

Press release
Paris, February 13, 2023

Vinexposium and Bettane+Desseauve create a new alliance to promote the international reach of the wine and spirits industry



Paris, 13 February 2023 - Vinexposium, the world's leading organiser of professional events dedicated to wines and spirits, and Bettane+Desseauve, an internationally recognised group of experts, have announced the creation of an alliance to promote the international exposure of wines and spirits by organising their *Vinexpo* and *Le Grand Tasting* events simultaneously around the world.

From May 2023, the upcoming international editions of *Vinexpo* and *Le Grand Tasting* will be held simultaneously in Singapore, Seoul, Tokyo and New York. The *Grand Tasting* will take place the day before *Vinexpo* to enable producers to develop their business in key markets worldwide.

The collaboration will bring extensive experience in joining producers and the general public. It will help grow wine and spirits companies capacity to develop their reputation throughout the value chain, both at the distribution and retail level and with the end consumer.

"We are delighted to collaborate with Bettane+Desseauve, as this new synergy will broaden the scope of our events and help our clients succeed in international markets thanks to a tailor-made offer" said Rodolphe Lameyse, CEO of Vinexposium. *"It is essential for the wine and spirits industry to maintain strong relationships with consumers in order to adapt to the challenges of declining consumption and remain competitive in a constantly changing market"*.

"Bringing the best wines and those who make them together with consumers has been our mission since 2004. Combining our expertise and our events with Vinexposium's know-how and high standards on the international stage is a project that makes sense" adds Thierry Desseauve, President of Bettane+Desseauve. *"Together, based on our understanding of the wine and spirits industry, we will continue to help professionals build strong and lasting relationships with consumers"*.

The partnership will begin with a series of events, opening in Singapore in May 2023, followed by Seoul in October, Tokyo in November and New York in March 2024.



About 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, Vinexpo China, WBWE Amsterdam, 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. www.vinexposium.com

About Vinexpo

Vinexpo is an international brand of the Vinexposium group. With an international presence spanning 40 years, it now brings together wine and spirits professionals on 4 continents all year round. In 2023, Vinexposium will hold 7 Vinexpo events with exhibitions in Paris, New York, Singapore and New Delhi and business conventions in Quebec, Rioja and Seoul.

About Bettane+Desseauve

Since 2004, Bettane+Desseauve is a group of experts specialised in publishing content (guides, magazines, books, audiovisuals, etc.) and in organising events (*Le Grand Tasting*). Its mission? To guide consumers and enthusiasts - amateurs and professionals - in the culture of wine and the promotion of this art of living. Bettane+Desseauve also runs an annual competition (the Prix-Plaisir), recommendations and partnerships with Monoprix and the airline La Compagnie. Bettane+Desseauve Asia organises events in China, Hong Kong, Japan and Vietnam, brings together wine lovers around the B+D Asia Club and publishes an English-language webmedia.

About the Grand Tasting

In 2006, Bettane+Desseauve created *Le Grand Tasting Paris* at the Carrousel du Louvre. This festival of great wines is now a must. 12,000 wine lovers meet the best producers and taste their wines in a dedicated area or during prestigious master classes. Its version reserved for professionals - *Le Grand Tasting Pro* - has also become an unmissable event.

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