

Under the High Patronage of  
Mr Emmanuel MACRON  
President of the French Republic

# WINE PARIS

**10** FEBRUARY  
2025  
– PARIS EXPO  
**12** PORTE DE  
VERSAILLES

## PRESS PACK 2025

FEBRUARY 2025



[wineparis.com](http://wineparis.com)



Drink responsibly.



An event by

**VINEXPOSIUM**



# CONTENTS

**1**

**EDITORIAL**

Rodolphe Lameyse

P.5

**2**

**KEY FIGURES  
WINE PARIS 2025**

P.8

**3**

**THE MAJOR  
TRENDS**

P.10

**4**

**HIGHLIGHTS  
AND MUST-ATTEND  
EVENTS**

P.18

**5**

**THE ENTIRE WORLD  
TRAVELS TO WINE  
PARIS 2025**

P.30

**6**

**VINEXPOSIUM'S  
CSR CHARTER  
AND PRACTICAL  
INFORMATION**

P.40

**7**

**VINEXPOSIUM  
NEWS**

P.43





# 1 | EDITORIAL





**RODOLPHE LAMEYSE**  
*CEO of Vinexposium*

***“Industry stakeholders are therefore increasingly feeling the need to gather around a powerful hub to strengthen their ties and engage with each other.”***

**A**gainst a backdrop of geopolitical, economic and environmental instability, the global wine and spirits industry is experiencing a period of unprecedented turbulence: climate change, an all-time low in crop levels, declining consumption, a slow-down in exports and the threat of protectionist taxes, to name a few. At global level, uncertainties are having a cumulative effect.

Faced with this complex crisis, isolationism is not an option. It is by combining strengths that solutions are born. Industry stakeholders are therefore increasingly feeling the need to gather around a powerful hub to strengthen their ties and engage with each other.

Wine Paris is that vital focal point. Hosted by Vinexposium, the event has experienced incremental growth year-on-year, allowing it to rank today as the world’s leading global wine and spirits exhibition.

In 2025, the event is set to welcome 5,300 exhibitors from 54 countries and over 50,000 trade visitors from 143 markets. Producers from across the globe have once again committed to giving the exhibition unrivalled international scope, with an increase of 80% in floor space allocated to international producers. As the event's backbone, French attendance is being once again ramped up with a 7% rise in national producer numbers.

Wine Paris is a unique nexus for business and source of economic and political influence due to its location in Paris – the ideal city in terms of accessibility and infrastructure – the quality of its organisation ensured by the professionalism of Vinexposium's teams, and the loyalty of buyers who prioritise Wine Paris as a strategic hub and prime business platform.

As the challenges mount, its robust, relevant and innovative content also enables Wine Paris to play a pivotal role in the industry's resilience. The V d'Or Business Awards by Vinexposium showcase practical initiatives and solutions that combine business and sustainability. The exhibition's opening ceremony will gather industry representatives and international experts for in-depth conversations focusing on the current marketing and geopolitical issues. The Academy's masterclasses and conferences will address key themes to expedite change throughout the industry.

As the epicentre of influence, a catalyst for thought processes, a mirror to trends and a driving force for the entire industry, Wine Paris 2025 is more strategic than ever for all strands of the national and international beverage alcohol and low-alcohol drinks industry.

**Rodolphe Lameyse,**  
*CEO of Vinexposium*



2

KEY FIGURES  
WINE PARIS  
2025

## THE LARGEST INTERNATIONAL TRADE EVENT IN PARIS



**5,300+**

exhibitors

**+29%**

exhibitors (vs 2024)



**50,000**

trade visitors due to attend from 143 countries

including **45%** international



**+25%**

floor space (vs 2024)



**130** sessions in the official Academy events programme



**+80%**

floor space for international exhibitors (vs 2024)

**+7%**

floor space for France (vs 2024)



