

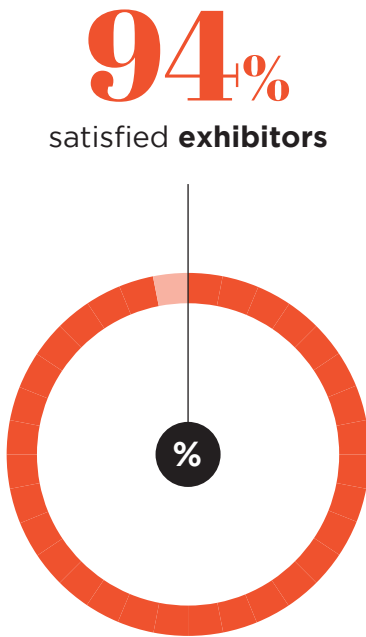
Post-Event Report 2023

A business experience with a global focus

Fuelled by the trust placed in the event by the entire industry, **Wine Paris & Vinexpo Paris has become a global benchmark exhibition.** For 3 days, the vitality of the international wine and spirits industry set the tempo for the city, which fully demonstrated its attractiveness, creativity and hospitality. In 2023, Wine Paris & Vinexpo Paris **welcomed** 3,387 exhibitors and 36,334 visitors **from 149 countries, offering the best business performance in an exceptional setting.**

3,387
exhibitors

36,334
visitors



“The international dimension is essential and the effectiveness of the networking and targeting of professionals ahead of the event is undeniable. We also met some great visitors but also exhibitors and the overall atmosphere was good, making this an exhibition that is really enjoyable and worthwhile.”

DAVID GAUDINAT,
Champagne Gaudinat-Boivin - France
→ Exhibitor

“Attendance at Wine Paris & Vinexpo Paris has always been very important for my company because it enables us to meet new producers, reconnect with existing suppliers and find interesting wines to import into the United States.”

MICHELLE SCHRECK,
Atlanta Improvement Company
United States
→ Visitor

“Wine Paris & Vinexpo Paris meets the standards you expect of an exhibition. We saw existing customers and opened up new markets that we don't cover. In Paris, we meet a wide variety of customers from different spheres of influence.”

KONSTANTINOS ARVANITAKIS,
Alpha Estate - Greece
→ Exhibitor

“For us, Wine Paris and Vinexpo Paris is the best place to find new producers to create a network and to know and learn everything about the world of wine and spirits.”

