

UNDER THE HIGH PATRONAGE OF
MR EMMANUEL MACRON
PRESIDENT OF THE FRENCH REPUBLIC

**WINE
PARIS**

VINEXPO
PARIS

**14-16 FEB.
2022**

PARIS EXPO
PORTE DE VERSAILLES

PRESS KIT

February 2022

An event by **VINEXPOSIUM.**

wineparis-vinexpo.com | [#wineparis](https://twitter.com/wineparis) | [#vinexpoparis](https://twitter.com/vinexpoparis)



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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

*Chairman of the Vinexposium
supervisory 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 are to create the global benchmark for wine and spirits trade events, one that is synonymous with both business and a convivial atmosphere to energise the entire sector and champion French products overseas.

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 synergy between the two entities is self-evident and there is a shared desire to join forces. They now 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 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. After a two-year absence, Wine Paris & Vinexpo Paris is highly awaited by wine and spirits professionals as an unbeatable platform for promoting trade at a key time in the purchasing calendar.

The surge in registrations by French and international trade visitors when the dates of the event were confirmed fully demonstrated this.

Over three days, distributors, restaurateurs, wine merchants, importers, wholesalers, bartenders and sommeliers from across the globe will visit the length and breadth of the exhibition to engage with nearly 2,864 exhibitors from wine regions spanning the 32 countries taking part in the event.

To put it simply, the 2022 exhibition offers a comprehensive, relevant and inclusive range of products showcasing French and international wine regions alike and creating meaningful interactions within our community at a key time of the year..



Rodolphe Lameyse, CEO of Vinexposium



What makes Wine Paris & Vinexpo Paris 2022 an inclusive event?

The enthusiasm and support for Wine Paris & Vinexpo Paris 2022 have been mirrored in the marketing aspect of the exhibition over the past few months. This success also stems from the determination of the French wine marketing boards to join forces by being stakeholders in the event. 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 32 countries will be represented to celebrate the gathering of the wine and spirits community in the French capital in 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. We knew, even before the exhibition opened, that industry members from Asia would 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 Wine Paris & Vinexpo Paris promises to be an extremely eventful exhibition.

We will still have the 'staples' – the **tastings**, the **masterclasses** and the **Wine Talks**, a panel discussion format revolving around hard-hitting themes and a series of prospective debates on the future and challenges facing French wines overseas. Similarly, the 'Nouvelle Vague' area will feature 40 young producers looking to establish their first distribution network in France.

For 2022, we have also designed a new area: **La WineTech Perspectives**, hosting 30 start-ups, offers a forum for speakers to take the stage and deliver high-impact presentations on innovation within the wine and spirits industry.

There is also **Be Spirits** and its famous **Infinite Bar** which brings together the entire spirits and mixology industry in a full-fledged area whose footprint has more than doubled since it was launched in 2020.

Lastly, the event's **OFF** programme is being ramped up even more this year. We have selected over 80 restaurants and bars to illustrate the diversity of Paris and its gourmet food scene and to celebrate the incredible talent of all its 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

2,864
exhibitors



100%

of French wine
regions and a choice
of international
producer



32

producer
countries
present



23

categories
of spirits



NEW BUSINESS OPPORTUNITIES IN EXPORT MARKETS

20,000
buyers
expected



30%

international
visitors



100+

visiting
countries




1

Club program to promote
attendance by major
international buyers





THE ON! FOR THE 2022 EXHIBITION

Wine Paris & Vinexpo Paris 2022 is bursting at the seams with events and an  programme where attendees can taste, discover, learn and share ideas at the exhibition!

WINE PARIS & VINEXPO PARIS, THE FREE-POUR TASTINGS

Each hall offers a range of free-pour wines for tasting. There are a total 1,500 wines to be discovered, all of them featured on exhibitor stands in the relevant halls.



HALL 4

An immersive area to discover or rediscover at leisure the array of wines grown in Mediterranean climes.



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.



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.

