

# WBWE 16<sup>TH</sup> World Bulk Wine Exhibition

Press release

## THE BULK WINE AND SPIRITS INDUSTRY READY TO CONQUER THE WORLD WITH VINEXPOSIUM

Thursday 14 November 2024 - The World Bulk Wine Exhibition (WBWE) opens on 25 and 26 November 2024 at the RAI Amsterdam exhibition centre. The 16<sup>th</sup> event, now organised by Vinexposium, is leveraging the group's knowledge and expertise to energise the exhibition. Building on this support, the World Bulk Wine Exhibition is consolidating its role as a key marketplace for the bulk wine and spirits sector.

### The promise of bulk wine and spirits as a response to current challenges



WBWE 2023. Photo: Trece Amarillo.

Since its inception in 2009, the **World Bulk Wine Exhibition (WBWE)** has helped structure the bulk wine market and now embraces a broad choice of products ranging from entry-level to high-end wines and spirits, thereby offering an extensive line-up for the trade to choose from.

The quality bulk wine market is currently showing signs of growth, underpinned by rising imports in key markets like the United Kingdom (+ 8.5%), China (+ 21%) and the United States (+ 6%). The trend is also benefiting the large exporter countries that are France and Spain, fuelling an undeniable resurgence within the industry.

Similarly, diversification of packaging formats, with a surge in more convenient and economical solutions such as bag-in-boxes, cans and kegs, is driving growth, particularly in the hospitality sector in the United States. Establishments such as bars, restaurants and even discotheques are adopting the formats so that they can serve wine in bulk, thus providing volume-driven services whilst reducing the cost and environmental impact of glass bottles. Also, more and more high-end brands are broadening their range of bulk wines and spirits, taking on board an environmentally friendly approach that is appealing to pleasure-seeking consumers looking for sustainable solutions.

The World Bulk Wine Exhibition offers a response to increased demand for more environmentally-friendly alternatives by showcasing products and solutions that lower the environmental footprint of packaging and also optimise logistics costs.

### The World Bulk Wine Exhibition: the international marketplace for the bulk sector

Attended by **245 exhibitors from 25 countries**, the World Bulk Wine Exhibition (WBWE) will welcome over **2,500 international visitors, top buyers and distributors**, thereby providing unique opportunities to diversify sales and explore new markets.

The exhibition offers an unparalleled showcase for bulk wines and spirits, running the gamut from appellation (AOC), fortified and organic wines to aromatised wines like vermouth and also brandies, no/low drinks and high-end spirits. It provides a stage for stakeholders across-the-board – wine estates, distilleries, bulk specialists and suppliers of tailored logistic and technical solutions.

# WBWE 16<sup>TH</sup> World Bulk Wine Exhibition

Here are some of the programme highlights:

- **The Silent Tasting Room**

WBWE innovations include the **Silent Tasting Room**, a **free-pour tasting area** which over the past few years has become a must-visit feature of the exhibition. The area, which can be accessed throughout the day, offers visitors a chance to taste wines at their leisure and to access key information about the products on display. Highlights include wines awarded at the **International Bulk Wine Competition (IBWC)**, the global competition for the finest bulk wines and spirits which is held the day before the exhibition.

- **The IBWC: the industry's showcase of excellence**

The WBWE also hosts the **International Bulk Wine Competition (IBWC)** which is designed to promote the excellence of bulk wines and spirits. The competition is open to all producers, irrespective of whether they exhibit at the show or not. Categories cover a broad range of product styles, from white, red and rosé wines to spirits, each one geared to highlighting the unique quality of individual products. The judging panel features international sommeliers, specialist media and top buyers.

- **The Academy: a programme of masterclasses and conferences focusing on the latest trends hitting the world of bulk wines and spirits**

**The Academy** offers trade members the opportunity to take part in masterclasses and conferences addressing fundamental issues so that they can gain more insight into the challenges and opportunities afforded by the bulk industry. Carbon footprint at production level, environmentally-friendly packaging alternatives, product sustainability and increased demand for alcohol-free and low-alcohol wines will all be core topics of discussion.

View the full programme: [here](#)

View photos from the 2023 exhibition: [here](#)

For more information, please visit [worldbulkwine.com](http://worldbulkwine.com)

## 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

## About the WBWE

The World Bulk Wine Exhibition (WBWE) in Amsterdam is the seminal event for producers and buyers of bulk wines and spirits. Offering unrivalled opportunities for diversifying sales and discovering some true gems, the WBWE also acts as a bellwether for market trends and is the place where new brands and business models in the wine and spirits industry are born.

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