**250+** speakers

## THE VARIETY OF WINES AND SPIRITS OFFERS COUNTLESS BUSINESS OPPORTUNITIES IN EXPORT MARKETS



**100%**

of French wine regions represented



**+54**

pays exposants



**1,200**

Club buyers



**116**

international pavilions

including **8** new pavilions

### Top 6

countries represented alongside France

- Italy
- Spain
- Portugal
- United States
- Germany
- Austria



3

THE MAJOR  
TRENDS



---

**Consumer trends for wines and spirits are constantly changing, influenced by multiple factors, ranging from personal preferences to cultural, social and economic developments. With varying degrees of intensity, they transform consumption patterns and across the entire globe, new consumers are expressing a taste for discovery.**

---



# A TASTE FOR DISCOVERY

The taste for discovery in the world of wine is an adventure in itself, a sensory-driven quest constantly pushing the boundaries of exploration. Behind every bottle is a unique story, shaped by a climate, a terroir and a winegrowing culture that can be nascent but is invariably brimming with life.

At every exhibition, Wine Paris invites visitors to discover new sensations and 2025 is no exception.

In terms of wines, the New World is a constant source of great surprises. Produced in Australia, United States, South America, South Africa, China and New Zealand, they mesh tradition and innovation, suffused with freshness, boldness and variety, all of which resonate with enthusiasts and experts alike. The spirit of freedom that prevails in these regions offers a wealth of incredible flavours, ranging from Californian Cabernet-Sauvignon, South African Chenin Blanc and Argentinean Malbec to the iconic Balasto from Uruguay and emerging wines from China.

And then there are the European wines to be discovered or rediscovered. Tuscany's Sangiovese reveals fruity, spicy aromas; Spanish Rioja offers robust, elegant reds; Portugal is the home of Portos wine with its rich history but also its famous Vinhos Verdes; and wines from Macedonia are defined by their broad-ranging array of varieties and ancient craftsmanship. The reds, often made from Xinomavro, and the whites, like Roditis, deliver balanced, fruity and elegant wines.

In the spirits arena, the emergence of new producer countries is redefining the industry. Asia, with Japanese and Chinese whiskies increasingly popular and South Korea's soju, is establishing itself as a key player. Brazil and Venezuela are bringing new energy to the rum market, with artisan products like cachaça and Venezuelan rum. Africa is emerging with local spirits made from sugar cane and millet. Distilleries in Eastern Europe, particularly in Poland and Hungary, produce quality craft vodkas. And independent distilleries around the world supply unique gins and vodkas, marked by the use of local ingredients.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS

### MONDAY 10 FEBRUARY

#### **"Vinho Verde: Diversity in every Drop"**

Masterclass hosted by Tiago Macena, Vinhos Verdes conference speaker (Portugal).

Room 3 – The Masterclasses - Hall 4 - from 6:00 pm to 7:00 pm.

### TUESDAY 11 FEBRUARY

#### **"A journey through South Korea's traditional spirits, exploring K-Spirits!"**

Masterclass hosted by Heon Bae Jeong, founder of HB Jeong Liquor, lecturer at Chung-Ang University.

Room 4 – Speakeasy - Hall 5.2 - from 12:00 pm to 1:00 pm.

#### **A vertical tasting of Balasto, the iconic Uruguayan wine, mirroring the identity of Garzón**

A vertical tasting of Balasto 2016, 2017, 2018, 2020 and of the new 2022 version hosted by Charlie Arturaola, Master Sommelier Bodega Garzón and Christian Wylie, Managing Director of Bodega Garzón.

Room 1 – The Masterclasses - Hall 4 - from 2:00 pm to 3:00 pm.

### WEDNESDAY 12 FEBRUARY

#### **"Australia's Alternative Varieties"**

From Tempranillo in McLaren Vale to Roussanne in Barossa, find out why alternative grape varieties, which make up around 3% of Australia's vineyard area, a small but exciting percentage, are a growing movement in Australia. By Emma Symington MW, Head of Education Development at Wine Australia.

Wine Australia Stand - Hall 4 Stand G 153 - from 12:00 pm to 2:30 pm.



