

# WINE PARIS | 10 FEBRUARY 2025 12 – PARIS EXPO PORTE DE VERSAILLES

Press release

## BE SPIRITS: THE RANGE OF DRINKS CONTINUES TO EXPAND AT WINE PARIS



Paris, 5 February 2025 – A blend of entrepreneurship and creativity, agility and innovation in a buoyant marketplace fuelled by the cocktail culture, Be Spirits offers a unique showcase for spirits from across the globe, but also welcomes No/Low drinks, beers and ciders, creating an inspiring dynamic energy. With every exhibition since its inception in 2020, the variety and expertise of Be Spirits

exhibitors have increasingly attracted an enthusiastic trade audience, drawn to the venue's vibrant atmosphere. This year the event is located at the entrance to Wine Paris (Hall 5.2) and will be rolled out over a total 2,678 m<sup>2</sup> to cater to the 18,000 visitors expected to attend in 2025.

## BE SPIRITS: A MAGNET FOR INTERNATIONAL EXHIBITORS WITH A ROBUST FRENCH CONTINGENT

In 2025, Be Spirits will host **300 exhibitors including 76% new attendees and 43 % international participants, a 2.5-fold increase in share compared with 2024.** Travelling from **34 countries**, they illustrate the event's vitality and its global reach.

**10 new countries** - Australia, Austria, South Korea, Mauritius, Kazakhstan, Serbia, Slovenia and China (Hong Kong) – and **4 new national and regional pavilions** featuring Chile, Concours Mondial de Bruxelles, Moldova and Wallonia, will take part this year.

The 2025 event will turn the spotlight on a **wide variety of alcohol styles**, ranging from baijiu to tequila, pisco, mezcal, rum, umeshu, gin and many more. Producers exhibiting include: **La Cepa**, from Mexico with a choice of mezcals, whose smoky flavours and numerous variations on a theme have attracted a following that spans the continents; high-end Irish whiskies by **Grace O'Malley**, a first-time exhibitor renowned for its sophisticated production methods; **Bottega**, an Italian institution boasting four centuries of history and whose grappas and liqueurs are enjoyed the world over; **Moutai** from China, famed for its ultra-premium white spirit belonging to the baijiu category; American company **Tennessee Distilling** and its range of traditional Sour Mash whiskies, bourbon, rye, corn and malt whiskey; and of course the **Japan Sake and Shochu Association**, founded in 1953, which currently boasts a membership of some 1,400 sake brewers and 300 shochu distillers across Japan.

Among attending countries, **Great Britain** is putting on a great show with exhibitors including: **Isle of Barra Distillers**, a Scottish distillery founded in 2019 on the minute island of Barra, in

the Outer Hebrides; **Wemyss Family Spirits Limited**, a family-run company founded by a brother and sister duo, which produces Scotch whisky and has a portfolio of award-winning single malts that continues to grow; and **Boutique Brands Ltd**, the famous London-based distributor renowned for its range of premium spirits, alcohol-free drinks and still and sparkling wines from around the world.

Alongside them, visitors can also discover the booming '**Made in France**' category of spirits with attendance by:

- the **French Whisky Federation** featuring 10 companies;
- **48 Cognac companies**, French export champions marketed in 150 countries (source BNIC);
- **23 Armagnac companies**, representing France's oldest brandy whose history spans over 700 years (source BNIA).

**Many major French brands** will also be attending. These include: **Delord**, which has been producing Armagnac in Gers since 1893; **Hine**, a family-run company established in 1763 that has become a benchmark for Cognac production; **Le Philtre**, the French organic vodka crafted in France; **Armorik** which produces French whisky in its distillery certified Entreprise du Patrimoine Vivant recognising its commitment to living heritage; the French spirits creator **Spiriterie française - Château du Breuil** with a range of Calvados produced in Normandy whose reputation now goes way beyond national borders; **Bellevoye**, a whisky producer based in France; **Saint James** and **Charrette**, both widely recognised for the quality of their agricultural rums, distilled respectively in Martinique and on the Reunion Island.

New trends are also prompting interest with the **range of No/Low drinks** expanding again at Be Spirits. The number of producers registered this year has surged, with **twice as many attending**.

Exhibitors include: **Moderato**, renowned for its de-alcoholised wines; **Neobulles**, Belgian producer and distributor of alcohol-free wines, beers and sparkling juices; **JNPR**, producer of alcohol-free and sugar-free spirits made in France; **0.0% Sober Spirits**, the Lyon-based brand of spirits and producer of alcohol-free rum, whisky, gin, amaretto and bitters; **Nooh By La Coste**, the new 0% alcohol brand by Château La Coste; **Levin 0%**, the organic, preservative-free wine by **Villa Noria**; **Nona**, the alcohol-free spirit distilled from natural quality ingredients produced in Belgium; **Gimber**, the superior quality ginger-based organic drink; and **Arensbak**, the art of fermented tea..

Alongside alcohol-free spirits, **beers and ciders** are returning to Wine Paris for the second year and significantly expanding their participation.

