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2023**

PARIS EXPO
PORTE DE
VERSAILLES

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Editorial

Christophe Navarre,
Chairman of the Board
of Vinexposium

p. 5

Introduction

Rodolphe Lameyse,
CEO of Vinexposium

p. 6

A conversation with...

Guy Savoy, patron of
Wine Paris & Vinexpo
Paris 2023

p. 8

Key figures

p. 12

01

an international marketplace

p. 13

PROGRAMME: ON!

The Free-pour Tastings /
The Masterclasses /
Let's Talk Wine!

02

the gathering point for all French wine regions

p. 19

The founding and partner marketing boards

PROGRAMME: ON!

The Free-pour Tastings /
The Masterclasses /
Let's Talk Wine! /
Nouvelle Vague /
Wine Tech Perspectives

03

the meeting place for spirits

p. 25

PROGRAMME: ON!

The Infinite Bar /
The Masterclasses

04

Paris celebrates wine

p. 29

The OFF partner bars and
restaurants selected
Wine Paris & Vinexpo Paris 2023
partners with the World's Best
Sommelier competition

Practical information

p. 32

INTERNATIONAL AMBITIONS

“*Our ambition – which is shared by all participants – remains unchanged and that is to join forces for greater strength.*”



Christophe Navarre

Chairman of the Board
of Vinexposium

After the success of the 2022 exhibition, which mobilised every strand of our wine industry and attracted attendance by companies from around the world and over 25,700 trade visitors from France and overseas, we are approaching the 4th Wine Paris & Vinexpo Paris confidently and with a vision of the future.

Today's market for wines and spirits operates in a global arena. Winegrowers, estates, wineries, co-operatives, trading companies and brands, along with their market counterparts, are faced with a world in constant motion. Wine Paris & Vinexpo Paris 2023 has established its reputation as an international marketplace for wines and spirits by welcoming over 51 countries alongside France, responding to their needs with a reliable benchmark event.

From 13 to 15 February 2023, Wine Paris & Vinexpo Paris will offer all its visitors a business experience with a global focus and all the potential afforded by an international range of products in the heart of the world's lifestyle capital.

Our ambition – which is shared by all participants – remains unchanged and that is to join forces for greater strength, enable meaningful conversations under one roof, foster and support the course of business, welcome new companies and visitors, and provide input on the future of the marketplace.

For 3 days, Paris will be the beating heart of a vibrant international wine and spirits industry, showcasing its appeal and creative spirit.

We are delighted by the international scope that this regular gathering provides for trade and business.



Rodolphe Lameyse

CEO of Vinexposium

A UNIQUE STORY DRIVEN BY INDUSTRY-WIDE TRUST

Wine Paris & Vinexpo Paris stems from a desire shared by the entire industry to create an international benchmark event for wine and spirits professionals. After a two-year hiatus, this impetus allowed the event to go ahead in 2022 despite all the odds and to be successful, with visitor attendance from 106 countries.

The trust that has been placed in us not only energises us, it also comes with obligations.

It forces us to constantly come up with new ideas and keep in step with a world in motion, to innovate and make the 2023 edition a success. It bolsters our determination to make it a must-visit event, combining a business focus with a friendly atmosphere.

AN INTERNATIONAL MARKETPLACE

On the back of a successful 2022 exhibition, Wine Paris & Vinexpo Paris is ramping up its ambition to become a meeting point for the global industry. So in 2023, room will be made to host even more international producers, with 52 countries represented.

Three halls (5.1, 5.2 and 5.3) will be entirely set aside for them and will house many pavilions – Argentina, Austria, Canada, Germany, Greece, Japan, Lebanon, Luxembourg, Switzerland and the United States (California, Oregon, New York and Washington). Other major international

Wine Paris & Vinexpo Paris will make Paris the world's capital city, ahead of the Olympic Games in 2024!

players will also be presenting their products – these include Chile, Spain, Italy and Portugal. This strong trend is the result of thorough canvassing by Vinexposium's teams. For the past four years, they have connected with increasing numbers of industry members around the world.

Wine Paris & Vinexpo Paris will make Paris the world's capital city, ahead of the Olympic Games in 2024!

THE PROMISE OF SUCCESS!

In addition to its international aspect, Wine Paris & Vinexpo Paris 2023 will become even more of a focal point for France's wine regions and representative bodies, as evidenced by its marketing success.

Wine Paris & Vinexpo Paris is already ahead of schedule with a higher like-for-like occupancy rate to date. Some areas, like Languedoc-Roussillon, the Rhone Valley, Provence and Corsica, are already full. We are forecasting 20% growth and total exhibitor attendance of 3,100 for 2023.

In terms of visitors, we also have very high ambitions. We want to meet exhibitor expectations as accurately as possible and **are therefore developing targeted promotion programmes to attract quality visitors from across the globe** who have a direct responsibility for buying (importers, distributors, wholesalers, trading companies, wine merchants...). Our aim is to welcome over 30,000 visitors, including 30% from outside France.

PARIS, THE WORLD CAPITAL OF WINE AND SPIRITS

From 13 to 15 February 2023, Paris will be the world capital of wines and spirits.

On top of the ever-popular ON! programme, with its masterclasses, conferences, discussions and Wine Tech attendance, the Wine Paris & Vinexpo Paris OFF line-up will acquire even greater significance. Designed to showcase the diversity of Paris and its gastronomy and to celebrate its incredibly talented chefs,

restaurateurs and sommeliers, the OFF programme will turn wines and spirits into the beating heart of Paris. In 2023, the OFF selection will feature the finest wines and mixology through 180 cherry-picked venues and countless events hosted in each of them, from the boutique bar to the Michelin-starred restaurant.

Lastly, Wine Paris & Vinexpo Paris is partnering with the ASI Best Sommelier in the World competition in 2023.

The French sommelier organisation (UDSF), chaired by Philippe Faure-Brac, has the honour of hosting the 17th competition. The finals will take place in Paris on February 12, the day before Wine Paris & Vinexpo Paris opens.