# NEW AND EMERGING MARKETS

The wine market, which has been traditionally dominated by long-standing regions like France, Italy and Spain, is experiencing exciting changes with the emergence of new markets and innovative wine regions. The surge in these emerging markets brings with it new prospects and opportunities for growth for producers and consumers worldwide. They illustrate international trends such as globalisation, rising disposable income in certain regions and an interest in wine culture.

China is undoubtedly the most spectacular emerging market for wine. Over the past few years, wine consumption has soared here and the culture of wine is burgeoning. The Chinese, who are increasingly drawn to wine as a status symbol and token of refinement, are becoming knowledgeable consumers. Although China is still a young market, it is also becoming a key producer, with wine regions like Ningxia and Xinjiang rapidly expanding.

Brazil is gradually establishing itself as a prime wine destination in South America. Regions in the southern parts of the country, particularly Serra Gaúcha, have developed interesting wines, primarily from white grape varieties and sparkling versions. The domestic market is booming with wine consumption increasing year-on-year, underpinned by growing interest in premium wines and the expansion of specialist distributors.

Although alcohol consumption in some Middle Eastern countries is governed by religious considerations, countries like Lebanon and Turkey are witnessing strong demand for wine. Lebanon, in particular, boasts a winegrowing tradition stretching back several centuries and continues to produce quality wines that are exported across the globe.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS

### MONDAY 10 FEBRUARY

#### **“Discovering Black Stallion and other characterful wines from the Balkans”**

North Macedonia lies in the heart of the Balkans and is home to one of the most powerful and characteristic red wine grapes: indigenous Vranec or ‘Black Stallion’.

By Thomas Brandl, an expert in South-Eastern Europe.

Room 2 – The Masterclasses - Hall 4 - from 10:00 am to 11:00 am.

#### **Wines from Friuli-Venezia-Giulia**

A geographically varied region from the sea to the Alps, passing over plains and hills.

By Filippo Bartolotta, conference speaker and professional wine educator The Grapetrotter.

Room 2 – The Masterclasses - Hall 4 - from 10:00 am to 11:00 am.

#### **“Why Napa Valley? Global interest in America’s premier wine region”**

Masterclass presented by Patrick Schmitt MW, editor-in-chief of The Drinks Business with Florence Cathiard, owner of Cathiard Vineyard, Jean-Charles Boisset, owner of Boisset, and Carlton McCoy MS, CEO of Heitz Cellar and Demeine Estates in Napa Valley, and Château Lascombes (Margaux).

Room 2 – The Masterclasses - Hall 4 - from 12:00 pm to 1:00 pm.

### TUESDAY 11 FEBRUARY

#### **“Working with SAQ: meeting with Jacques Farcy, CEO and President of SAQ”**

The President of the Société des alcools du Québec (SAQ) will share his strategic vision in a rapidly changing context. In an hour-long conversation, discover what the SAQ is, its place in the Quebec market, and its role as a partner for wine and spirits producers.

Room 5 – Let’s talk about wine! - Hall 7.2 - from 8:00 am to 9:00 am.

### WEDNESDAY 12 FEBRUARY

#### **“All eyes on Africa, why now?”**

By Chinedu Rita Rosa, CEO and founder of Vines by Rosa.

With a display of wines successfully selected for the African market.

Room 2 – The Masterclasses - Hall 4 - from 12:00 pm to 1:00 pm.

# SUSTAINABILITY AND CSR ENDORSEMENTS

At a time when environmental awareness is heightening, winegrowers, producers and distributors are aiming to adapt and respond to the needs of consumers who are mindful of the environmental and social impact of their consumption choices. Sustainability, whether it is environmental, social or economic, is thus becoming an essential aspect of the wine and spirits space.

Global warming, increasingly scarce water resources and loss of biodiversity directly impact wine production. Faced with these challenges, many winegrowers are shifting towards more sustainable practices. This involves vineyard management techniques that show greater respect for nature, like a reduction in the use of pesticides and chemical fertilisers, a switch to organic or biodynamic winegrowing, and more rational management of water resources. More and more wineries are also turning to regenerative farming which aims to restore soil health and promote biodiversity.

