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Press release

BE SPIRITS OR THE WORLD OF SPIRITS AT THE HEART OF WINE PARIS & VINEXPO PARIS

2 February 2022 – The forthcoming Wine Paris & Vinexpo Paris, which opens from 14 to 16 February at Paris Expo Porte de Versailles, will honour the world of spirits in its dedicated Be Spirits area, where an extensive and diverse choice of products will complement the display of wines from around the world.

At the intersection between business and inspiration, Be Spirits and its vast Infinite bar will be the focal point for **spirits and mixology professionals**, a place where they can discover brands and producers from across the spectrum, ranging from craft distilleries to household names. Over 120 spirits exhibitors will attend Wine Paris & Vinexpo Paris and the vast majority of them will be located in the Be Spirits zone.

As **part of the On programme**, Be Spirits will also host masterclasses, conferences and panel discussions focusing on new trends and issues facing the global spirits industry:

- **A vertical of Saint James x Velier**, by Rhums Saint James,
- **The influence of wine casks on Single Malts**, hosted by Glenn Moray,
- **An Introduction to rum: what to know and how to taste**, by the International Spirits Centre,
- **The spirit and variety of an outstanding terroir bottled** by the craft distillers of Quebec,
- **Armagnac reaches its peak at any age!** and **Armagnac: the stylish new darling of mixology**, by the national Armagnac marketing board (BNIA).

Attendees will also be able to follow similarly fascinating conferences on:

- **Development of the spirits market**, by The IWSR,
- **The major trends and drivers that will shape tomorrow's society**, by So Wine,
- **Wines and spirits in words**, by MOVIS,
- **Spiriterie Française Château du Breuil – Normandy: Focusing on innovation in the world of premium spirits and Spiritourism**, by La Spiriterie Française.

The FEVS (French Federation of Wine & Spirits Exporters) will also reveal the results of French wine and spirits exports during its annual press conference.

To access the programme of spirits masterclasses and more:

Click [here](#)

BE SPIRITS, AN EVENT WITHIN THE EVENT

Located in Hall 3, at the very heart of Wine Paris & Vinexpo Paris, Be Spirits will bring together all strands of the industry: importers, distributors, wholesalers, opinion leaders, major e-commerce brands, specialist merchants, the hospitality industry... All of them will be able to discover **new spirits** and complement their range with new listings.

This year, spirits will be extending their footprint with **61 % extra floor space** compared with the area's debut in 2020 and **2/3 new** exhibitors. Alongside the many French attendees, **1/3 of exhibitors are internationals**, from Belgium, Canada, Denmark, Spain, United States, Hong Kong, Iceland, Italy, Japan, Kazakhstan, Romania, United Kingdom, Austria, China, Israel, Switzerland, Russia and Venezuela. They will be presenting **over 20 types of spirits** (Acerum, Armagnac, Cachaça, Calvados, Cognac, Brandy, Gin, Grappa, Hard seltzers, Mezcal, Rum, Saké, Shochu, Ready-to-Drink/RTD, Tequila, Tonic, Umechu, Vermouth, Vodka, Whisky, Arak, Baijiu...).

Products on display will include the Icelandic gin *Olafsson* and the French hard seltzer *Alqua*. Visitors will also be able to taste organic spirits from the wonderful *Vivant* company and savour the premium vodka *Taiga Shtof*, produced from winter grain that grows beneath the snow in the Siberian Taiga or Hong Kong spirits from *Summer & Co* which are unique in that they donate 25 % of their profits to animal protection associations.

THE INFINITE BAR

Over **more than 40 metres in length**, twenty or so Parisian bars* will set the stage for all these brands and showcase mixology to make this the beating 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 and the opportunity for **mixologists from each partner bar** to turn the spotlight on the art of the cocktail over the three-day event.

* Paris Society, Vesper, Madame Rêve, Bambou, Bar Chaumont, Danico, Harry's New York Bar, Andy Wahloo, Istr, Roxo, Bar 1802, Solera, Les Ambassadeurs, Amaro, Bonhomie, Gravity Bar, Le Syndicat, Bluebird, House Garden.

For more information, visit wineparis-vinexpo.com

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 not only French wine regions, but increasingly vineyard sites across the globe.

About VINEXPOSIUM

Vinexposium is the world's leading organizer of wine and spirits trade events with a portfolio of iconic and recognized events and digital solutions available 365 days a year on Vinexposium Connect.

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