**Ciders**, which are popular with enthusiasts due to their low alcohol content (between 4 and 5.5%), and their low calories, are represented this year by:

- **The Cider Appellation Marketing Board (IDAC)**, which unites 300 companies and estates specialised in producing Calvados, pommeau, ciders and perries. This year, three cider appellations will be attending:

- **Cidres AOP Pays d'Auge**, with **Domaine de la Galotière**, **Manoir d'Apreval**, **Cidrierie Michel Bréavoine** and **Manoir de Grandouet**;
- **Cidres AOP Cotentin**, with **Les Vergers de la Passion**, **Cidrierie Le Père Mahieu** and **Maison Hérout**;

- **Poiré AOP Domfront** with **Pacory la Ferme des Grimaux**, **La Cave Normande** owned by Famille Gesdon, **Domaine Fourmond Lemorton**, **Ferme des Martellières** and **La Poulardière**.

- The **National Cider Marketing Board** CIDRES DE FRANCE (UNICID) will also be attending with **Cidrerie Sorre** and **Cidrerie L'Hermitière**.

The **RTD or Ready-to-Drink** category, which continues to experience strong growth\*, is also represented by hard seltzers, alcohol-free cocktails, 0.0% spirits and premium cocktails which reinvent consumption cues to meet the needs of upcoming generations.

The **Craft Pavilion**, an area set aside for new-finds within the **Be Spirits space**, is divided into two zones (spirits and No/Low, including beers and ciders) and is also representing all of these trends. It features 18 spirits exhibitors, including **Distilleria Marzadro**, **Distillerie du Périgord**, **Broken Bones**, **Dejoy** and **Baccae**; and 11 No/Low exhibitors, that include: **Yoleau** and **Force Majeure**, alcohol-free beer, along with **Djin Spirits**, **OSCO**, **Jardins**, **Mel Ginger** and **Bon Bon Drinks**.

**Be Spirits at Wine Paris 2025** also offers a much-anticipated content-filled programme:

- **Speakeasy: a series of 14 conferences and masterclasses focusing on spirits**, includes **masterclasses** on **Shochu**, the iconic spirit from the Land of the Rising Sun by the Japan Sake and Shochu Makers Association; **Baiju**, which is very popular in Asia, by Moutai; **Soju**, Korea's rice-based spirit by the Korea Agro-Fisheries & Food Trade Corp., a Korean government agency; agave from Mexico, the plant used to make **Tequila** and **Mezcal**; and an invitation to explore traditional South Korean spirits: after K-Pop and K-Culture, K-Spirits will be making their mark with Makgeolli, distilled soju, diluted soju, yakju, cheongju, fruit wines, etc. By Heon Bae Jeong, founder of HB Jeong Liqueur and a lecturer at Chung-Ang University.
- **The World of Zero Tasting Area**: as the trend for de-alcoholised wines continues to grow in the international drinks industry, a new free-pour tasting area is entirely dedicated to de-alcoholised still and sparkling wines, in conjunction with **Meininger's International**. Renowned for its industry insight, **Meininger's International** covers the development of this dynamic market, sharing information about both the market and producers.
- **The Infinite Bar**: the iconic **Be Spirits fixture** is this year taking visitors on a **deep immersive dive with its bar stretching over 40 metres in length**. It combines **20 bars hosted by the most creative mixologists**, including 19 Parisian venues attending with a mixo/bartender: **Vieux Carré**, **Gentlemen 1919**, **Moonshiner**, **Divine**, **CopperBay**, **Fluctuat Nec Mergitur**, **Bonsoir Bonsoir**, **La Loutre Bar**, **Musa**, **L'Ours Bar**, **Red Poppy**, **Sister Midnight**, **Barbus**, **Nost**, **Bisou**, **Le Syndicat**, **Danico**, **Tiger**, **The Honey Moon**.
- **Mixologists Battle, the star event at Be Spirits**, is this year featuring four renowned mixologists going head-to-head to face an exciting challenge – creating the perfect cocktail to pair with the vibrant flavours of African cuisine by chef Kalala. With Maxime Candell, *mixologist at the La Loutre Bar*, Alceste Siobhan Von Holtz, *mixologist at the Abricot Bar*, Pauline Renard, *mixologist at the Rehab Bar*, and Fabien Fouassier, *mixologist at the Nost Bar*.  
Room 4 – Speakeasy – Hall 5.2 – Tuesday 11 February from 6:00 pm to 7:00 pm

\*+12% by volume forecast between 2022 and 2027 (source IWSR)

**Key figures for Wine Paris 2025:**

- 5,300+ exhibitors (+ 29% exhibitors on 2024) from 54+ producer countries
- 6 halls at Paris Porte de Versailles including 3 halls for international exhibitors
- 50,000+ visitors due to attend from 143 countries including 45 % international
- 300 producers at Be Spirits, including 76 % newcomers and 43 % international

For more information about Be Spirits and the exhibition, visit the [Wine Paris](#) website  
To view photos from the 2024 exhibition, [click here](#)

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**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 acts as the industry's ally, geared to developing its sales reach.

**Vinexposium, creating momentum**

**VINEXPOSIUM PRESS CONTACT**

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