As part of the partnership, the exhibition will host the press conference by the international sommelier organisation ASI, with attendance by the 2023 winner from February 13 onwards. Also, a number of events focusing on sommeliers will be organised during the exhibition, including the “Chef and Sommelier” duos, so that they can share with visitors their inspirational vision of the gourmet food and wine space.

BE SPIRITS, THE GO-TO AREA FOR SPIRITS!

Every year, Be Spirits becomes increasingly significant. In 2023, it will have its own hall (Hall 2) where spirits and craft drinks from all backgrounds can come together and express themselves. They range from craft distilleries to recognised brands and from hard tea to rum infusions. The area has its own opening times, from 10 am to 8 pm.

Once again, the international aspect will be given pride of place with representatives from the United States, Japan, Iceland and Germany to name a few.

Lastly, the Infinity Bar, stretching 40 metres in length, will welcome 10 Parisian bars, 5 bars from around France and 5 European bars to showcase the creative spirit of the top mixologists.



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© Jean-Bernard Nadeau

WINE PARIS & VINEXPO PARIS 2022

In a world in constant motion, Wine Paris & Vinexpo Paris 2023 aims to push the boundaries in every direction, from listening and feeling to thinking. The aim is to ensure that we leave our comfort zone and enter into uncharted territory to find new opportunities.

Thank-you for placing your trust in us in 2022. Thank-you for letting us write a new chapter in our history in 2023.

See you in Paris next February!



GUY SAVOY, patron of Wine Paris & Vinexpo Paris 2023

*“I taste all
wines, I’m still
inquisitive”*

His restaurant has been named the best table in the world four times. Guy Savoy is genuinely passionate about wine and will be patron of Wine Paris & Vinexpo Paris in February 2023. Ahead of the event, he shares his approach to wines and spirits with us.

Here we are in the magical setting of the Hôtel de la Monnaie, opposite the Louvre. How does this venue epitomise your cuisine?

When you see a restaurant in your mind's eye, obviously what you see is on the plate. But in actual fact, a restaurant is a whole host of ingredients, like the front-of-house, the décor and its surroundings. There are spectacular views wherever you go in the world – from the top of a skyscraper in Shanghai or New York, for example. But here, through the eleven windows, patrons see the booksellers, then the Seine, and on the other bank, you discover the Louvre opposite and the Samaritaine. You instinctively know you're in Paris. And that's what makes this location unique. Then there is the restaurant's interior, which was designed by Jean-Michel Wilmotte. He designed it like a den, with its dark walls. Consequently, your eyes are instinctively drawn to the table settings with the colourful plates. And the restaurant setting then makes way for the sights of Paris, through the windows. There is also myself and my staff. I want to remain an innkeeper and offer my patrons a certain reassurance, and here, we have combined comfort and reassurance.

We are surrounded by works of art, in every room. And yet, you consider your cuisine not as art but as a craft. Why?

It's difficult for a craftsman to consider himself as an artist. Artwork does indeed adorn the walls, or comes in the form of sculptures. And I have to thank François Pinault for lending me his works of art. I'm incredibly lucky to have unique artwork! But I continue to define my role as a craftsman because it conveys an idea of hard work, in the noblest way. In a restaurant, we have to stick to meal times to serve our customers. Artists don't have that obligation. It's not my place to say whether what's on the plate is art or craft.

How important is wine in your restaurant?

We live in this magnificent country that is France with a word that truly sums up the French lifestyle – gastronomy. I don't think this word can be used anywhere else than in France, even though every country has culinary traditions. France has such a diverse range of products and wine. And this diversity stems from the work of men and women who, over the centuries, through their work and gift of observation, have divided every wine region into countless vineyard sites. And if you also factor into the equation the individual sensitivities of each winegrower encapsulated in their wines, that diversity gets even bigger. Burgundy's 'climats' are an example that springs to mind. All of this has occurred down the centuries, and it all produces myriad wines with a human touch. And this huge range of products and wines is what makes France and its gastronomy unique, and paves the way for ideal pairings. The spectrum is so extensive and



the craftsmanship so deeply rooted in time that French gastronomy is absolutely unique. We really are the land of gourmet food. Our location means that nature is bountiful and we have the French touch that adds a human element to all the food and drink we make.

You are very concerned by the fact that we don't talk about the success of wine and spirits exports enough. Why?

There is no denying that gastronomy is a part of France's lifeblood and that one in three foreign tourists comes to France with the idea of tasting our country's gourmet food. Call me naïve, or proud, but I believe that the reason we export so many wines and spirits across the globe is because our foreign guests have had the opportunity to taste our wines in the best possible conditions, in our restaurants, and that when they return home they are keen to replicate the experience. And I think that's one of the explanations for the success of our

exports. Also, we should not forget that this success helps safeguard our vineyard landscapes, which attract increasing numbers of people through wine tourism. Travelling through vineyard landscapes is always a moving experience. They also help safeguard jobs for men and women, which can never be offshored. Each time a bottle of wine is opened at a table around the world, a part of France comes with it, it acts as a kind of French embassy that opens around the other side of the world. I find it regrettable that the incredible success of our wine and spirits exports is not given enough coverage, for whatever reason. Also, isn't it risky to let our wines look old hat? It's all a little incoherent. In fact, sometimes I'm tempted to say outrageous. Because behind those wines are centuries of history and men and women who take risks faced with climate issues. Why isn't there a spotlight on this, or pride, when that's what the tourists come for? It's insane. In fact, it's false modesty. If we didn't have all this, we'd fight to get it, but as we do have it, we let it go to rack and ruin.



GUY SAVOY IN HIS KITCHEN

You were born in Nevers but you grew up in Bourgoin-Jailleu. Your mother ran a restaurant and your father was a gardener. You earned your spurs with the top chefs, particularly the Troisgros brothers, then at Lasserre. At what point did you discover wine?

I encountered wine when I was very young because my father was passionate about Coteaux du Layon and Quarts de Chaume. So I was introduced to wine through the Loire, particularly its sweet wines. Subsequently, I became aware of Champagne. But from then on, I realised that I could be drawn to any wine provided it is well-made and offers enjoyment. Because in my opinion, the ultimate goal is to enjoy wine through all its diversity and quality if you're inquisitive. How you can possibly know if you will enjoy a wine if you've never tried others before it? I taste all wines, I'm still inquisitive about everything.

