

WINE PARIS: THE WORLD'S PREMIER WINE AND SPIRITS INDUSTRY EXHIBITION

Paris, 20 June 2024 – Last February, the Vinexposium group's flagship event gathered more than 4,000 exhibitors from 48 producer countries (including 53% more international exhibitors) and a spectacular share of international visitors (41%) from 137 countries. The influence of Wine Paris extends way beyond European borders, and the trend is all-set to continue as the exhibition heads towards its 6th event fuelled by even greater commitment by key stakeholders in the global wine and spirits industry.

International exhibitors take centre stage

For the 2025 exhibition, international producers will benefit from three dedicated halls including the centrally and strategically located hall 4. This will become the focal point for an extensive and varied choice of international products. Demand from Italy has been so strong since 2023 that it will once again take ownership of an entire hall (hall 6). The spirits and craft section – beers, ciders and No/Low in particular – is becoming increasingly international, as evidenced by the 50+ exhibitors already registered from 13 countries (hall 5).

Three levels of hall 7 will become home to all the French wine regions whose unwavering commitment to the exhibition forms the foundation of its success.

Growing global influence

Over the years, the international appeal of the event has increased. In economic and business terms, the number and variety of top international buyers attending have grown, and they are increasingly qualified. But also, from an institutional and media perspective, the succession of ministers and ambassadors and the support of national and international wine and spirits organisations have provided proof that the wine and spirits industry is a leveraging tool for countries and spearheads international diplomacy.

Wine Paris, a powerful international brand

As a natural next step in its development, Vinexposium's iconic exhibition Wine Paris & Vinexpo Paris is consolidating its international positioning and asserting its identity under the Wine Paris brand, marking a new stage in its history.

"Since 2020, the international reach of Wine Paris has been one of the pillars of its development. The exhibition now fully delivers on its promise and confirms its role as the must-visit business gathering. It's our responsibility to support the industry in its response to the global challenges caused primarily by geopolitical tensions, environmental issues and changing consumer patterns". **Rodolphe Lameyse, CEO of Vinexposium**

The 6th Wine Paris will take place from 10 to 12 February 2025 at Paris Expo Porte de Versailles.

For more information, visit [Wine Paris](#)

About WINE PARIS

Wine Paris is the annual event for international wine and spirits professionals. Hosted 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 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 8 events a year, Vinexposium is the industry's ally, geared to developing its sales reach. **Vinexposium, creating momentum.**

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