Sustainability for wine also includes social and economic concerns. One of the most important aspects is fair pay for vineyard workers, as well as support for local communities. Many producers have made a pledge to guarantee decent working conditions and promote gender equality in the vineyard workplace. Some initiatives aim to promote economic development in wine regions by supporting local farming and encouraging circular economy practices.

To guarantee the transparency of these efforts and respond to consumer expectations, countless wine and spirits producers have adopted sustainability endorsements and CSR certifications. Endorsements such as AB (for organic farming in France) and Demeter (for biodynamic wines) are increasingly displayed on wine and spirits bottles, flagging up to consumers that the wine has been produced using environmentally-friendly standards. Fairtrade focuses on working conditions for producers, fair pay and social equality. These certifications are instrumental in promoting environmental and social efforts by producers and allow consumers to more easily identify products that align with their values.

With over **1,800 exhibitors declaring at least one product meeting sustainable development criteria** (biodynamic, organic, environmentally certified, natural viticulture, sustainable agriculture, vegan or no added sulfites) - **i.e. 36% of our offering** - Wine Paris brings together the greatest diversity of committed wines and spirits in the world.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS

### MONDAY 10 FEBRUARY

#### **“Rooted in sustainability - Exploring Sonoma County”**

Presented by Bree Stock, Master of Wine, with Kim Stare Wallace, President of family-run Californian winery Dry Creek Vineyard.

Stand H245 – Hall 4 - from 10:30 am to 11:30 am.

#### **“Two panel discussions on policies supporting agroecological transition & regenerative practices in viticulture agro-ecology initiatives, organised by Moët Hennessy”**

Organised by Moët Hennessy, as part of the activities of the World Living Soils Forum.

Room 7 – Press Conference Room - Hall 4 - from 5:00 pm to 7:00 pm.

By invitation only.

### TUESDAY 11 FEBRUARY

#### **“One year of Fair for Life commitment: review and prospects for Mouton Cadet”**

Its missions, its line of business, manufacture of expanded polystyrene insulation, technical performances, the CSR aspect, certifications, etc. By Jérôme Aguirre, Director of Winemaking & Mouton Cadet Wines and Véronique Hombroekx, Chief Executive of Baron Philippe de Rothschild.

Room 7 – Press Conference Room - Hall 4 - from 2:00 pm to 3:00 pm.

### WEDNESDAY 12 FEBRUARY

#### **“Green & Tech: CSR as an opportunity for conquering new markets”**

La WineTech panel discussion moderated by Harold Farnham, Deputy managing director SOWINE.

La WineTech Perspectives – Hall 7.1 - from 10:00 am to 11:00 am.

#### **“What is the future for organic wines? Challenges and prospects”**

by François Gilbert, co-founder, Gilbert & Gaillard International.

Room 1 – The Masterclasses - Hall 4 - from 2:00 pm to 3:00 pm.

# CHANGING CONSUMER TRENDS

Major innovations in the wine and spirits arena have led to changes in practices, offering enthusiasts new sensory experiences.

## ORANGE WINES

One area of significant innovation is the emergence of orange wines, which have made a major comeback over the past few years. The wines are made using skin-contact fermentation of white grapes, a technique that was once the preserve of red wines. Prolonged skin contact produces orange wines with a golden or amber colour and more tannic texture, more akin to that of red wines. Orange wines can be defined by their complex aromas and substantial freshness, often showing notes of dried fruits, flowers and spices. This ancient method, rekindled and updated by pioneering winegrowers, primarily in Georgia, is increasingly being adopted in other wine regions (France, Italy, Croatia...).

## VOLCANIC WINES

Volcanic vineyard sites are another great innovation in the wine world. Mineral-rich soils stemming from volcanic activity lend a unique edge to wines. In Italy, Spain and Greece along with Iceland and Japan, wines produced on volcanic soils beguile with their pronounced minerality and intense structure. Extreme climate conditions and the nature of the soil bolster flavour concentration and typicity in the wines. The flavour of volcanic wines is often defined by great salinity, acid tension and very distinctive aromas ranging from ripe fruits to aromas of gunflint or smoke.