Do you have a favourite region?

No, after everything I have just said about diversity, why would you restrict yourself to one region? You have to get out and about. I discovered Languedoc about ten years ago and I praised the changes in the wines. Before that was the Rhone Valley. Now, with ongoing changes and people's work, these regions are successfully producing remarkable wines.

Wine has a special place in gastronomy. What role does it play with food in your restaurant?

The definition of gastronomy is to pair wines and foods. And the first to play a role in gastronomy are chefs. We can thank Paul Bocuse, the Troisgros brothers, Michel Guérard... This new style of chef, in the 1970s, brought about change for gastronomy. Cuisine made a huge leap forward, and the range of products is the driving force behind such craftsmanship. Then, in a rapidly changing world of restaurants, sommeliers played a prominent role. The close bond between the sommelier and the chef has become vital. It was essential to leverage this extraordinary lifeblood that makes up our gastronomy and find the perfect match between food and wine.

You have worked closely with your sommelier Sylvain Nicolas since 2006. Do you choose the wines together?

We move forward based on the dishes we produce and every time the menu changes, with the seasons, we work together. He absolutely must taste the dishes and together, we find the wines that pair with them. I do not have his knowledge, but I know exactly what I like.

The sommelier knows what you enjoy!

Of course! But I cannot constantly stick to the same tastes, otherwise I'd get stuck in a rut. It's terrible. And change is what leads to some amazing pairings, like serving Château d'Yquem with hare à la royale. At one stage, I even dreamt up red Mediterranean tuna which I called "every flavour" where I tried to put a crust of herbs and toast on top to replicate the flavours of Chardonnay. I just knew a top white Burgundy would make the perfect match for the food. He also served me a Jura wine from Savagnin. It's not a "vin jaune" exactly, but it does have the same characteristics. I have already imagined what will go with it. It's a real autumn wine.

Do you ever start with the wine to produce a dish?

Absolutely! Sometimes winegrowers present us with wines and Sylvain and I design a dish that is in keeping, in harmony with the wines. There are times when the pairing is not initially obvious, like Yquem with hare à la royale, but it works.

You will be hosting a duo with Sylvain Nicolas during Wine Paris & Vinexpo Paris, of which you are the patron. What will you present?

We are going to present the work we do together on food and wine pairings, under the watchful eye of Philippe Faure-Brac who convinced me of the mutual benefit of becoming the patron of Wine Paris & Vinexpo Paris.

Also, the World's Best Sommelier competition will be taking place during the exhibition. Will you attend?

Of course. In the same way that the Bocuse d'Or is important for chefs, the World's Best Sommelier competition is important for sommeliers and for us. And I feel it's important that a candidate like Pascaline Lepeltier is representing France.

I suppose you will be making the most of the exhibition to meet winegrowers. What do you gain from them?

I find this important because, when you talk to them, they tell you about the harvest, the vintage, how the fermentation process went and about everything that makes that specific wine unique. They give you a complete run-down of the wine, which gives you insight into it. When we have its "résumé", it makes it easier for us to showcase it, at the table, and to decide which dish we'll be able to pair it with.

Are there any particular encounters with winegrowers that you have found moving?

Of course. I remember the first times I met Hubert de Montille in Volnay. Though president of the bar in Dijon, you quickly realise that what makes him tick is more his wines than the law. The real challenges for him were the difficult years and that's where you'd fully see that his sensitivity and talent as a winegrower would be able to express themselves. I also think back to Pierre Gaillard, in Côte-Rôtie, who I would watch plough his incredibly steep vineyards with a horse. Again, this helped me understand wine – the aspect of the vineyards, the climate and the skill of the winegrowers. Women also play an important part. It reminds me of Hubert de Montille again, who would religiously listen to his wife Christine when she was describing wine. He was the one involved

in the wine, but what Christine said was essential. I remember one rainy vintage when Hubert dried all the grape pickers' baskets out in the courtyard. When you know this kind of detail, your taste buds approach a wine differently. And it's important to have that kind of knowledge in mind. It shows, yet again, that people are vital. Nature gives us what it has, but then it says – "right guys, get to work!" And that's what moves me with all these professions. It's a bit like a baker who, when the weather is damp, will slightly change the recipe for his bread. That brings us back to craftsmanship. Observation and the sensitivity of men and women bring all this to light.

Is there a wine that has made a particular impression on you during your lifetime?

I have experienced emotions in every wine region. Not long ago, this may seem a bit showy, it was with a 2003 Petrus. The atmosphere around the table and the quality of the guests is also what makes the wine we're drinking magnificent. Frédéric Dard used to say about Yquem: "To celebrate Yquem, it takes three with the bottle and a friend from a great vintage", and he was right! Actually, everything has to be good – the company, the glass, the atmosphere, everything counts. A host of details is what makes this kind of occasion special.

The definition of gastronomy is to pair wines and foods.

Lastly, what have you gained from wine in your lifetime?

Smells, flavours and atmospheres leave a lasting impression on all of us. And when you're fortunate enough to access many possibilities and to find the wine that will enhance what you have just created as a chef, you think to yourself, thank-you wine!

A MAJOR TRADE EVENT IN PARIS

The 1st major event of the year for the industry in an exceptional city



3,100
exhibitors



100+
visiting countries

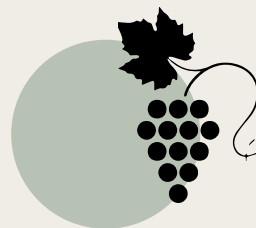
A HUGE VARIETY OF WINES AND SPIRITS



27 types
of spirits



52 producer
countries



100% of French wine
regions and an extensive
choice of international
producers

NEW BUSINESS OPPORTUNITIES IN EXPORT MARKETS



35 %
international
visitors



30,000
buyers due to attend



3 programmes promoting
attendance by major
international buyers

WINE PARIS & VINEXPO PARIS 2023

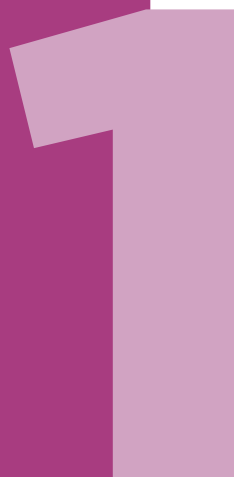
AN INTERNATIONAL MARKETPLACE

PROGRAMME: ON!

