyprus, Denmark, Spain, United States, Georgia, Hong Kong, Italy, Japan, Kazakhstan, Poland, Rumania, United Kingdom, Russia and Venezuela. They will present 14 categories of spirits (Armagnac, Calvados, Cognac, brandies, Gin, Grappa, Ready-to-Drink - RTD, Rum, Sake, Shochu, Umeshu, Vermouth, Vodka and Whisky).



THE INFINITE BAR

Several dozens of metres long, multiple bars will set the stage for the different brands and honour mixology, making this the very heart of Be Spirits!

A meeting point for bartenders and brands, the Infinite bar offers a faithful rendition of the cues from the bar world: the most influential local mixologists will be turning the spotlight on the full art of the cocktail. This is an opportunity for brands, both famous and rapidly growing, to secure a share of the limelight for their products and promote them in an outstanding setting. And visitors get to enjoy a unique experience! The Infinite Bar promotes dialogue between the various players in this ecosystem.





AN EXPERIENCE
ENHANCED BY

VINEXPOSIUM. connect

The digital portal Vinexposium Connect was created in autumn 2020 and continues to develop tools and content to support industry members and wine enthusiasts around the world 24/7.

During Wine Paris & Vinexpo Paris, Vinexposium Connect will facilitate business and promote:

- Targeted opportunities for buyers and producers to connect using a customised filtering tool.
- Visibility for all and greater business opportunities.
- A wide range of content (interviews, masterclasses, market data & key figures...).

www.vinexposium-connect.com/

Welcome to Vinexposium Connect!

The new digital portal dedicated to the global wine & spirits community

[Join Us](#)



THE DIVERSITY OF WINE REGIONS UNDER ONE ROOF

AN OVERVIEW OF THE FOUNDING AND PARTNER WINE MARKETING BOARDS

Since they joined forces in 2019, marking an industry first, the involvement of all industry players is now even greater and continues to grow around Wine Paris & Vinexpo Paris.

Alsace wine marketing council

Website: www.vinsalsace.com

Beaujolais wine marketing boards

Website: www.beaujolais.com

Burgundy wine marketing bureau

Website: www.vins-bourgogne.fr

BIVC –Centre-Loire Wines

Website: www.vins-centre-loire.com

The Champagne winegrowers' organisation and its collective banner "Winegrower Champagnes"

Website: www.sgv-champagne.fr

Corsican wine marketing council

Website: www.vinsdecorse.com

Pays d'Oc IGP

Website: www.paysdoc-wines.com

AOCs from Languedoc and Sud de France PGIs wine marketing board

Website: languedoc-wines.com

Provence wine marketing council

Website: www.vinsdeprovence.com

Wines from Roussillon

Website: www.roussillon.wine

The wine regions of South-West France

Website: www.vignobles-sudouest.fr

Inter Rhône – The AOC Côtes du Rhône and Rhone Valley wine marketing board

Website: www.vins-rhone.com

Interloire, the Loire Valley wine marketing board

Website: www.vinsvaldeloire.fr





PRACTICAL INFORMATION

OPENING TIMES

Monday 14 February | 9:00am to 7:00pm

Tuesday 15 February | 9:00am to 7:00pm

Wednesday 16 February | 9:00am to 5:00pm

ADDRESS

Paris Expo Porte de Versailles

1 place de la Porte de Versailles – 75015 Paris

ACCESS (using different means of transport)

METRO: line 12, Porte de Versailles station or line 8, Balard station

TRAM: T2 and T3a, Porte de Versailles – Parc des Expositions station

BUS: ligne 80, Porte de Versailles – Parc des Expositions station and line 39, Desnouettes station

BICYCLE: Vélib'station, avenue Ernest Renan

ADMISSION

Online purchase until 30 November 2021: €20 incl. VAT

Online purchase from 1 December 2021 to 14 January 2022: €32 incl. VAT

Online purchase from 15 January to 13 February 2022: €40 incl. VAT

Purchase at the door: €60 incl. VAT

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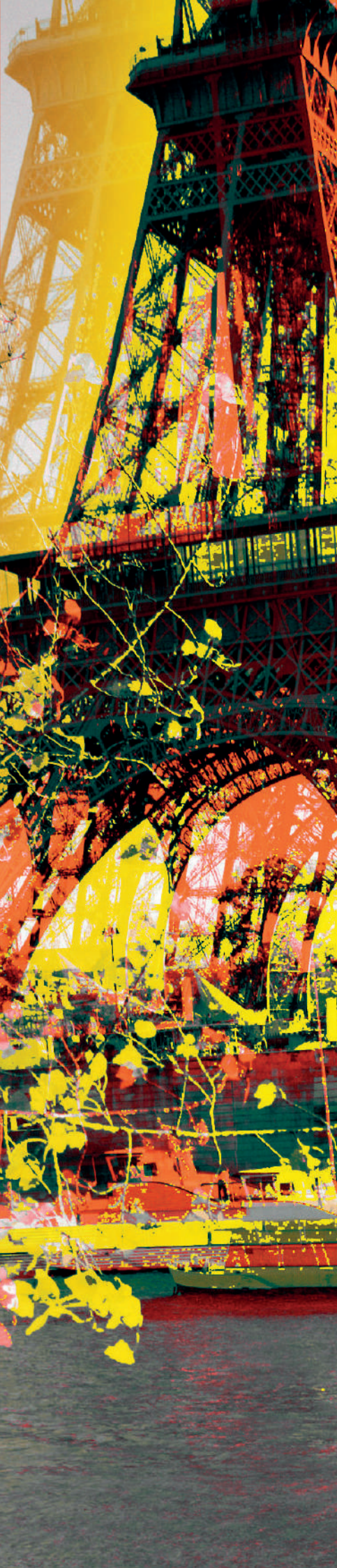
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About WINE PARIS & VINEXPO PARIS

WINE PARIS (created by COMEXPOSIUM under the guidance of 13 French wine marketing boards) is the merger of VinoVision and Vinisud, an initiative by all of the founding, partner wine marketing boards. It was further enhanced in 2020 by its alliance with VINEXPO, the creator of international events for the wine and spirits trade. Founded in 1981 by the Bordeaux-Gironde Chamber of Commerce and Industry, Vinexpo is celebrating its 40th anniversary in 2021 and has gained unique market insight, along with an extensive network of influential distributors worldwide.

About VINEXPOSIUM

Owned in equal shares by global events organiser Comexposium and Vinexpo Holding (owned by the Bordeaux- Gironde Chamber of Commerce and Industry - CCIBG), the Vinexposium group is the world's leading organiser of wine and spirits trade events. Vinexposium brings together an extensive range of high-performance events catering to different market segments through its portfolio of iconic, recognised events: Wine Paris & Vinexpo Paris, Vinexpo America, Drinks America, Vinexpo Hong Kong, Vinexpo India, Vinexpo Bordeaux, Vinexpo Shanghai, WBWE Amsterdam, along with Vinexpo Explorer and World Wine Meetings.



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