WINE PARIS & VINEXPO PARIS, THE MASTERCLASSES



Hall 3. Room 1 ON! The Masterclasses

Room 2 ON! The Masterclasses

Hall 5. Room 1 ON! The Major Tastings

A series of masterclasses hosted by French and international experts to dive deep into the variety and specific features of wine regions and their wines.

Programme

Monday 14 February

10:00 am – 5:00 pm

Presentation of the 2019 vintage of over 100 Bordeaux Grands Crus

Union des Grands Crus de Bordeaux

11:30 am – 12:30 pm

DOC Prosecco and DOC Prosecco Rosé – one essence, two expressions.

An introduction to this outstanding wine region

Consorzio di Tutela della DOC Prosecco

11:30 am – 12:30 pm

A vertical tasting spanning three decades of Sauvignon blanc

The André Lurton family and Maison Bourgeois

1:30 pm – 2:30 pm

Languedoc Fine Wines – when can we expect a real classification?

Gilbert & Gaillard

3:30 pm – 4:30 pm

Muscadet Crus – is Melon de Bourgogne a mirror to its terroir?

The Nantes wine federation

3:30 pm – 4:30 pm

Prosecco Superiore de Conegliano Valdobbiadene – from terroir to wine
Consortium Conegliano Valdobbiadene Prosecco Superiore DOCG

5:30 pm – 6:30 pm

Centre-Loire wines, from Sancerre to Châteaumeillant – An array of vineyard sites that allows the Loire to excel
The Centre-Loire wine marketing board (BIVC)

5:30 pm – 6:30 pm

The wines of Friuli-Venezia-Giulia
ERSA, the regional agency for rural development



Tuesday 15 February

9:30 am – 10:30 am

Grenachistas of the World Unite!
Roussillon wine marketing board (CIVR)

9:30 am – 10:30 am

The best of the best, a special accolade awarded to Italian wines by the 2022 Gambero Rosso Guide
Gambero Rosso

11:30 am – 12:30 pm

Wines from Lake Garda – a fusion of innovation and great tradition
The Vini Veronesi association

11:30 am – 12:30 pm

A geo-sensory tasting of Champagne wines on the lees – live the experience!
Grower Champagnes, SGV Champagne - Stand E113 Hall 3

1:30 pm – 2:30 pm

Chiroubles and its high-altitude terroir. Moving into a higher gear!
Hosted by Cru Chiroubles

3:30 pm – 4:30 pm

What is your preconceived idea about Alsace wines?
Alsace wine marketing board (CIVA)

3:30 pm – 4:30 pm

What's happening in Austria?
Master of Wine Roman Horvath and the sommelier Marc Almert turn the spotlight on some classic offerings along with new wine styles

5:30 pm – 6:30 pm

Centre-Loire wines, from Sancerre to Châteaumeillant – An array of vineyard sites that allows the Loire to excel
The Centre-Loire wine marketing board (BIVC)

5:30 pm – 6:30 pm

The battle of the Sommeliers
Vinexposium



Wednesday 16 February

9:30 am – 10:30 am

Tasting of Carménère, Chile's iconic red wine
ProChile

9:30 am – 10:30 am

Anjou rosés nail their colour to the mast!
Anjou rosés and the Anjou-Saumur wine federation

11:30 am – 12:30 pm

Château d'Yquem ending in 9
Château d'Yquem

11:30 am – 12:30 pm

Discover the part played by the glass in the wine tasting experience!
Riedel, the Wine Glass Company

1:30 pm – 2:30 pm

Discover the signature style of Abelé 1757 Champagnes with cellar master Etienne Eteneau
Champagne Abelé 1757

WINE PARIS & VINEXPO PARIS... LES 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.
- 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 benefit from the patronage of OIV
(International Organisation of Vine and Wine).