The Free-pour Tastings

The Masterclasses

Let's Talk Wine!





AN INTERNATIONAL MARKETPLACE

1

Drawing on the success of its three previous editions, Wine Paris & Vinexpo Paris 2023 has established itself at the epicentre of the global wine and spirits community.

So in 2023, it will be making room for even more international producers with over 53 countries represented. To date, 98% of the exhibition's floor space has already been reserved. The forthcoming event should welcome over 35% international visitors among the 30,000 industry members due to attend.

THE EVENT WILL THEREFORE SHOWCASE AN EXTENSIVE RANGE OF INTERNATIONAL WINE REGIONS AND THE ATMOSPHERE PROMISES TO BE EBULLIENT!

Three halls (5.1, 5.2 and 5.3) will be entirely set aside for them and there will be many pavilions, including **Japan, South Africa, Chile, Argentina, Canada, Germany, Austria, Georgia, Slovenia, Greece, Lebanon, United Kingdom, Luxembourg, Switzerland and Belgium.**

Many other international stakeholders will also present their products, such as Portugal with ViniPortugal Wines of Portugal, Spain with Viña Costeira, Bodegas Franco Española, Dominio de Punctum and Italy, with notably the Consorzio Tutela del Vino Conegliano Valdobbiadene Prosecco.

RETURN VISITS

Loyal exhibitors include **Belgium** with the Concours Mondial de Bruxelles; **Greece with Great Trade Exhibitions; Spain** with attendance by Manzanos Wines, Very Fine Vinos, Bodegas Las Cepas, Bodegas Medrano Irazu and J Garcia Carrion; **Italy** with Area 39, Consorzio di Tutela della DOC Prosecco, Botter, Soc Agr Colli Asolani Di Bedin Enrico & C.S.S., Gruppo I Vinai

srl and Matteo Colla Wines from Piedmont; the **Austrian** pavilion with Austrian Wine and the **German** pavilion with Wines of Germany.

BUT ALSO NEWCOMERS

The 2023 event will be marked by the **United States'** major comeback in Paris (California, Oregon, New York, Washington and Napa Valley) and attendance by newcomers such as the **IVDP** (Instituto dos Vinhos do Douro e Porto) for **Portugal**, Wines from **Lebanon**, the VSPT Wine group for **Chile**, Ortega Ezquerro, Raíces Ibéricas for **Spain**, Piccini 1882, PERLINO S.P.A., Freschi&Bufano Wine Merchants Co, Tenuta Orsumella and Ca' di Rajo in **Italy** and also **Swiss** Wines.



© Jean-Bernard Nadeau

A GREAT CHOICE OF WINE REGIONS

AN INTERNATIONAL MARKETPLACE

Wine Paris & Vinexpo Paris 2023 will offer visitors a robust programme of events and meaningful discussions for the industry.

WINE PARIS & VINEXPO PARIS 2023

The Free-pour Tastings **HALL 5**

Balance, tannins, aromas, the sensual pleasure of encountering a wine – some emotions can only be conveyed by actually tasting wine. Free-pour tastings allow attendees to discover or rediscover wines from around the world, and to subsequently find them on exhibitors' stands in the hall.

The Masterclasses **HALL 5**

A series of masterclasses will be organised for educational purposes and so that attendees can immerse themselves in the specifics of particular wine regions and wines, including:

- Wine Institute of California Masterclass
- Japan Sake and Shochu Association Masterclass

A major new feature in 2023 is two masterclasses curated by the Wine and Spirit Education Trust (WSET) to support the educational needs of wine and spirits professionals:

- WSET Spirits Masterclass
- WSET For Business Masterclass

Let's talk wine!

The most insightful French and international experts will be analysing new trends, deciphering changing consumer patterns, shedding light on markets and celebrating the variety of wine regions.

- The *IWSR* will provide insight into wine consumption forecasts around the world
- The *French Wine & Spirits Exporters' Federation (FEVS)* will release its much awaited report on wine and spirits exports in 2022
- A conference on the new wine regions
- The *Drinks Business* will announce the results of The Master Winemaker 100 competition

A global community of producers

1

Italy

Spain

Austria

Portugal

Switzerland

Belgium

Germany

Luxembourg

United Kingdom

Norway

Sweden

Iceland

Netherlands

Bosnia-Herzegovina

Kosovo

France

United States

Uruguay

Argentina

Aruba

Canada

Brazil

Mexico

Chile

Venezuela

Panama

Japan

Hong-Kong

China

Australia

Korea

New-Zealand

India

Lebanon

South Africa

Turkey

Tunisia

Mauritius

Armenia

Greece

Georgia

Bulgaria

Czech Republic

Slovenia

Serbia

Cyprus

Romania

Northern Macedonia

Estonia

Moldavia

Uzbekistan

Poland



WINE PARIS & VINEXPO PARIS 2023

THE GATHERING POINT FOR ALL OF FRANCE'S WINE REGIONS

The founding and partner marketing boards

PROGRAMME: ON!

The Free-pour Tastings

The Masterclasses

Let's Talk Wine!

Nouvelle Vague

Wine Tech Perspectives



THE GATHERING POINT FOR ALL OF FRANCE'S WINE REGIONS

The founding and partner marketing boards

Since their first major gathering in 2020, every stakeholder in the wine industry continues to ramp up its involvement in Wine Paris & Vinexpo Paris 2023. This alliance of French wine regions will once again be one of the event's strengths, with all participants contributing to its business dynamics.