## BIODYNAMIC FARMING AND NATURAL WINEMAKING

Another revolution in the wine space is the advent of biodynamic farming and natural winemaking. These techniques aim to show respect for the environment and produce wines with no chemical inputs or added sulphur. Biodynamic winegrowers follow a lunar calendar and use plant-based preparations to enrich the soil. Natural winemaking places emphasis on minimal intervention with spontaneous fermentation through wild ferments. The wines, often described as 'natural', are prized for their authenticity and uniqueness but also their sometimes unpredictable side, with unique aromas that depend on the crop and terroir.



## THE SURGE IN NO/LOW

The growth in No/Low wines and spirits has been one of the most salient trends within the beverage alcohol industry over the past few years. The No/Low wine and spirits market is driven by a generational shift. Younger generations, particularly Millennials and Gen Z, are increasingly concerned about their health and wellbeing. They favour more mindful drinking and eating choices, including alcohol-free and low-alcohol drinks. For this consumer group, moderate alcohol consumption or even abstinence does not mean giving up the social aspect of wine or cocktails. Innovation is pivotal to the growth of the category. Alcohol-free wines, for example, are increasingly sophisticated thanks to innovative production techniques such as vacuum evaporation, which removes the alcohol whilst preserving the integrity of the aromas and characters in the wine. Similarly, alcohol-free spirits like gins, rums and whisky use plant infusions and special distillation techniques to offer a flavour experience similar to that of their alcoholic counterparts, but without the effects of the alcohol.

Concurrently with this, companies have developed alcohol-free cocktails which are increasingly sophisticated. The drinks, often referred to as non-alcoholic cocktails, are defined by blends of premium ingredients, complex flavours and unique textures, offering a quality alternative to classic cocktails.

## WINES IN AMPHORAE

The use of terracotta amphorae for winemaking is an ancient technique that is now staging a comeback. Amphorae, which promote gentle fermentation and good oxygenation of the wine, have an impact on its aromatic profile. This method of winemaking, made popular by Georgia and Italy in particular, produces wines that are rounder with more complex aromas, often closer to the terroir. Amphorae lend wines purity and a texture that harks back to the way wines were produced several thousand years ago.

## FRESHNESS IN WINE

The primary feature of fresh wines is their flavour profile. They are often lower in alcohol and display more pronounced acidity, which makes them particularly refreshing. The wines are generally less lush and tend to glide across the palate more easily than more powerful wines, making them perfect for relaxed al fresco occasions or for light meals. They are mainly found in the white and rosé categories, but also as light reds, made from grape varieties that deliver freshness and fruitiness like Pinot Grigio, unoaked Chardonnay, Gamay and Cabernet Franc.



## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS

### MONDAY 10 FEBRUARY

#### “Uncorking Volcanic Wines from Hungary”

Discover the unique flavors of Hungary’s volcanic wines in an exclusive masterclass with renowned wine expert Konstantin Baum, Master of Wine.

Room 3 – Les Masterclasses - Hall 4 - from 10:00 am to 11:00 am.

#### “Is alcohol-free the future for restaurants?”

Time Out Conference, with Benoit d’Onofrio & Antoine Besse.

Room 4 – Speakeasy - Hall 5.2 - from 12:00 pm to 1:00 pm.

#### “Driving opportunities in a changing world”

Conference by Ananda Roy, Senior Vice President and Industry Advisor, Consumer Goods at Circana, one of the leading consultancies analysing consumer trends.

Room 5 – Let’s talk about wine! - Hall 7.2 - from 10:00 am to 11:00 am.

### TUESDAY 11 FEBRUARY

#### “Reaching “Zillennial” consumers: new rules of engagement”

Conference by Mark Barden, global brand strategist and co-founder of EatBigFish consultancy and Honore Comfort, Vice-President of International Marketing for California Wines and wine marketing strategist.

Room 5 – Let’s Talk About Wine! - Hall 7.2 - from 5:30 pm to 6:30 pm.

### WEDNESDAY 12 FEBRUARY

#### “Dealcoholised wine: more than an opportunity, a reality throughout the world”

Non-alcoholic wines have gone from being an opportunity to a real category.