DRAGAN MILANKO,
Weinimport Milanko
Germany
→ Visitor

An international marketplace

36,334

visitors

including

38%

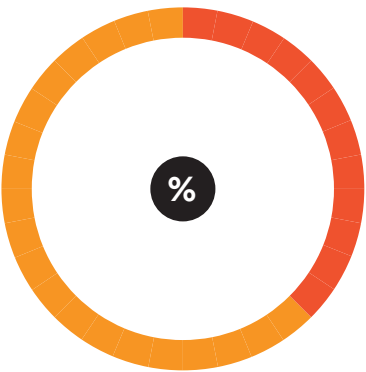
International

from

149

markets

Visitor breakdown



38%
International

94%

of visitors view
Wine Paris & Vinexpo Paris as
important for their business

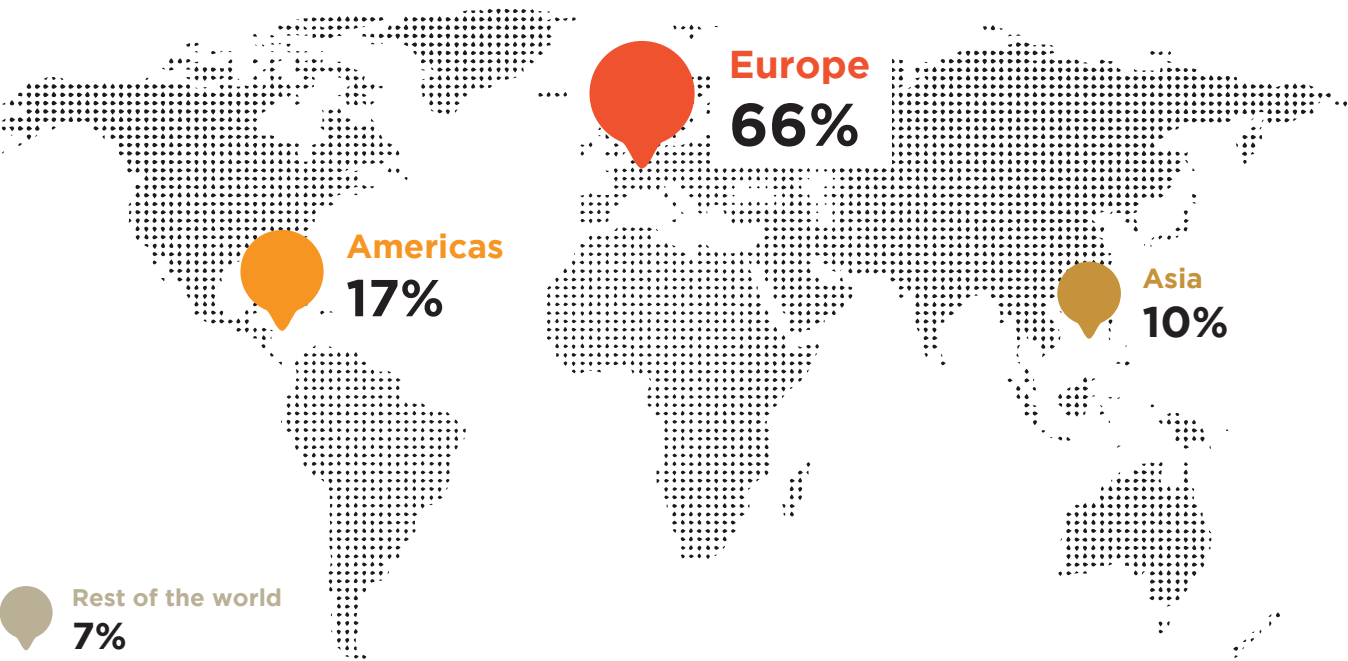
98%

of visitors are already planning
to attend **the 2024 edition**

94%

of exhibitors are satisfied by
the quality of visitors met

Breakdown by continent



Breakdown by business

42%

Import / Distribution

Importer, Distributor,
Wholesaler, Trade

20%

Retail trade

Wine merchants, Delicatessens,
supermarkets, E-commerce,
Duty Free

11%

On-premise

Hotels, Restaurants,
Cafés/Bars, Caterers

12%

Producers

Wines, Spirits

15%

Other

Media, Institutions, Education...

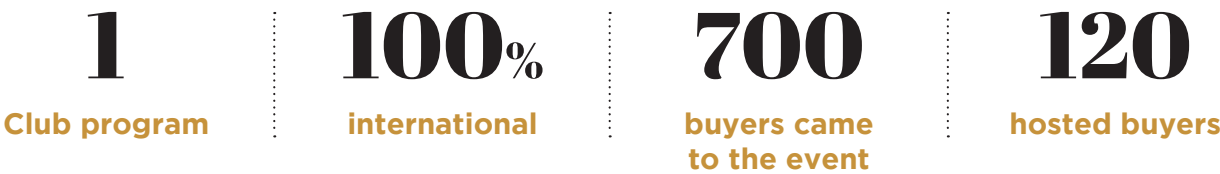
Breakdown France Top 5 regions

- 01** Île-de-France including Paris 41%
- 02** New Aquitaine
- 03** Occitania
- 04** Grand-Est
- 05** Burgundy Franche-Comté

International breakdown Top 10 countries

- 01** United States
- 02** Belgium
- 03** Italy
- 04** United Kingdom
- 05** Germany
- 06** Netherlands
- 07** Canada
- 08** Sweden
- 09** Spain
- 10** Switzerland

The Club, a bespoke programme designed for major international buyers



Geographic distribution of our Club community



High performance networking

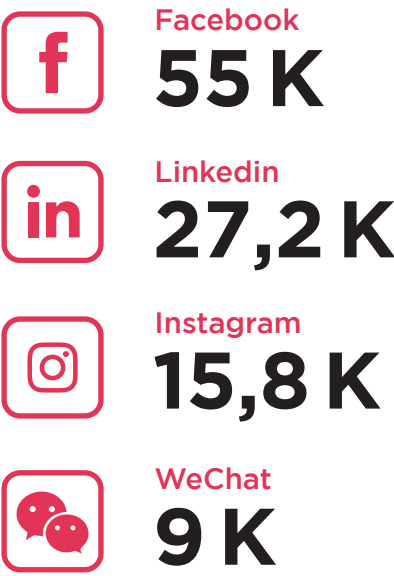
6,330

appointments during the event



A connected community

A community that engages with our social media, up by 30% on average over 5 months:



“The quantity and quality of buyers make this a key event.”