Loyal exhibitors include *Fournier Père et Fils, Gérard Bertrand, LGI SAS, Orchidées Maisons de Vin and Vignobles et Signatures* and *Vignobles et Signatures* for **Languedoc-Roussillon**; *Bernard Magrez, Castel Frères, Barrière Frères and Les Maîtres Vignerons de Saint-Tropez* for the **South-West, Bordeaux and Provence** regions; *Albert Bichot, Badet Clément, Cave de Tain, Michel Chapoutier, Maison Louis Latour and Veuve Ambal* for **Alsace, Burgundy, Rhone Valley, Jura, Savoy, Vosges and Moselle**; for the **Champagne**, *Champagne Mailly Grand Cru, Champagne Palmer & Co, Champagne Charles Mignon, Champagne Mandois.*

For the **Languedoc-Roussillon** region, first-time exhibitors include *Chantovent, Compagnie Française des Grands Vins and Domaine Bonfils*; along with *Duclot and Domaines Barons de Rothschild Lafite* for the **South-West, Bordeaux and Provence** regions; *Château la Nerthe, Diva Domaine et Distilleries, Syndicat Châteauneuf-du-Pape* for

Alsace, Burgundy, Rhone Valley, Jura, Savoy, Vosges and Moselle; for the **Champagne**, *Champagne Charles & Piper Heidsieck, Champagne Bollinger (Groupe Société Jacques Bollinger), Champagne Lallier, Champagne De Venog.*

Independent winegrowers will also be attending alongside major industry players from Alsace (*Alsace Frey-Sohler, Henri Ehrart*), Beaujolais (*Maison Jean Loron, Les vins Aujoux*), Bordeaux (*Duclot, Domaine Barons de Rothschild-Lafite, Vignerons bio de Nouvelle Aquitaine*), Burgundy (*Diva Domaines & Distillerie, Paquet Montagnac*), Languedoc-Roussillon (*Gérard Bertrand, Vignobles Jeanjean, Mas de Daumas Gassac*), Loire (*Orchidées Maisons de vin, Domaine de Bois Mozé*), Champagne (*Champagne Mailly Grand Cru, Champagne Palmer & Co, Champagne Gratiot & Cie, Champagne Lallier, Champagne Nicolas Feuillatte*) and the Rhone Valley (*Famille Ravoire, Domaines Aimé Arnoux*).

The determination of French wine marketing boards to join forces by being stakeholders in this major event is stronger than ever. Their aim is to ensure that every marketing board and wine region from France is gathered under one roof at the same time.



CONSEIL INTERPROFESSIONNEL DES VINS D'ALSACE

In a setting conducive to growing vines, the micro-climates, aspects and varied geological elements offer a commensurate number of possibilities for winegrowers to capitalise on what nature gives them to create unique wines.

■ www.vinsalsace.com

INTERPROFESSION DES VINS DU BEAUJOLAIS

The Beaujolais wine region unfurls its boundless rolling countryside, stretching 55 kilometres from South to North. From the gateway to Lyon as far as southern Burgundy, the Beaujolais wine region is the common thread for discovering countless treasures revolving around its 12 appellations, 2 grape varieties and 3 colours.

■ www.beaujolais.com

BUREAU INTERPROFESSIONNEL DES VINS DE BOURGOGNE

Burgundy is the birthplace of storied fine wines which have garnered an international reputation. But the Burgundy wine region is about more than just iconic appellations. Alongside the AOC Villages Premiers Crus and Grands Crus lie some impressive regional and village appellations that offer a journey for the senses.

■ www.vins-bourgogne.fr

BIVC – WINES FROM CENTRE-LOIRE

Established on 17 January 1994, the marketing bureau for Centre-Loire wines (BIVC) is an association tasked with promotion and communications for Centre-Loire wines. It also monitors the region's economy and promotes the quality of the wines through the marketing board laboratory SICAVAC, among others.

■ www.vins-centre-loire.com

THE CHAMPAGNE WINEGROWERS' ORGANISATION (SGV) AND ITS COLLECTIVE BANNER "WINEGROWER CHAMPAGNE"

In order to maintain market shares for winegrowers and develop the image of Champagnes marketed by its stakeholders, the SGV created 'Winegrower Champagne' in 2001. The collective brand, which groups together 4,300 winegrowers and grower co-operatives, rolls out communications activities nationwide. The organisation provides services to help member growers sell their Champagnes. It advises them about marketing issues and offers them an opportunity to take part in exhibitions to reach out to new markets.

■ www.sgv-champagne.fr



CONSEIL INTERPROFESSIONNEL DES VINS DE CORSE

Corsica is home to a natural treasure trove replete with no fewer than 33 grape varieties. Their unusual, melodious names instantly carry you off to distant lands. The typicity of Corsican wines is rooted in the island's profound soul and its perfect match for these native grape varieties. Among this refined mosaic, six of them stand out as the island's most widespread varieties – Niellucciu, Sciaccarellu, Vermentinu, Aleaticu, Biancu Gentile and Muscat Petits Grains.

■ www.vinsdecorse.com

PAYS D'OC IGP

For 30 years, the winegrowers behind Pays d'Oc have helped make these varietal wines a success and promote the reputation of this Protected Geographical Indication, championing its ethics and values. With a range of 58 permitted grape varieties and vineyards spanning 120,000 hectares between the sea and the mountains which bask in the myriad temperate influences of the Mediterranean climate, they can get their creative juices flowing. Between the Camargue and the Pyrenees, the sunny wine routes trodden by the Greeks and the Romans 26 centuries ago, are now the preserve of the 20,000 winegrowers of Pays d'Oc, both in independent and co-operative wineries.

■ www.paysdoc-wines.com

CONSEIL INTERPROFESSIONNEL DES AOC DU LANGUEDOC ET DES IGP SUD DE FRANCE

From the southerly foothills of the Massif Central and the Pyrenees, via the coastline or along the Atlantic corridor as far as the South, this region has it all – countless micro-climates shaped by the winds and invariably basking in sunshine which resonate with the myriad soils and personalities of the winegrowers.

■ www.languedoc-wines.com

CONSEIL INTERPROFESSIONNEL DES VINS DE PROVENCE

Between two natural wonders – the Mediterranean and the Alps – lies a third one shaped by man, the Provence wine region. Its radiant vineyards basking in sunshine stretch over 200 kilometres across the departments of Var, Bouches-du-Rhône and part of Alpes-Maritimes. Under the Southern French sun lies its breath-taking scenery. As soon as you set foot in its vineyards, a holiday spirit drifts towards you, which probably explains why the fruit is so beautiful and the wines so good.

