



VINEXPO

EXPLORER

A wine & spirits chapter

VIRGINIA, USA

27 > 30 OCT.
2024

PRESS PACK

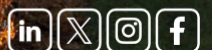


An event by
VINEXPOSIUM



VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES

#VaWine #VaSpirits #vinexpoexplorer
vinexpo-explorer.com



VINEXPO EXPLORER: A PIONEER CONCEPT

Vinexpo Explorer, created by Vinexposium in 2017, is a pioneering format for international buyers to find new wine and spirits. Each event offers a three-day immersive experience in a trending or emerging producer region with a unique wine and spirits culture and history.

“ INTERVIEW



Rodolphe Lameyse
CEO of Vinexposium

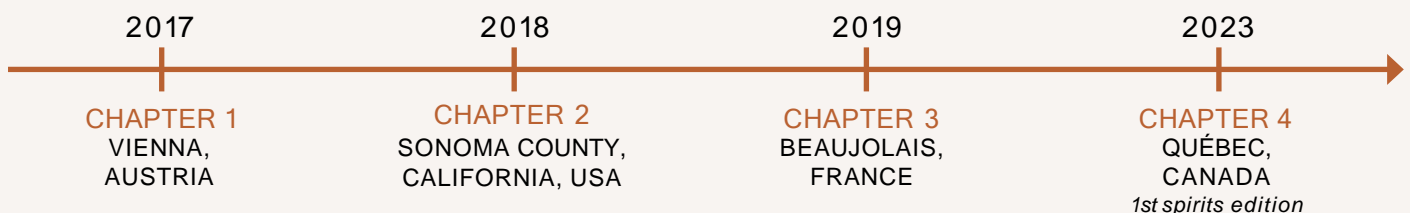
Can you introduce us to the Vinexpo Explorer concept?

The Vinexpo Explorer concept was created in 2017 and stems from a desire to offer an introduction to wine and spirits producers in their home setting. Our aim was to enable them to express their personalities and unique features by completely immersing participants in their world. Therefore each edition of Vinexpo Explorer focuses on a specific wine or spirits region and connects top buyers with producers looking for an international exposure and share their unique skill set not only on the domestic market but worldwide. The event establishes close ties among attendees and builds robust, long-lasting business relationships. Vinexpo Explorer is a unique event combining immersion, discovery, a friendly atmosphere and business.

What is Vinexpo Explorer’s target audience?

Vinexpo Explorer targets primarily international buyers who are carefully selected using the Vinexposium database and through extensive research by our teams. They are top buyers from key and emerging markets for the wine and spirits industry, mainly importers, e-tailers, retailers, distributors, supermarkets, brokers, airline companies and restaurateurs.

PUTTING A REGION ON THE MAP & CO-DESIGNING A BESPOKE PROGRAM



For each of the Vinexpo Explorer chapters, Vinexposium relies on its local partner and industry representative to maximise attendance by buyers and the media, through tastings, visits, business meetings and relaxed opportunities for networking.

Specialist journalists and opinion leaders join each exploration, immersing in the local lifestyle and engaging with key players. They relay their discoveries to the industry, providing international visibility and outstanding communication opportunities for the chapter host region.

2024

CHAPTER 5: VIRGINIA

Virginia is currently home to nearly 300 wineries and more than 60 distilleries. With lots to be discovered, the Virginia wine and spirits landscape is reflection of the traditions and innovative nature of the region.

KEY FACTS

THE VIRGINIA WINE MARKET...

300 WINERIES **\$146** MILLION IN SALES
5,000 ACRES **30** VARIETIES PRODUCED

...AND THE SPIRITS MARKET

60 DISTILLERIES **\$37** MILLION IN SALES



STAKEHOLDERS

THE ORGANISER: VINEXPOSIUM

As the designer and organiser of the event, Vinexposium selected Virginia as the event destination because of its burgeoning wine and spirits market and the rise of craft distilleries known for their distinct expertise.

THE HOST PARTNER: VDACS

Founded in 1877, the Virginia Department of Agriculture and Consumer Services (VDACS) supports the economic advancement of Virginia's agriculture sector, ensures consumer protection, and promotes environmental stewardship.

THE INTERNATIONAL BUYERS

40 highly qualified key buyers are invited to explore the host region's history, culture, and meet local producers. They represent important international markets and strategic business lines.



AN EXTENSIVE PROGRAM

The Vinexpo Explorer Virginia program will revolve around **opportunities for presentations and engagement, exclusive visits, tastings and business meetings.**

3 DAYS OF IMMERSIVE DISCOVERY
WITH TASTINGS, VISITS, MEETINGS & DINNERS

40 MAJOR INTERNATIONAL BUYERS

30 WINERIES & DISTILLERIES

+250 BUSINESS MEETING





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