Panel discussion with Jérôme Cuny, founder of La Cave Parallèle, alcohol-free wine merchant and bar, Julian Dyer, head of operations Australian Vintage, Shyamal Lallah for BONBON Drinks, Sebastien Thomas, co-founder of Moderato and Laura Wiloughby MBE, co-founder Club Soda

Room 4 – Speakeasy - Hall 5.2 - from 10:00 am to 11:00 am.

## HEIRLOOM GRAPE VARIETIES

The resurgence in heirloom grape varieties reflects the search for diversity, terroir and authenticity in wine production, but also a desire to adapt to climate change whilst also preserving viticultural heritage. The varieties, which have often been forgotten in favour of more modern varieties like Cabernet-Sauvignon and Chardonnay, are being rediscovered for their ability to cope with extreme climate conditions like heat or drought. A case in point is varieties like Mourvèdre and Carignan, which were common in hot regions and are now promoted for their balance in periods of intense heat. The varieties are also associated with specific vineyard sites, offering unique, authentic wines. Mauzac and Californian Zinfandel, for instance, display uniquely fresh, fruity flavour profiles. Reverting to heirloom grape varieties is re-energising historic wine regions like Languedoc in France, Piedmont in Italy and Priorat in Spain, enabling the regions to stand out from the crowd and attract an audience looking for diversity and authenticity.

## PREMIUMISATION

Premiumisation in the wine space is a growing trend where consumers look for increasingly refined, high quality products. The development reflects a change in consumer expectations, where consumers are more and more demanding in terms of flavour, provenance and experience. Premium wines, which often come from prime vineyard sites or renowned winegrowers, are now perceived as luxury products, offering a unique sensory experience. This move upmarket affects red, white and sparkling wines, with rare, prestigious bottlings, often produced as limited editions.

## ZERO DOSAGE CHAMPAGNE

Zero dosage Champagne, also known as Brut Nature, is a sparkling wine defined by the absence of sugar added after fermentation. Unlike traditional Champagnes, where a small amount of sugar is added to balance acidity and round out flavours, zero dosage Champagne is pure and dry, delivering more direct terroir characters. Absence of dosage reveals the true character of the wine, with substantial freshness and pronounced acidity, often coupled with mineral and fresh fruit notes. It showcases the quality of the grapes and the expertise of the winegrower because the winemaking process has to be meticulous to avoid excess acidity. Zero dosage Champagne has become increasingly popular over the past few years, particularly among enthusiasts looking for more natural, authentic products.



## STRONG SPIRITS GROWTH

Spirits have emerged strongly in the French market over the past few years, transforming the beverage alcohol industry. Traditionally dominated by wine, the French market is increasingly shifting to greater product diversification with growing spirits consumption, primarily whisky, gin, vodka and rum. Several factors are driving the trend. Firstly, consumers increasingly want new flavour experiences and spirits offer a more varied array of flavours and textures than wine. Gin, in particular, is extremely popular with a surge in gin bars and craft brands that favour local recipes and creative distillations.

Young generations are also playing a major role in this trend, particularly with cocktails and an interest in premium products. The mixology phenomenon is driving the surge in spirits, with bars and restaurants opening up to new drinks and quality spirits, often under the public's radar. Also, craft distilleries are flourishing across France, producing local spirits that appeal for their authenticity and their connection with terroir.





4

HIGHLIGHTS  
AND MUST-ATTEND  
EVENTS



---

**The 6<sup>th</sup> exhibition offers visitors rich, relevant and innovative content that highlights market developments across the globe.**

**Wine Paris 2025 will be more strategic than ever for all national and international stakeholders in the beverage alcohol and low-alcohol drinks space.**

---



# THE SECOND V D'OR BUSINESS AWARDS BY VINEXPOSIUM!



**After a successful maiden event, the V d'Or will award six new recipients on 9 February 2025 at the Pavillon Gabriel. Mirroring Vinexposium's commitment to the global wine and spirits industry, the 2025 V d'Or will recognise innovation and performance within the sector. They will be celebrated during the V d'Or Awards Ceremony, ahead of the official opening of Wine Paris.**

*"The V d'Or are the tangible expression of our commitment to a sustainable and responsible global wine and spirits industry which symbolises excellence and the preservation of our land for future generations.",* comments Rodolphe Lameyse, CEO of Vinexposium.