■ www.vinsdeprovence.com

WINES OF ROUSSILLON

The Roussillon wine marketing board (CIVR) is one of a group of French marketing boards that stem from a law dated 10 July 1975. It promotes the wines of Roussillon through three major types of mission – economic guidance, collective promotion and research and experimentation.

■ www.roussillon.wine

THE VINEYARDS OF SOUTH-WEST FRANCE

The vineyards of South-West France embrace 16 AOPs and 11 IGP, divided between six areas. There is also a region-wide IGP designation, Comté Tolosan.

300 grape varieties have been identified in South-West France, including 120 native varieties. These are a legacy of the region's unique geography, centuries of selection by people and the ebb and flow of travellers along the routes to Santiago de Compostela.

South-West France is therefore home to internationally renowned grape varieties and native grapes that can only be found here.

■ www.vignobles-sudouest.fr



© Jean-Bernard Nadeau

A WIDE VARIETY OF MASTERCLASSES

INTER RHÔNE – AOC CÔTES DU RHÔNE AND RHONE VALLEY MARKETING BOARD

Covering 250 km from North to South and embracing 250 localities, the Rhone Valley wine region is a world unto itself, waiting to be discovered. It is in constant motion, mirroring the Rhone, the king of rivers which carries along stones and History in its ebb and flow. The Rhone is the focal point, the unifying factor in this land of contrasts. From Vienne to Nîmes and Avignon through to the boundaries of the Luberon, a web of paths weaves its way along both sides of the river for visitors to explore.

■ www.vins-rhone.com

INTERLOIRE – LOIRE VALLEY WINE MARKETING BOARD

The Loire Valley is France's third largest appellation wine region. From the Atlantic coast to Auvergne, it strikes a balance between the South and the North, smoothness and freshness, art and literature, tradition and modernity. These harmonious blends, promoted by a generally temperate climate and a remarkable variety of vineyard sites, produces the most extensive range of wines in the world.

■ www.vinsvaldeloire.fr

Wine Paris & Vinexpo Paris 2023 offers an eventful ON! programme fuelled by a variety of formats and experts from across the globe to gain inspiration, learn, taste and engage with others during the exhibition.

WINE PARIS & VINEXPO PARIS 2023

The Free-pour Tastings **HALLS 3 AND 5**

Wine Paris & Vinexpo Paris offers visitors to the exhibition the opportunity to discover and taste an unprecedented selection of wines that are available as free-pour tastings curated by Valeria Gamper, 2022 Best Sommelier of the Americas.

The Masterclasses **HALL 5**

A series of masterclasses will be held so that attendees can fully immerse themselves in the diversity and specifics of vineyard sites and wines:

- Gilbert & Gaillard Masterclass.
- Champagne Masterclass.
- Alsace wine marketing board (CIVA) Masterclass.

WINE PARIS & VINEXPO PARIS 2023

Let's Talk Wine!

Top French and international experts will meet up at Paris Expo Porte de Versailles from 13 to 15 February 2023 to analyse new trends and innovations and decipher the major challenges facing the industry. A programme of forward-looking panel discussions, duos and interviews will enable attendees to learn, discuss and gain inspiration:

- 2022 research into Champagne consumption conducted by Dom Pérignon in conjunction with scientists and top international chefs will be released.
- The study 'Wine consumers: the battle of the generations' conducted by the IWSR in conjunction with Wine Paris & Vinexpo Paris will be presented.
- Forward-looking panel discussion on new wine regions through the lens of climate change.

LET'S TALK WINE! The programme has been placed under the patronage of OIV (International Vine & Wine Organisation).



Sous le patronage de
l'Organisation Internationale
de la Vigne et du Vin

Nouvelle Vague **HALL 3**

Nouvelle Vague is reserved for young winegrowers who have been in the business for less than 5 years. It groups together young producers looking for their first distribution networks in France and overseas. Exhibitors are given an individual counter in the area so that they can present their first wines.

For winegrowers: 3rd vintage at the most for an estate that was created, bought or taken over after 2016; no more than 2 attendances.

For brand creators: production below 50,000 bottles; only one attendance is allowed.

The aim of Wine Paris & Vinexpo Paris is to support these wine entrepreneurs in the launch phase of their business and provide buyers with wines that are not yet commercially available.

Wine Tech Perspectives **HALL 3**

To support the transformation of the wine and spirits industry and meet new market challenges, Wine Paris & Vinexpo Paris 2023, in conjunction with La Wine Tech and Vinocamp, Vin & Société, is providing an area dedicated to content on innovation and digitalisation – Wine Tech Perspectives.

Six, one-hour conferences, hosted by a range of speakers will focus on three major themes – Market, Innovation and Environment – during the exhibition.

They will address a range of issues related to the ecosystem: Wine & entrepreneurship, retail / e-commerce, the web, feedback on experience with NFTs, industry decarbonisation and bottle labelling.

The area features:

- A selection of start-ups offering innovative solutions (discovery, choice, storage, consumption, wine purchasing...) and genuine growth opportunities for the industry.
- Dynamic, interactive debates about innovation in the wine and spirits industry.



WINE PARIS & VINEXPO PARIS 2023

THE GO-TO EXHIBITION FOR SPIRITS

PROGRAMME: ON!

The Infinite Bar

The Masterclasses



THE GO-TO EXHIBITION FOR SPIRITS

Be Spirits is the event within the event in its own hall dedicated to spirits and craft drinks from across the spectrum (Hall 2).

Be Spirits is the focal point for the entire spirits industry and other beverage alcohol, craft and alcohol-free drinks, from craft distilleries to well-known brands. The area is also a showcase for mixology with the Infinite Bar hosted by top mixologists.

NEW FEATURES IN 2023:

- > **An area called the Craft Pavillon** will be reserved for young producers of spirits, RTDs, alcohol-free drinks, ciders and beers, enabling them to promote their products in an outstanding international setting;
- > **New alcohol categories** are joining the Be Spirits area, such as Absinthe; liqueurs; bitters; Pisco, Peru's national drink; hard tea; the Japanese spirit Shochu, but also ciders and beers;
- > The exhibition will become the stage for **unique events** like the **Battles of the mixologists**;
- > The **Be Spirits** area will have **its own specific opening times**, opening its doors from 10 am to 8 pm.