CONSTANCE SLAUGHER,
Château de Mille – France
→ Exhibitor

“This year, Wine Paris & Vinexpo Paris was really fantastic and excelled for the quality of visitors. There were clearly more international visitors this year, the exhibition was very business-friendly and we welcomed a lot of spontaneous visitors on our stand.”

JAVIERA GONZALEZ,
ProChile – Chile
→ Exhibitor

“It’s an opportunity to meet existing suppliers and potential new suppliers easily in a very positive environment with the unique beauty of Paris.”

PIERRE STAFRACE,
Farsons Beverage Imports Company
Malta
→ Buyer

“Wine Paris & Vinexpo Paris is an obvious choice. The exhibition immediately became a key global event for wines and spirits. Access is easy, the exhibition is held in a city geared to business, celebration and gastronomy, so all the ingredients are there to do business effortlessly.”

CHRISTOPHE KACZMAREK,
Coq au vin – France
→ Buyer





Not just an exhibition, a global community gathered under one roof!

Renewed success for a strategic event combining business and conviviality, that resonates with the entire wine and spirits industry in unison.

42
producer countries

An increase of

+31%
compared to
2022

ALBANIA - ARGENTINA - ARMENIA
AUSTRALIA - AUSTRIA - BELGIUM
BOSNIA HERZEGOVINA - BULGARIA
CANADA - CHILE - CHINA
CZECH REPUBLIC - FRANCE - GEORGIA
GERMANY - GREECE - HONG KONG
HUNGARY - ICELAND - ITALY - JAPAN
LEBANON - LITHUANIA - LUXEMBOURG
NEW ZEALAND - NORTHERN MACEDONIA
PERU - PORTUGAL - ROMANIA
SLOVENIA - SOUTH AFRICA - SPAIN
SWITZERLAND - TURKEY - UKRAINE
UNITED KINGDOM - UNITED STATES
URUGUAY - UZBEKISTAN - VENEZUELA
VIET NAM

The **presence of major brands** was appreciated by

96%
of visitors

A **diversity of wine regions** was appreciated by

98%
of visitors



“Be Spirits is the absolute go-to event in France for reaching out to an international audience. It brings together the entire industry community and demonstrates the intellectual appetite for spirits and craft drinks. Visitors thronged throughout the 3 days.”

OLIVIER GOUJON,
Director of the National Armagnac Bureau (BNIA), ArmagnacStyle – France

BE SPIRITS

A landmark year for Be Spirits

Every year, Be Spirits gains traction. Held for the first time in a single hall, the event within the event focusing on spirits and other beverages experienced a truly **action-packed edition**. Ranging from craft distilleries to household brands and from hard tea to rum infusions, the international scope of Be Spirits was honoured with representatives from the United States, Japan, Iceland, Germany, and for the first time from Bosnia Herzegovina, Lithuania, Luxembourg, Uzbekistan, Peru, the Czech Republic and Vietnam.



The Infinite Bar is:

40 m long

10 Parisians bars

5 European bars

5 bars from French regions

Speakeasy:

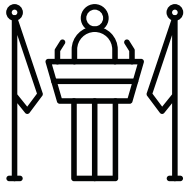
1
speaking area,
conferences &
masterclass 100%
dedicated to spirits
and mixology

1
mixologist battle,
a new interactive
format

11
sessions

26
internationally
renowned speakers

Extensive media exposure creates unprecedented global reach



Placed under the high patronage
of Mr Emmanuel Macron, President
of France, the 2023 exhibition
received visits by:

2

Parliamentary delegations
(French Upper and Lower houses)

3

Ministerial visits

23

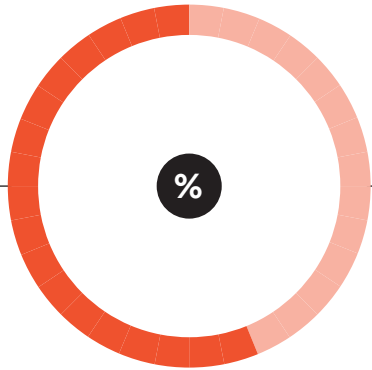
International delegations
including

15

Ambassadors

2,569
media items

55%
International

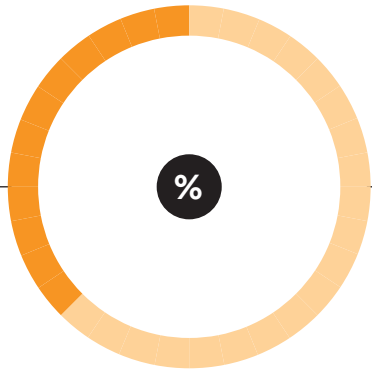


45%
France

648

journalists (from 39 countries)