International Organisation
of Vine and Wine
Official sponsor

Programme

Monday 14 February

- | | |
|---------------------|---|
| 10:00 am - 11:00 am | The significance of influencers on social media - what is their impact for developing brand or appellation awareness? Testimonials, good practice and adapting to the Loi Evén
<i>So Wine</i> |
| 11:30 am - 12:30 pm | Understanding wine trends and future consumption drivers
<i>The IWSR</i> |
| 1:00 pm - 2:00 pm | Gaining a better understanding of the American wine consumer - what do Americans really think about wine?
<i>Conference moderated by Nancy Waldeck</i> |
| 2:30 pm - 3:30 pm | Analysing major social trends - responding to new consumer expectations
<i>So Wine</i> |
| 4:00 pm - 5:00 pm | The continual international supply chain crisis
<i>Vinexposium</i> |
| 5:30 pm - 6:30 pm | Did the pandemic boost sales for wine merchants?
<i>The Independent Wine Merchant Federation & the Professional Wine Merchant Organisation</i> |

Tuesday 15 February

- | | |
|---------------------|---|
| 9:30 am - 11:00 am | The annual FEVS conference (French federation of wine and spirits exporters) |
| 11:30 am - 12:30 pm | Will the new taxes in the United Kingdom make wine affordable?
<i>Vinexposium</i> |
| 2:30 pm - 3:30 pm | Making wine in an era of climate change
<i>Vinexposium</i> |
| 4:00 pm - 5:00 pm | The post-Covid hospitality industry - what are the new consumer trends, new usages and new expectations?
<i>France Boissons</i> |
| 5:30 pm - 6:30 pm | The future of winegrowing
<i>Vinexposium</i> |

Wednesday 16 February

- | | |
|---------------------|---|
| 10:00 am - 11:00 am | The post-Covid hospitality industry - what are the new consumer trends, new usages and new expectations?
<i>France Boissons</i> |
| 11:30 am - 12:30 pm | Conference hosted by the Words of Wine and Spirits (Le MOVIS)
<i>Vinexposium</i> |
| 2:30 pm - 3:30 pm | Is it the end of glass bottles for wine?
<i>Vinexposium</i> |

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... THE WINETECH PERSPECTIVES - 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: La WineTech Perspectives (Stand 4AC026). It includes:

- 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..



Programme

Monday 14 February

10:00 am – 10:20 am

[Conference]

Presentation of the first “Indicator of digital usage in the wine industry”
Vin & Société.

2:30 pm – 3:30 pm

[Panel discussion]

New generations with new cues – how are wine communications reinventing themselves?
La WineTech & Vinocamp.

Tuesday 15 February

10:30 am – 11:30 am

[Panel discussion]

New digital resources for a better grasp and introduction to wine
La WineTech & Vinocamp.

2:30 pm – 3:30 pm

[Panel discussion]

E-commerce, online wine exhibitions, new virtual experiences – what can we expect for 2022?
La WineTech & Vinocamp.

Wednesday 16 February

10:30 am – 11:30 am

[Panel discussion]

Tech for Good – using technology to promote a positive approach to wine
La WineTech & Vinocamp.

2:00 pm – 3:00 pm

[Panel discussion]

Innovative initiatives – fostering responsible winegrowing
La WineTech & Vinocamp.

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

THE INTERNATIONAL HALL - Hall 5

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 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, Viniportugal Wines of Portugal, Hammeken Cellars and Flechas De Los Andes...

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



Products “Made in Italy” are being honoured with significant presence by the Italian wine regions on the International pavilion. Prestige brands such as Bellavista, Frescobaldi, Allegrini and Planeta will be attending on collective stands for the main producer regions – Tuscany, Piedmont, Emilia-Romagna and for the first time in Paris, the Abruzzo, Friuli and Campania regions.

The Italian foreign trade institute ICE comes with an exceptional showing this year, hosting around one hundred producers from Italy.

From the North to the South, from boutique, artisanal producers to major firms, including organic and biodynamic wines, Italian wines will be extremely well showcased this year.