The event, which brings together every strand of the industry, is designed to introduce visitors to a very comprehensive range of products in a friendly but professional atmosphere. It will allow them to ride the crest of the premium and craft trend, hone their knowledge through masterclasses and conferences, and also meet the top European mixologists and try amazing cocktails at the Infinite Bar.

In 2023, Be Spirits gains even greater significance at the exhibition with its own dedicated hall which will welcome 40% new exhibitors. Alongside the many French exhibitors, **international attendees will come in numbers**. They will include Belgium, Canada, the Czech Republic, Iceland, Italy, Japan, Poland, Switzerland and the United States.

27 categories of beverage alcohol will be represented (Absinthe, Anise, Armagnac, Beer, Bitter, Cachaça, Calvados, Cider, Cognac, Cream Liqueurs, Brandies, Gin, Hard tea, Liqueur, Mezcal, Pisco, Ready-to-Drink –

RTDs, Rum, Rum infusions, Sake, Alcohol-Free, Shochu, Tequila, Tonic, Vermouth, Vodka and Whisky).

International participants include Whisky, Rum and Vodka from Canada with *Notaboo* as well as Japanese Saké and Shochu with the *Japan Sake and Shochu Makers' Association* and American Ready To Drink *Slim Chillers*. French spirits will also be showcased with attendance by the *National Armagnac Bureau*, Cognac with *Château Montifaud*, craft cream liqueurs with *La Mentheuse*, and Whisky from the *Distillerie Warengem*.

Loyal exhibitors include *Anivin de France*, *Armagnac Castarede*, *Armagnac Veuve Goudoulin*, *BBC Vins et Spiritueux*, *Calvados Christian Drouin*, *Château de Saint Aubin*, *Cognac Dobbe*, *Dolin (maison)*, *Drouet et Fils*, *Cognac François Voyer*, *Cognac Prince Hubert de Polignac*, *Dartilongue et Fils Armagnac*, *Delors Frères*, *Distillerie des Moisans*, *Distillerie Merlet*, *Distillerie de la Seine*, *Distillerie Jean-Paul Mette*, *Distillerie Longueueu*, *Domaine*



MIXOLOGY IN THE SPOTLIGHT

familial Louis Dupont, Eyland Spirits, Fire&Ice Beverages AG, Hardy Cognac, Hawkins Distribution, Jacoulot, Kaskad Diffusion, Les Bienheureux, Le Club des Marques, Les Jardins de l'Orbrie / So Jennie, Maison de la Mirabelle - Distillerie de Rozelieures, Maison Ferroni, Maison Peyrat, Michel Couvreur Scotch Whiskies LTD, Plus Oultre Distillery, Tesseron Cognac, Terre de Légende – Bruant Distribution, Tennessee Distilling and Vinet Delpech.

There will also be **new exhibitors**, such as *Arspirits, Armagnacs by Château de Lacquy,*

Black Mountain, Cognac Paul Giraud et Fils, Consorzio di Tutela della Doc Prosecco, JNPR, Distillerie de l'Ort, Distillerie Castan, Distillerie Miclo, Distillerie des Menhirs, Domaine de Coquerel, Dunrobin Distilleries, Groupe Geloso/Broue Alliance, Kratochvilovci, K'Ribeau Cocktail / Taleya, Gaec du Clos de la Pommeraye, Godet Frères Cognac, Vignobles du Hour, Notaboo Corp, Famille Laudet / Domaine de Laballe, Maison Gelas, Saka Spirits, Slim Chillers, Spirignac, Shogga, Spiritique, Spiribam, Square Box / L'arrange Français and Univers Drink.

Programme: ON!

> The Infinite Bar

Designed to turn the spotlight on the creative spirit of the top mixologists attending Be Spirits, the **Infinite Bar** will welcome 5 European bars, 5 bars from French regions and 10 Parisian bars this year, which will share an extensive 40-metre-long bar.

One of the high points of the 2023 event will be **the Battles of the Mixologists**, a new event bringing together the most creative figures in the industry.

> Masterclasses and conferences (Hall 2 / Room 3)

Be Spirits also provides the opportunity to hone your knowledge through masterclasses and conferences hosted by experts from a range of backgrounds which will set the tempo for the exhibition over three days.

Events in 2023 will include the Japan Sake and Shochu Association masterclass, the IWSR conference and the WSET Spirits masterclass.





WINE PARIS & VINEXPO PARIS 2023

PARIS CELEBRATES WINE

The OFF partner bars
and restaurants selected

Wine Paris & Vinexpo Paris 2023
partners with the World's Best
Sommelier competition



2023 EDITION

WINE PARIS & VINEXPO PARIS... OFF!

180 RESTAURANTS AND COCKTAIL
BARS FOR A GREAT WINING AND
DINING EXPERIENCE

With a third event that promises to be even
more ambitious, Wine Paris & Vinexpo
Paris OFF is once again spilling out across
the capital city in 2023!

180 restaurants and cocktail bars in every
district of Paris have been selected by
a panel of professionals, illustrating the
capital city's choice of venues through its
talented chefs, sommeliers and mixologists.
OFF will get Paris beating to the rhythm
of wines and spirits and will offer industry
members gathered in Paris for Wine Paris
& Vinexpo Paris an authentic, friendly and
unique experience of Paris.



Carefully chosen for the quality of their
cuisine, the experience on offer, the
atmosphere and the cocktail and wine lists,
the OFF restaurants and cocktail bars will
be hosting an extensive range of exclusive
events from 13 to 15 February 2023.

