

WINE PARIS & VINEXPO PARIS 2024: AN EXHIBITION THAT JUST GETS BIGGER AND BETTER

25 October 2023 – The fifth Wine Paris & Vinexpo Paris is due to take place from 12 to 14 February 2024 at Paris Expo Porte de Versailles. The Vinexposium group's flagship exhibition is readying to ramp up the experience and is inviting wine and spirits professionals from across the globe to join this premier event in 2024. February 12-13-14 promise to be action-packed with even more regions, countries, conversations, inspiration and business relations to get rolling and consolidate. On top of this, the same enthusiastic welcome by the teams at Vinexposium is sure to make this event an unforgettable highlight of the business calendar. The 2024 edition will mark a turning point in the history of Wine Paris & Vinexpo Paris whose growth and legitimacy are all-set to get a significant boost.

- +72 % international exhibitors and **50 producer countries** attending
- +28 % extra floor space across the exhibition to welcome the **3,900 exhibitors**
- +25 % floor space in the Be Spirits area designed for spirits, craft drinks, no/low, beers & ciders
- 100 % of France's wine regions under one roof

WINE PARIS & VINEXPO PARIS 2024, THE INDUSTRY'S INTERNATIONAL MEETING POINT

Increasing numbers of international producers are joining Wine Paris & Vinexpo Paris with both new attendees and a more extensive exhibition footprint.

Italy will cover 40 % extra floor space and for the first time in Paris will be housed in an entire hall. Attendees include *ICE*, the *Istituto Marchigiano di Tutela Vini Consortium*, *Wines from Piedmont* and the return of the prestigious *Italian Signature Wines Academy*, alongside regional attendance by Sicily, Puglia, Calabria, *Avla Consorzio Vino Chianti Classico*, *Istituto Marchigiano di Tutela Vini*, the *Enoteca Regionale Emilia Romagna* and the *Consorzio Tutela del Vino Conegliano Prosecco*.

Germany, Slovenia, Lebanon and South Africa will be doubling their exhibition area. South African representatives will include *Meerendal* and for the first time, *Uniwines*, *Overhex Wines International*, *Ayama Wines - Slent Farms*, *Bruce Jack Wines*, *Germanier Wines* and *Waterkloof*.

The New World will be more widely represented with first-time participation by **New Zealand**; impressive names like *Treasury Wine Estates (Penfolds)* and, for the first time, *Wine Australia* for **Australia**; the States of California, New York and Oregon with the State of Virginia making its debut appearance for the **United States**; South America will also be travelling to Paris with *Bodega Garzón*, one of the largest traditional wineries in **Uruguay** and the *Casablanca Valley* representing **Chile**.

Spain, the exhibition's third largest exhibitor country, will be hosting many bodegas alongside the prestigious wineries belonging to *Primum Familiae Vini*, the *Junta de Castilla y León*, *Gil Family Estates*, *Very Fine Vinos* and, for the first time, the Murcia region.

Portugal will be represented, among others, by the *Comissão Vitivinícola Regional da Península de Setúbal (CVRPS)* which will be presenting the region's white, rosé, red, semi-sparkling, sparkling and dessert wines for the first time in Paris.

BE SPIRITS, THE GO-TO SPACE FOR THE SPIRITS COMMUNITY

Be Spirits gains even more ground at Wine Paris & Vinexpo Paris. The event within the event will feature **25 types of beverage alcohol** (tequila, umeshu, vermouth, vodka, whisky, malt, mezcal, pastis, Prosecco, rum, infused rum, sake, anise drinks, apéritifs, Armagnac, beer, brandy, Calvados, infused Calvados, cider, Cognac, cream liqueurs, brandies, gin, liqueurs...) with both innovations and traditions all-set to be showcased.

An extensive range of producer countries will be represented: from the **United States to Japan, Italy, the United Kingdom and Mexico** via **France, Germany, Ireland, the Netherlands, Poland, Singapore, Canada, Slovakia** and more.

2024 will see the advent of **new categories in the Be Spirits area with the arrival of beers and ciders**. Also, more alcohol-free and low-alcohol alternatives (**no/low**) will be listed. The range extension comes in response to broader demand from consumers. The **Craft Pavilion**, a space designed to promote discovery within the Be Spirits area, will encapsulate these trends and will be divided into 3 zones: spirits, beer and cider, and no/low.

And lastly, the **Infinite Bar** will be showcasing the creativity of mixologists from 20 bars that will share a 40-metre long bar. Three bartenders from London, Barcelona and Madrid will be invited to attend as guest stars. For three days, brands and mixologists will partner to create 60 top-flight offerings.

WINE PARIS & VINEXPO PARIS 2024, WHERE FRANCE'S WINE REGIONS MEET

Alongside independent winegrowers and the major players, the exhibition also offers an opportunity to meet top brands and new exhibitors.

These include **Alsace** with debut attendance by *Wolfberger*; **Beaujolais** with *Georges Duboeuf*, *Maison Jean Loron* and *Château la Chaize*; **Bordeaux** and *Derenoncourt Consultants*, negociants *Legrand et Associés* and *Sobovi* and broader attendance by the *Union des Syndicats Saint-Emilion-Pomerol-Fronsac* and the *Nouvelle Aquitaine organic winegrowers*; **Burgundy** with *Delaunay*, *Vins & Domaines*, *Louis Latour*, *Albert Bichot*, *Boisset*, *la Chablisienne* and *Domaine Faiveley*; **Languedoc-Roussillon** and **Provence** with *Château Puech Haut*, *Wines & Brands*, a négociant working with chefs like Michel Sarran and Justine Piluso to craft wines, *Château Sainte Marguerite*, *Château Minuty*, the *Advini* group and *Gérard Bertrand*, which will be bolstering its presence with *Cote des Roses* celebrating the Mediterranean lifestyle; the **Loire** with *Maison Pascal Jolivet*, *Domaine Ampelidae*; **Champagne** with new attendees like the *Vranken Pommery group*, *Champagne Perrier-Jouët* (Pernod Ricard group), *Champagne Henriot*, *Champagne Tsarine*, and the return of the *Bollinger* group and *EPI (Champagnes Charles et Piper-Heidsieck)*. Not to mention increased attendance in 2024 by *Inter Rhône*, *E. Guigal*, *Château la Nerthe* (Châteauneuf-du-Pape) and the return of *Cellier des Dauphins* for **the Rhone Valley**. Loyal exhibition participant, the **Corsican wine board**, will once again be hosting a busy restaurant at the heart of the event.

The exhibitor list can be accessed [online here](#)

Ask for [your media badge](#) for the exhibition

For more information, visit wineparis-vinexpo.com

View photos from the 2023 exhibition [here](#).

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 wine and spirits producer regions from across the globe.

About VINEXPOSIUM

Vinexposium offers a cohesive focal point for every strand of the wine and spirits industry by designing a variety of relevant event formats, all year round and across the globe. By bringing together exhibitors and visitors at nearly 10 events a year, and its community every day of the year at vinexposium365.com, Vinexposium is the industry's ally, geared to developing its sales reach.

Vinexposium, creating momentum

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