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

Programme

Monday 14 February

- 9:30 am - 10:30 am** **All you need to know about the ASI competition for the World's Best Sommelier**
ASI press conference
Hall 3, Room 1, ON! The Masterclasses
- 1:30 pm - 2:30 pm** **Chef/Sommelier duo: Xavier Thuizat, Head Sommelier at the Hôtel Crillon and Boris Campanella, Director of Gourmet Food – Executive Chef at the Hôtel Crillon (L'Ecrin gourmet restaurant)**
Hall 3, Room 2, ON! The Masterclasses

Tuesday 15 February

- 10:00 am - 12:00 pm** **Visit by Philippe Faure-Brac**
- 1:30 pm - 2:30 pm** **Chef/Sommelier duo: Florent Martin, 2020 France's Best Sommelier, Head Sommelier at The Peninsula Paris Hotel and David Bizet, Executive Chef at The Peninsula Paris Hotel (L'Oiseau Bleu gourmet restaurant)**
Hall 3, Room 2, ON! The Masterclasses
- 5:30 pm - 6:30 pm** **The battle of the Sommeliers**
Hall 3, Room 2, ON! The Masterclasses

Wednesday 16 February

- 1:30 pm - 2:30 pm** **Chef/Sommelier duo: Stéphanie Le Quellec, Chef at the La Scène** restaurant, Paris, and Mathias Meynard, Head Sommelier at the La Scène** restaurant, Paris**
Hall 3, Room 2, ON! The Masterclasses
- 3:30 pm - 4:30 pm** **Vinexpo Challenge hosted by Marc Almert, World's Best Sommelier**
Hall 3, Room 2, ON! The Masterclasses



BE SPIRITS, AN EVENT WITHIN THE EVENT

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 mixologists and try out amazing cocktails at the Infinite Bar.

This year, BE SPIRITS is spreading its wings even further with 61% more floor space compared with 2020 and over 120 exhibitors, 45% of them new to the exhibition. Alongside the many French participants, 1/3 of exhibitors are international, from Belgium, Canada, Denmark, Germany, Hong Kong, Iceland, Spain, United States, Italy, Japan, Kazakhstan, Norway, Romania, United Kingdom, Austria, China, Israel, Switzerland, Russia and Venezuela. They are presenting 23 styles of spirits (Acerum, Armagnac, Brandy, Cachaça, Calvados, Cognac, Gin, Grappa, Hard Seltzers, Mezcal, Rum, Sake, Shochu, Ready-to-Drink/RTDs, Tequila, Tonic, Umechu, Vermouth, Vodka, Whisky, Arak, Baijiu...).

Programme

Monday 14 February

- 9:30 am - 10:30 am** **Developments in the spirits market: opportunities, changes and tension on the road to recovery**
The IWSR
- 3:30 pm - 4:30 pm** **Vertical of Saint James x Velier**
Saint James rums
- 5:30 pm - 6:30 pm** **Glen Moray, exploring barrels since 1897 - the influence of wine barrels on Single Malt**
Glen Moray

Tuesday 15 February

- 9:30 am - 10:30 am** **Cans, hard seltzers, No/low - what does the future hold for new-generation wines?**
Rayon Boissons
- 9:30 am - 10:30 am** **Annual press conference of the FEVS**
French federation of wine and spirits exporters
- 11:30 am - 12:30 pm** **Tell me about rum, rum, ron!**
The International Spirits Centre
- 1:30 pm - 2:30 pm** **Tomorrow's world - which major trends and dynamics will shape tomorrow's society and what opportunities do they offer for the world of wines and spirits?**
So Wine

Wednesday 16 February

- 9:30 am - 10:30 am** **Armagnac at its peak, at any age!**
The national Armagnac marketing bureau (BNIA)
- 11:30 am - 12:30 pm** **The challenges for rum in the 2020s - from premiumisation to education, is rum the wine of the Tropics?**
Rumporter
- 1:30 pm - 2:30 pm** **La Spiriterie française Château du Breuil, Normandy - Focusing on innovation in the world of premium spirits and Spiritourism**
La Spiriterie Française
- 3:30 pm - 4:30 pm** **Armagnac, the stylish new darling of mixology**
The national Armagnac marketing bureau (BNIA)
- 3:30 pm - 4:30 pm** **Discover the spirit and diversity of an outstanding terroir bottled by the craft distillers of Quebec**
Quebec craft distillers' organisation



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.