List of restaurants:

1^{er} arr. : Madame Rêve - Hemingway Bar - Rehab - Liquide - Les Fines Gueules - Willy's Wine Bar - Granite - Juvéniles - Le Garde Robe • **2^{ème} arr. :** Bamboo - Danico - Harry's New York Bar - Experimental Cocktail Club - Aux Lyonnais - Dune - Café Compagnon - Frenchie - Bar à Vin - Drouant - Le Rubis - Racines - Fleur de pavé - Le Bougainville - Coinstot Vino - Le Dénicheur • **3^{ème} arr. :** Little Red Door - Serpent à Plume - Le Mary Celeste - Andy Whaloo - Le Ballon Rouge - Terra - Bar à Vin - Elmer - Glou - Parcelles • **4^{ème} arr. :** Sherry Butt - Jaja - Grandcoeur - Bistrot des Tournelles - La Grande Brasserie - L'Enoteca - Lot of Wine • **5^{ème} arr. :** La Rôtisserie d'Argent - Bonvivant - Les Papilles - Flocon Restaurant - Bacav' - Hugo & Co • **6^{ème} arr. :** Tiger - Prescription Cocktail Club - Castor Club - Fish La Boissonerie - Ze Kitchen Galerie - Chez Nous - Quinsou - Augustin Marchand d'Vins - La Crèmerie - Avant-Comptoir • **7^{ème} arr. :** Bar James Joyce - Pavillon Faubourg Saint-Germain - Fitzgerald - Sancerre Rive Gauche - Racine des Prés - Les Parisiens - L'Ami Jean - Garance - Les Climats - Café des Ministères • **8^{ème} arr. :** Les Ambassadeurs - Le Clarence - Cèna - 110 Taillevent - Braise - Le Mermoz • **9^{ème} arr. :** Amaro - Jacques Bar / Hoxton - Le Bon Georges - Pétrelle - Pastore - Le Beaucé - Lolo cave à manger - Richer - Mieux - Faggio Salumeria - Pompette • **10^{ème} arr. :** Le Renard Bar - Bonhomie - Le Syndicat - La Cave à Michel - Candide - Café les deux gares - Early June - Mâche - Eels - Billili - Chocho - Verre Volé - Mamagoto - Chez Michel - Ake - Déviant • **11^{ème} arr. :** Fréquence - Dirty Lemon - Monsieur Antoine - Bambino - Moonshiner - Les Oeillets - Café du coin - Le Servan - Le Chateaubriand - Vantre - Robert - Aux Deux Amis - Coup d'œil - Folderol - Korus - Septime La Cave - Le Saint-Sébastien - Fulgurances La Cave - Jones - Clown Bar - Liquiderie - Bar • **12^{ème} arr. :** Passerina - Cave à Manger - Pur vin - Table - Bruno Verjus - Le Siffleur de Ballons • **13^{ème} arr. :** L'Hommage - Sourire - Sellae - Simone - Nosso + épicerie • **14^{ème} arr. :** Petit Combat - Les Petits Plats - Bistrotters - Kigawa - A mi-Chemin - Les Rouquins - La Cagouille - Le Severo • **15^{ème} arr. :** Vertical Bar - Le Beurre Noisette - Le Grand Pan - Le Vitis - Naturellement • **16^{ème} arr. :** Cravan - Comice - L'Arche - Substance - Huitres et Saumon • **17^{ème} arr. :** Coretta - Bistrot Flaubert - Papillon - Agapé - Poussin - Anona - Rooster - Faby - En Bas • **18^{ème} arr. :** Le Très Particulier - Chez Eugène - En Vrac - Polissons - Poney Club - La Traversée • **19^{ème} arr. :** Combat - Cheval d'Or - Coup de tête - La Cale (Petit Navire) - Le Cadoret - Cambuse - Le Canon d'Achille - Quedubon • **20^{ème} arr. :** Aimer - La Commune - Dix Visions de la Joie - Le Baratin - Des Terres - Supra - La Vierge - Le Grand Bain - Dilia - Caché / Amagat - Le Jourdain .

The list can also be found on the leoff-paris.com website



A UNIQUE, AUTHENTIC AND CONVIVIAL EXPERIENCE

WINE PARIS & VINEXPO PARIS PARTNERS WITH THE ASI 2023 WORLD'S BEST SOMMELIER COMPETITION

Wine Paris & Vinexpo Paris is partnering with the 2023 ASI World's Best Sommelier competition. The French sommelier organisation UDSF, chaired by Philippe Faure-Brac, has the honour of hosting the 17th competition.

Through the competition, France, every strand of its industry and the excellence of its sommeliers will be showcased for the world to see.



February 2022: preparations kicked off

The 17th competition started at Wine Paris & Vinexpo Paris 2022 when the programme and the stages of the competition were released to the 70 candidates from the 67 countries participating.

February 2023: Paris, the world capital of wine with two major events

Candidates will meet up in Paris from 7 to 12 February 2023 for four days of high-level exams. The finals take place on 12 February, the day before Wine Paris & Vinexpo Paris opens.

Practical information

OPENING TIMES

Monday 13 February | 9:00am to 7:00pm

(Be Spirits: 10:00am - 8:00pm)

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

(Be Spirits: 10:00am - 8:00pm)

Wednesday 15 February | 9:00am to 5:00pm

(Be Spirits: 10:00am - 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: line 80, Porte de Versailles – Parc des expositions station

and line 39, Desnouettes station

vélo: vélib' station avenue, Ernest Renan

ADMISSION

Online purchase until 15 November 2022: €25 incl. VAT

Online purchase from 16 November to 12 February 2023: €50 incl. VAT

Online purchase from 13 au 15 February 2023: €70 incl. VAT

Purchase at the door: €70 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://www.youtube.com/channel/UC9yaf2KhNWJPDIX7EXW4FWQ>



<https://twitter.com/wineparisevent>



<https://instagram.com/wineparisvinexpo>

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About



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 vineyard sites across the globe alongside all the French wine regions.

VINEXPOSIUM.

Vinexposium is the world's leading organizer of wine and spirits trade events. The group boasts an extensive portfolio of iconic, high-performance events tailored to different market segments: Wine Paris & Vinexpo Paris; Vinexpo America, Drinks America; Vinexpo Asia; Symposium; Vinexpo China; WBWE Amsterdam; and Vinexpo India, along with Vinexpo Explorer and Vinexpo Meetings. Vinexposium also continues to enhance its digital portal, Vinexposium Connect, the high-performance business enabler where industry members can connect 365 days a year around the world and enjoy online networking and exclusive content.



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

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

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