

**VINEXPO AMERICA**  
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*Press Release*

## Market Trends and Innovations: What to Expect at Vinexpo America 2024

New York, NY— Thursday, June 13 —Vinexpo America 2024 is set to explore market trends, innovations, and emerging challenges comprehensively, highlighting solutions and opportunities for industry professionals. This year's trade show will demonstrate how Vinexpo America equips attendees to navigate and leverage these trends for future success.



The wine and spirits industry is experiencing significant transformations globally and within the U.S. market. **As consumer preferences shift, Vinexpo America responds with dedicated sessions and exhibitors.** No/Low exhibitors will present innovative beverages catering to the sober-curious lifestyle and address the rise of no/low alcohol options. **The *Connecting With Millennial and Gen Z Audiences* conference targets millennials' frequent wine consumption** and provides strategies to reach these demographics effectively.

According to the [2024 BMO Wine Market Report](#) 2023, the U.S. wine industry achieved \$107 billion in sales, a 46% increase from 2018. **Vinexpo America will showcase emerging growth areas**, such as exploring white wines from predominantly red areas, like the Rhone Valley.

**Sustainability is a growing concern for consumers**, with 92% prioritizing it when choosing brands. Renowned Master Sommelier Pascaline Lepeltier will explore this subject through a masterclass titled ***A Sommelier Working with Low Intervention Wines***. In addition, many Vinexpo America exhibitors will showcase sustainable practices and ethical sourcing.

**The U.S. spirits market is also poised for significant changes in 2024.** Craft distilleries are thriving, driven by the demand for casks and new whisky distilleries. **Vinexpo America will highlight growth opportunities in this sector, with more than 30 exhibitors showcasing spirits.**

**The popularity of ready-to-drink (RTD) cocktails is increasing**, with 34% of consumers planning to purchase these beverages in 2024. **Vinexpo America will showcase some of the latest trends in this market segment.**

**Vinexpo America 2024 promises invaluable insights into these trends by linking them to practical solutions and opportunities.** Attendees will gain a deeper understanding of the evolving wine and spirits landscape, equipped with innovative strategies and industry knowledge. Join us in New York City for an unforgettable experience.

For more information, please visit <https://vinexpo-america.com/> and register online [here](#).



## **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 eight events a year and its community every day of the year at [vinexposium365.com](http://vinexposium365.com), Vinexposium is the industry's ally, geared to developing its sales reach.

## **About the Specialty Food Association**

The Specialty Food Association (SFA) was founded in 1952 and is the not-for-profit trade association of the \$207-billion specialty food industry. Representing more than 3,800 businesses worldwide, SFA champions industry participation and success for a diverse community of makers, buyers, importers, distributors, and service providers by developing resources, information, [education](#), and events celebrating innovation and inclusivity. SFA owns and operates the [Fancy Food Shows](#) and the [sofi™ Awards](#), which have honored excellence in specialty food and beverage annually since 1972.

## **About Balzac Communications & Marketing**

[Balzac Communications & Marketing](#) is the leading marketing firm dedicated to crafting compelling narratives and innovative strategies within the wine and spirits industry. With over three decades of expertise, Balzac offers a comprehensive suite of bespoke services, including public relations, branding, event management, and digital marketing, tailored to elevate brands and captivate audiences.

## **About L'eau à la Bouche**

[L'eau à la bouche](#) is a French marketing & communication agency specializing in Food, Wines, Spirits & Lifestyle. They offer tailored services such as strategic positioning, brand strategy, graphic design, digital solutions, and press relations for a broad range of clients. They are based in France, and their American branch located in New York City supports European clients entering the US market and vice versa, ensuring cultural understanding and market expertise.

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