THE OFF FOR THE 2022 EXHIBITION

OVER 80 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.

Over 80 restaurants and bars have been 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 80 partner bars and restaurants:

1^{er} arr.: Madame Rêve - Les Fines Gueules • **2^{ème} arr.:** Bamboo - Bar Chaumont - Danico - Harry's New York Bar - Café Compagnon - Drouant - Frenchie Bar à Vin - Le Rubis - Le Bougainville - Le Dénicheur • **3^{ème} arr.:** Andy Wahloo - Istr - Roxo - Parcelles - Elmer - Glou - Le Mary Celeste • **4^{ème} arr.:** Jaja - Lot of Wine - Grandcoeur • **5^{ème} arr.:** Bar 1802 - Solera - Bonvivant - Café de la Nouvelle Mairie - Flocon (resto et cave) • **6^{ème} arr.:** Chez nous - Quinsou - KGB - Augustin Marchand d'Vins • **7^{ème} arr.:** Garance - 110 Taillevent - Le Clarence - Le Mermoz • **8^{ème} arr.:** Les Ambassadeurs • **9^{ème} arr.:** Amoro - Pastore - Lolo cave à manger - Mieux - Le Beaucé - Le Richer • **10^{ème} arr.:** Bonhomie - Chocho - Gravity bar - Le Syndicat - Le 52 - Mamagoto • **11^{ème} arr.:** Blue Bird - House Garden - Bouche - Le Saint-Sébastien - Fulgurances - La Liquiderie - Massale • **12^{ème} arr.:** Douze - Jouvence - Pur vin • **13^{ème} arr.:** Nosso - Simone - Sellae • **14^{ème} arr.:** Cave Sophie Germain - Les Rouquins - A mi chemin - Fulgurances l'Entrepôt • **15^{ème} arr.:** Naturellement - Le Grand Pan • **16^{ème} arr.:** Substance - Huitres et Saumons • **17^{ème} arr.:** Le Petit Gris - Papillon • **18^{ème} arr.:** En Vrac - Polissons - Pantobaguettes • **19^{ème} arr.:** Quedubon - Mensae - Le Canon d'Achille • **20^{ème} arr.:** La Vierge - Le Grand Bain - Dame Jane Fripon.





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...).

Available at www.vinexposium-connect.com/
and on the mobile application



Welcome to Vinexposium Connect!

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

Join Us



Powered by Vinexposium Connect

DOWNLOAD THE APP!
Wine Paris & Vinexpo Paris 2022

- Discover the full programme and exhibitors list
- Locate stands and access the interactive map
- Send messages and schedule appointments



Available on





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





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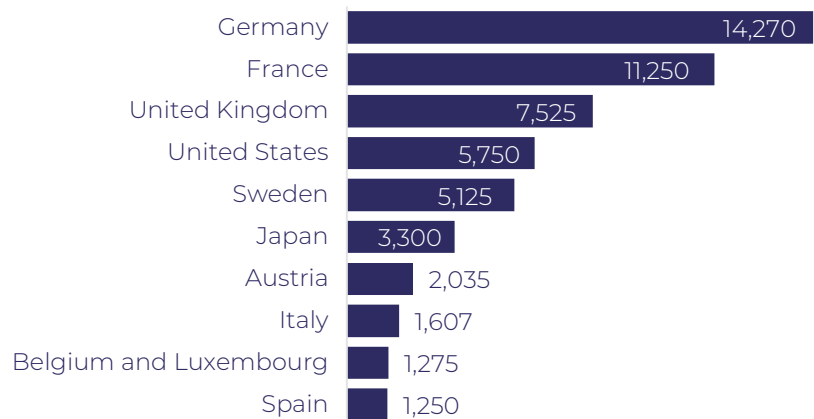
IWSR Vinexposium 2021 Report

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.

