

# **VINEXPO** AMERICA

**JUNE 24 - 25 2024**

*For Immediate Release*

## **Vinexpo America 2024: Celebrating Success in NYC, Setting Sights on Miami for 2025**

New York, NY — Monday, June 29 — [Vinexpo America 2024](#), the renowned event for the wine and spirits industry, concluded its latest edition with remarkable success, setting new benchmarks in attendee engagement, exhibitor participation, and educational initiatives. The event, held from June 24-25 at the Jacob K. Javits Convention Center in New York, brought together industry professionals from across the globe, creating a dynamic platform for networking, knowledge exchange, and business development.



## Event Highlights

- Vinexpo America 2024 **260 exhibitors** and **2,634 visitors** hailing from over **43 consolidated countries**, featuring renowned wine and spirit producers, as well as newcomers making their first appearance in the US market and **top-quality buyers including importers, distributors, retailers, restaurant owners, F&B managers, etc.** Nearly **70 journalists** from the food and beverage sector, including representatives from prominent media platforms, were in attendance, underscoring the event's significant industry impact.
- Producers from well-established regions like **France, Italy, and Spain** were prominently showcased, alongside exhibitors from Eastern European countries such as **Georgia, Armenia or Albania**, as well as **South American, Japanese and American** producers. This diverse representation underscored the global nature of the event and the **rich tapestry of flavors and traditions in the wine and spirits industry.**
- **This year set a precedent for collaboration between the food and wine industries, with Vinexpo America co-locating with the Summer Fancy Food Show**, exemplifying how these two interconnected sectors can collaborate for better outcomes. This synergy provided attendees with a **comprehensive experience, fostering cross-industry connections and opportunities.**
- Another major success at Vinexpo America 2024 was its **educational program**, which provided in-depth insights into current trends and innovations in the wine and spirits industry from esteemed speakers and experts. **Attendees benefited from sessions covering sustainability in wine production, European wine authenticity, prestigious wine classifications such as the Crus Bourgeois du Médoc, Japanese beverage trends, and strategies for engaging Millennial and Gen Z consumers.** The **Vinexpo Academy** facilitated valuable **networking opportunities** and equipped participants with **practical knowledge** essential for navigating today's competitive market landscape.



## Testimonials

*"The event went wonderfully! Our objective was to strengthen our current distribution in the US, especially in the NY market, but not exclusively. We met **a great mix of importers and distributors**. I found **key buyers, leading to ongoing discussions and potential sales**. We will **definitely attend other events organized by Vinexposium, including the one in Miami in 2025!**"*  
Exhibitor - Harsh Sinha, Country Director of The Nepal Distilleries.

*"I wasn't sure what to expect at Vinexpo this year as a spirits buyer, but I was pleasantly surprised. Despite my usual focus on bolder flavors, I **enjoyed chatting with winemakers and learning about different varieties and regions**. It even sparked some ideas for spirit infusions! I met **many spirits brands from around the world, building new relationships that would normally take a year in just a few days**. The entire experience was a delightful change from my routine and a welcome reminder of the interconnected world of beverages. **I look forward to the next one, cheers!**"*  
Mario G. Delgado, Spirits Portfolio Manager at Monsieur Touton Selection LTD.

## Next Year's Announcement: Vinexpo America 2025 Heads to Miami!

**Vinexpo America 2025 is gearing up for an exhilarating debut in Miami**, a city celebrated for its dynamic hospitality scene and pivotal role as a gateway between North and Latin America. **This strategic location underscores Vinexposium's commitment to expanding into vibrant new markets and fostering innovation within the global wine and spirits industry**. Set against Miami's backdrop of **cultural diversity and culinary excellence**, attendees can anticipate unparalleled opportunities to build strategic partnerships within the city's thriving HORECA sector and tap into the burgeoning Latin American market.

Additionally, Florida's business-friendly environment, characterized by fewer regulations and robust consumption and importation, makes it an ideal location for Vinexpo America 2025. **The state's significant weight in the luxury sector, along with the influence of cruise lines, country clubs, and strong regional chains, drives substantial demand**. This strategic move to Miami leverages these factors, ensuring unparalleled opportunities for networking and business growth. **Vinexpo America 2025 is poised to be a pivotal event for industry professionals, offering a platform to explore new horizons and drive industry trends in one of the world's most dynamic locales.**

## Upcoming Event: Vinexpo Explorer in Virginia

**Vinexpo Explorer, a hallmark of Vinexposium's innovative approach, embarks on its next journey to Virginia this October. This exclusive program invites top-tier buyers and influential journalists to immerse themselves in the essence of Virginia's wine and spirits culture.** From exploring time-honored traditions to discovering cutting-edge innovations in wine and spirits making, attendees will partake in **private tastings, intimate visits to renowned estates and business meetings**. By showcasing the region's unique terroir and fostering direct connections with its visionary producers, **Vinexpo Explorer aims to elevate Virginia's global presence, attracting discerning buyers from around the globe and amplifying awareness of its exceptional wines and spirits.**

*“Once again in 2024, Vinexpo America demonstrated its ability to **build bridges between wine and spirits producers from around the world and buyers from the US.**” said Rodolphe Lameyse, CEO of Vinexposium. “Our mission in the US is not over and will continue with a presence in **Virginia in October 2024 and our next Vinexpo America event in Miami in May 2025.** We are truly dedicated to this industry, and **our role is to continue organizing major trade events not only in the US but for the entire wine and spirits community worldwide.**”*

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### **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. 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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