34%
International



66%
France

Press partners who have placed their trust in us:

Decanter – Distilnews – Drinks International – En Magnum – Falstaff
Gilbert & Gaillard – Global Drinks Intel Harpers – La Revue des Comptoirs
La Revue du Vin de France – Le Figaro – Les Echos
Le Magazine des cavistes & Sommeliers – Perswijn – Rayon Boissons – Rumporter
RVI – Seven Fifty Daily – Shake Well – Shanken News Daily Sommeliers International
Terre de vins – The Buyer – The Drinks Business The Spirits Business – V&S News
Vertdevin – Vino.be – Viti – Vitisphere – WBI Weinwirtschaft – Wine Enthusiast
Wine Spectator – Whisky Mag

ON!

Essential highlights for an entire industry

A robust programme of events fuelled by a wide variety of formats and experts from across the globe provided inspiration, education, tasting and conversation opportunities at the exhibition.

Focus



Guy Savoy

A fantastic edition **with an outstanding chef** and ambassador of French gastronomy **as its patron**.

6

areas dedicated to conferences, panel discussions and masterclasses



+100

conferences, panel discussions and masterclasses

+3,000

attendees over the 3 days

3

Free-pour tasting areas presenting over

1,500 products

A Top 20

International wines curated by **Valeria Gamper**

1

new format dedicated to mixology: **the Battle of the Mixologists**



+35 different themes

Noteworthy attendees

Chef & Sommelier Duos:

Guy Savoy & Sylvain Nicolas
Guy Savoy Restaurant

Thierry Marx & David Biraud
Mandarin Oriental Paris Restaurant

Adeline Grattard & Marine Delaporte
Yam'Tcha Restaurant

Other personalities:

Frédéric Roginska
Distil News

Calixte Payan
Sober Spirits

Christophe Juarez
MD Terroirs & Vignerons de Champagne Group

Dr Emmanuel Bourguignon
Doctor of soil microbiology applied to farming

Cathy Huyghe
Co-founder of Enolytics

Elaine Chukan Brown
Writer, conference speaker and wine educator (California Wine Institute)

Jacques Lurton
Chairman Les Vignobles Andre Lurton

Alexandre Parfus
Marketing & Development Director
Famille Ravoire

Benjamin Galais
Spirits educator & consultant at the CIDS - International Spirits Centre

Marie Mascré
Founder & managing partner Sowine

Victor Ulrich
Director Riedel France

Camille Jullien
Co-founder & marketing director
Champagne EPC

Laurent DELAUNAY
CEO - Maison Édouard Delaunay

Sommeliers:

Raimonds Tomsons
2023 ASI-Best Sommelier of the World

Marc Almert
2019 ASI-Best Sommelier of the World

Arvid Rosengren
2016 ASI-Best Sommelier of the World

Heidi Mäkinen
Master of Wine

Véronique Rivest
2012 ASI-Best Sommelier of the Americas and
2013 Best Sommelier of the World runner-up

Paz Levinson
2010 & 2014 ASI-Best Sommelier of Argentina

Valeria Gamper
2019 ASI-Best Sommelier of Argentina

Paris fête le vin!

et les cocktails*

LE
OFF

Édition
2023

180 restos et bars
à cocktails
pour bien boire
et bien manger

Thomas.

*Paris celebrates wine and cocktails!

leoff-paris.com

L'abus d'alcool est dangereux pour la santé, à consommer avec modération



Heading for Paris By Night

Wine Paris & Vinexpo Paris has developed an incredible line-up of events **outside the exhibition centre** so that conversations can continue **in the heart of Paris**.

Across the city, a **carefully curated selection of bars and restaurants**, chosen for the quality of their cuisine, the experience on offer and the atmosphere, provided choices and events revolving around wine and cocktails.

→ An experience that can be enjoyed all year round!

180
venues

including →

33
bars

160
evening events held

in →

66
establishments

Enhanced media coverage



200k
views on Instagram



+12
dedicated media articles

→ read TimeOut's article

**WINE
PARIS**

VINEXPO
PARIS



#MORE REGIONS
COUNTRIES
BUSINESS
Ready for more in 2024?

12-14
FEB.
2024
PARIS EXPO
PORTE DE
VERSAILLES

wineparis-vinexpo.com
#wineparis #vinexpoparis



Drink responsibly.



An event by
VINEXPOSIUM