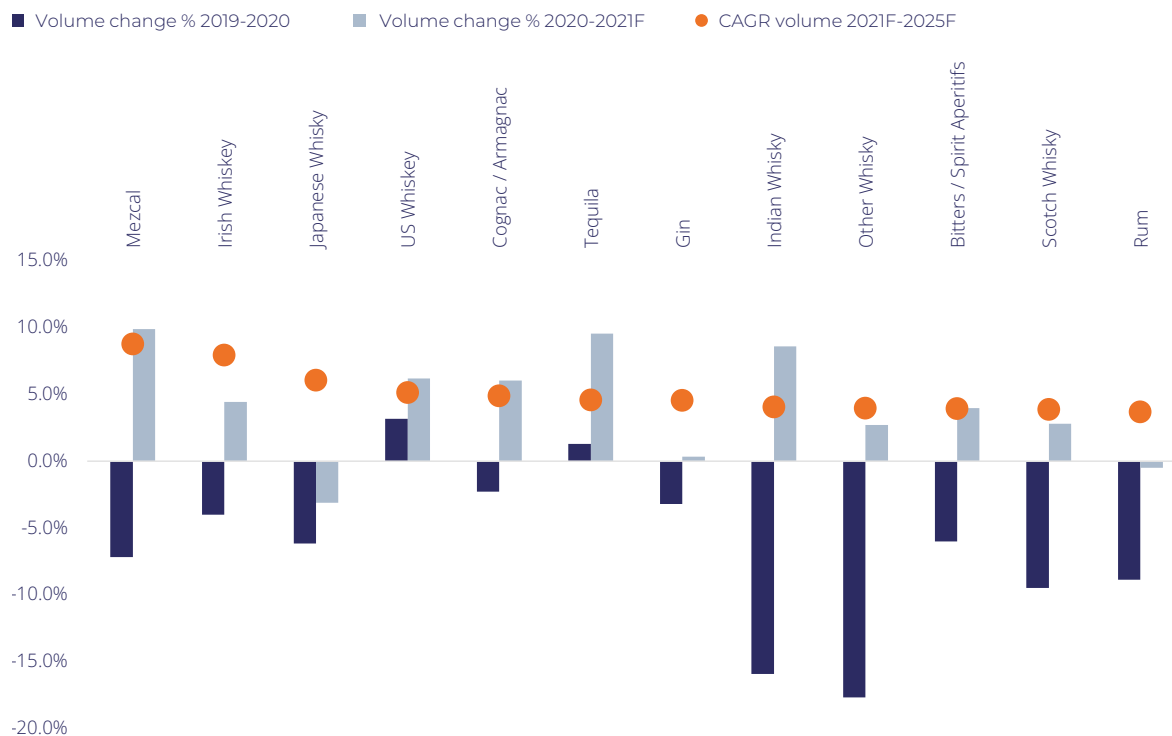
Top Organic Wine Markets by Volume 2020



What growth for Spirits

Spirits Fastest-growing

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



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A global overview of the fastest-growing sub-categories of spirits (excluding alcohol-free spirits)

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.

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.

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

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.

