

EXPECT AN IMPRESSIVE ON! PROGRAMME AT WINE PARIS & VINEXPO PARIS 2024

16 January 2024 – From 12 to 14 February 2024, Paris Expo Porte de Versailles will be the stage for Vinexposium's flagship exhibition that mirrors the political and economic trends within the wine and spirits industry - Wine Paris & Vinexpo Paris. The event will gather 4,026 exhibitors, welcome 40,000 trade visitors from across the globe and host an extensive programme of 122 conferences, debates, panel discussions and masterclasses.

For three days, Wine Paris & Vinexpo Paris' boundless energy promises to scale new heights. The ON! programme, which has been broadened to get conversations going and fuel reflection within the industry, will be at the very core of this buzz. Details of the 122 sessions available at the exhibition can now be [viewed online](#).

THE ON! PROGRAMME FOCUSES ON MAJOR INDUSTRY CHALLENGES

With its sights set squarely on the trends and movements that drive the wine and spirits industry, the ON! programme will be curated by international experts. Drawing on extensive, long-standing knowledge of the sector, their mission will be to decipher and deliver information on innovative projects that help understand markets and their development.

▪ A taste for discovery

The ON! will provide an enhanced programme of world-class **tastings** and **masterclasses** offering a taste of the quintessential features of regions, appellations, products, brands and wineries from around the world, or alternatively fulfilling a desire for discovery:

- Masterclasses featuring **regions** such as Alsace, Bourgogne, Champagne, Languedoc, Beaujolais, Cognac, Auvergne, Bordeaux, the Loire, and the Rhone Valley, alongside Friuli, Tuscany, Vinho Verde and the State of Virginia, or grape varieties such as Sauvignon blanc, Pinot noir and Chardonnay, or Grüner Veltliner; or a specific **terroir**, like vineyard sites for volcanic wines, Centre-Loire or Cognac.
- Masterclasses focusing on **Italian wines** – Prosecco, Chianti and Pinot Grigio – or iconic **Australian** wines by Penfolds or from Coonawarra, the finest Cabernets from the **Napa Valley**, enterprising wines from **New York** or wines from the ancient vineyards of **Türkiye**, ranging from the great classics to new styles of wine.
- A **series of conferences** hosted by the California Wine Institute, New York Wines and Oregon Wine.
- The **Vinexpo Challenge**, the traditional blind tasting challenge organised by the International Sommelier Association (ASI) and Vinexposium, hosted by *Raimonds Tomsons* (Latvia), 2023 Best Sommelier of the World, and *Valeria Gamper* (Argentina), 2022 Best Sommelier of the Americas.

▪ The growth of no/low drinks

Salient trends to watch out for this year at Wine Paris & Vinexpo Paris include the no/low category which will be the topic of conferences and masterclasses, among them:

- 'Can sobriety become jolly?' by *Antoine Besse* and *Caroline Noirbuisson*.
- 'How to implement an inclusive choice of no/low drinks' by *Jérôme Cuny* and *Christine Parkinson*.
- 'The taste of the future: alcohol-free Grands Crus?' a masterclass exploring the future of super-premium alcohol-free wine, hosted by *Rodolphe Frerejean-Taittinger*, CEO of French Bloom.
- 'Secrets of a Sobrelieir: alcohol-free craft drinks' with *Benoit d'Onofrio*.

- **The Battle of the Sommeliers** will address 'The role of alcohol-free drinks', by *Marc Almert*, 2019 Best Sommelier of the World and Chef Sommelier at Baur au Lac (Zurich) with *Dominique Laporte*, 2004 Best Sommelier of France and leading critic *Robert Joseph*.
- **Sustainability, from the vineyard to the packaging**
Sustainability has become a major challenge for the beverage alcohol industry and will be a part of the ON! programme with:
 - **A Vinexposium panel discussion** addressing ways of raising awareness about sustainability.
 - **Conferences** featuring **biodynamics**, a vector of excellence and winegrowing of the future, coinciding with the 100th anniversary of biodynamics, hosted by *G rard Bertrand*; the **impact of a changing climate** on terroir-driven wines, with *Fran ois Gilbert*.
 - **Masterclasses**, including 'Sustainable tasting: exploring climate solutions', with *Marta Mendoca* for the Porto Protocol and *Jamie Goode*.
 - **Tastings** by a number of wineries and regions revolving around research into the contribution of stems in winemaking, a versatile response to climate issues, hosted by *J r my Cukierman* and *Fr d ric Massie*.
- **Industry developments**
With many **conferences, panel discussions and debates on the future of wines internationally**:
 - The conference 'Wine by colours: what are the **global trends**?' on changing consumer and production patterns will be presented by *John Barker*, director of the International Vine & Wine Organisation (OIV) and *Giorgio Delgrosso*.
 - 'Who will win in tomorrow's global wine market?' hosted by the Hopscotch Sopexa agency will reveal the findings of the 10th Wine Trade Monitor, its forward-looking research conducted in 2023 in 9 **key markets**.
 - 'Looking for **opportunities to win** in challenging times', a conference hosted by the IWSR which will examine the impact of the economic landscape on the global beverage alcohol market.
 - 'Taste shift: 2024 **prospects** for French **consumers**', hosted by *Bernard Burtshy*, *Julia Markowski* and *Sarah Multigner*.
 - '**Doing business within the context of Brexit** in 2024. Faced with the challenges thrown up by new laws that aim to change the very definition of wine, should wine producers continue to invest time and effort in the United Kingdom?' with *Miles Beale* (WSTA), *Justin Liddle*, *Nadine Maccallion*, *Chuck Cramer* and *Andrew Catchpole*.
- **Innovation**
This topic will bring together experts in technology, research and trend analysis, digital communications and e-commerce. The **WineTech Perspectives**, an area dedicated to industry innovation and digitalisation created in conjunction with the **Wine Tech** and **Vinocamp**, will host a series of 26 hard-hitting presentations in dynamic, participatory formats on the following 3 themes:
 - **Tech for Good/Sustainable**, featuring a panel discussion on 'Re-use: is the wine industry ready to take the leap?' and a keynote interview with *Laurent David*, chairman of LWT.
 - **Data, A.I. and Web 3.0** will be addressed at a panel discussion on 'Wine labels: different perspectives on innovation and regulations' and a keynote interview with *Heini Zachariensen*, Vivino CEO.
 - **Consumption & Retail**, with a panel discussion on sharing the culture of wine: the potential for new communication formats, with *Marion Ch teau*, *Sylvain Dad *, *Diane Souqu re*, *Gilles Raison* and a keynote interview of *Michel Chapoutier*.

To view the full line-up of Wine Tech Perspectives sessions click [here](#)

For online accreditations: visit wineparis-vinexpo.com [here](#)

And for more information, visit wineparis-vinexpo.com

About WINE PARIS & VINEXPO PARIS

Wine Paris & Vinexpo Paris is the annual event for international wine and spirits professionals. Held in mid-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 across the globe.

About VINEXPOSIUM

Vinexposium acts as a hub 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

VINEXPOSIUM PRESS CONTACT

Camille Malavoy: +33 6 31 00 50 41

camille.malavoy@vinexposium.com