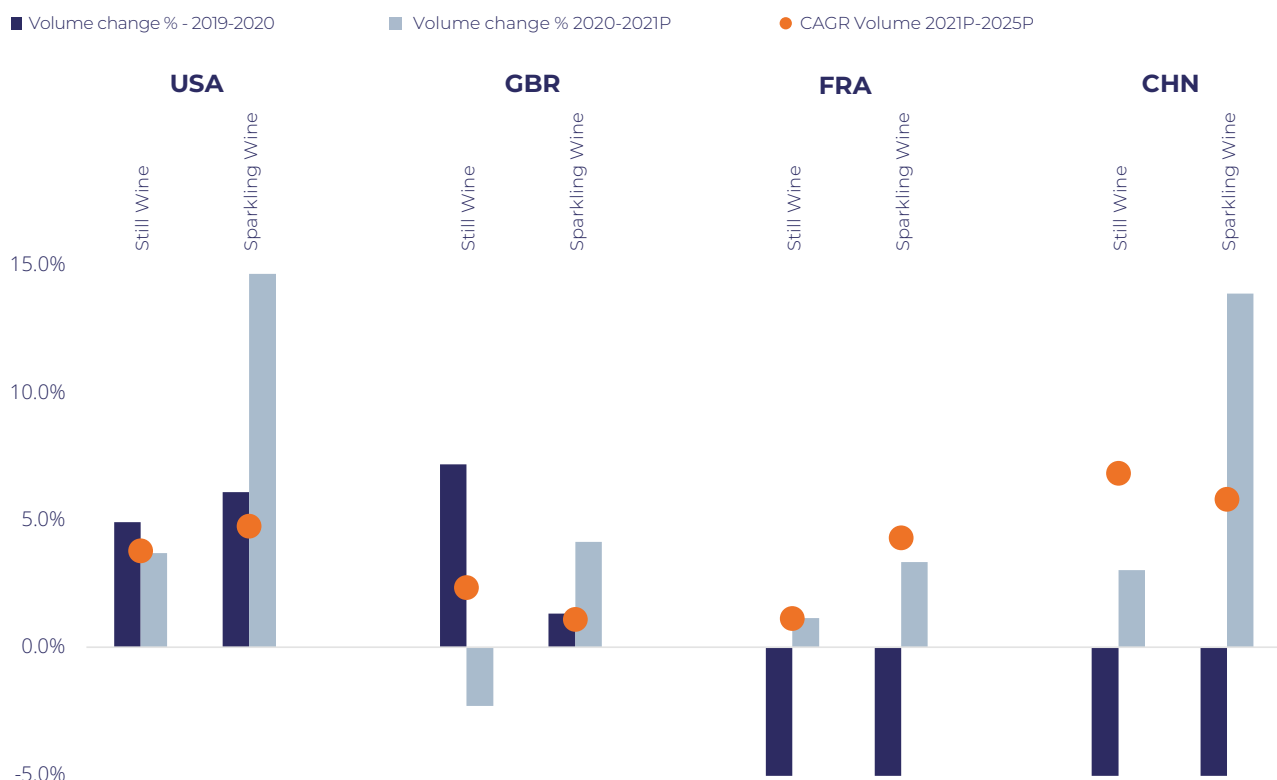
The long-term change of consumer preferences in **Russia** moving away from vodka and spirits in favour of wine is likely to remain.

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 still & sparkling wine



Still Wine

Additional market

As volumes in **Norway** are based solely on monopoly sales, growth is artificially inflated; 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.

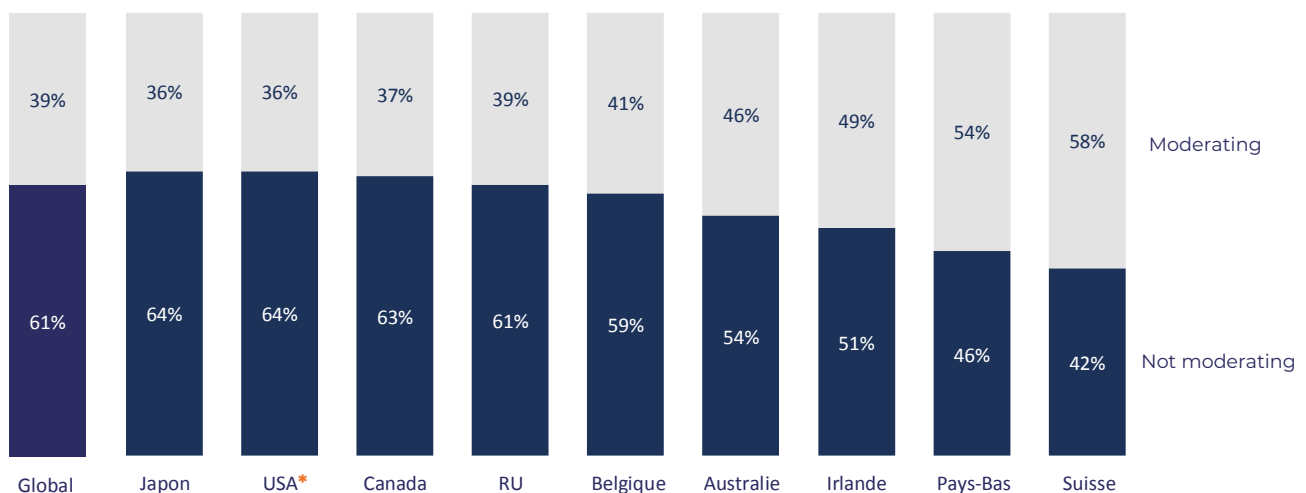
Wine consumption in **Singapore** has grown steadily as rising incomes have made wine more affordable, consumption occasions have expanded and it has gained acceptance among locals.

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

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.



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

MÉTRO : line 12, Porte de Versailles station or line 8, Balard station
TRAMWAY : 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
VÉLO : V lib'station, avenue Ernest Renan

ADMISSION

Online purchase from 15 January to 13 February 2022: €40 incl. VAT
Purchase at the door: €60 incl. VAT

**Free admission for journalists and bloggers,
subject to accreditation by
the WINE PARIS & WINEXPO PARIS press agency.**

To request accreditation
<https://www.vinexposium.com/wineparis-vinexpo/medias/#accreditation>

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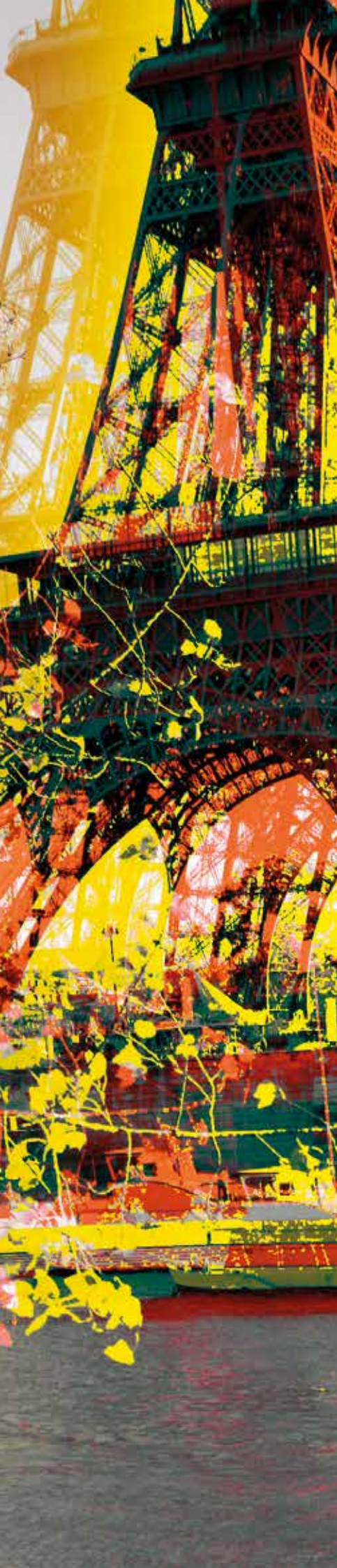


<https://instagram.com/wineparisvinexpo>

FLOOR MAP

Press area located at the LOUNGE, Hall 5 booth F247





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.



Free admission for journalists
subject to accreditation by the WINE PARIS & WINEXPO PARIS press agency.

To request accreditation
<https://www.vinexposium.com/wineparis-vinexpo/medias/#accreditation>

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