Once again, Vinexposium has made some meaningful choices for 2025 which are to combine performance and innovation and to allow all global wine and spirits industry members to take part, irrespective of whether

they exhibit or not at one of Vinexposium's events. The number of applications received has increased three-fold compared with the first event, underscoring the growing popularity of this initiative.

- Prizes were awarded in each of the categories after the V d'Or judging panel conferred. The panel features recognised personalities from the international wine and spirits industry and is chaired by Michel Chapoutier. After an initial deliberation, the nominees were selected and put forward for a vote by the panel in order to designate the six award recipients who will be revealed during the V d'Or Awards Ceremony held at the Pavillon Gabriel accompanied by a dinner orchestrated by the chef Alléno.

*"It was an honour to chair the V d'Or judging panel and to take part in recognising those who will shape the future of wines and spirits globally.",* stressed Michel Chapoutier, President of the V d'Or judging panel.



To find out who the recipients are this year: <https://www.vinexposium.com/vdor/media/>

## The Winners 2024





## THE FOUR NEW CATEGORIES THIS YEAR



### BEST SUSTAINABILITY V D'OR

Will award to a marketing board, group, individual, company, brand, winery or distillery providing one or more innovative solutions to meet the environmental challenges facing the wine and spirits sector.

One winner will be awarded for wine and one for spirits - as well as a "coup de cœur".



### BEST EDUCATION & TRANSMISSION V D'OR

Will award to a marketing board, a group, an individual, a company, a brand, a winery or a distillery that provides a programme or a scheme committed to mentorship, education and skill transfer within the wine and spirits industry.

One winner will be awarded for wine and one for spirits.



### BEST DIGITAL STRATEGY V D'OR

Will award to a marketing board, a group, an individual, a company, a brand, a winery or a distillery for the execution of a high-performance digital strategy which reaches out to new audiences or taps into new markets.



### BEST NEW PRODUCT STRATEGY V D'OR

Will award to a marketing board, a group, an individual, a company, a brand, a winery or a distillery rolling out an innovative strategy aimed at a new product launch that responds to changing consumer tastes.

To find out who the recipients are this year: <https://www.vinexposium.com/vdor/media/>

# BE SPIRITS, JUST GETS BIGGER

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 6<sup>th</sup> event will turn the spotlight on the **wide array of spirit styles**, ranging from baijiu to tequila, pisco, mezcal and umeshu to gin and many other iterations. Producers attending 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 4 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; the **Organic and Faire Trade Venture Limited**, an organisation supporting organic and fair trade drinks brands; 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:

- **French whisky producers** honoured by the presence of **10 companies** under the banner of the **French Whisky Federation**;
- **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 **Château du Breuil**, with a range of Calvados produced in Normandy whose reputation now goes way beyond national borders; **Bellevoys**, 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 (+100% on 2024).

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 [5.2 - stand B186]:
  - **Cidres AOP Pays d’Auge**, with **Domaine de la Galotière**, **Manoir d’Apreval**, **Cidrerie Michel Bréavoine** and **Manoir de Grandouet** ;
  - Cidres AOP Cotentin, with **Les Vergers de la Passion**, **Cidrerie 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**, **la Ferme des Martellières** and **La Poulardière**.
- **Union Nationale Interprofessionnelle Cidricole 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 like **Yoleau** cocktails, alcohol-free and alcoholic sparkling drinks, which reinvent consumption cues to meet the needs of upcoming generations.

The **Craft Pavillon**, 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**, **Baccae** and 11 No/Low exhibitors, that include **Yoleau and Force Majeure**, alcohol-free beer, along with **Djin Spirits**, **OSCO**, **Jardins**, **Mel Ginger**, **Bon Bon Drinks**.

*\*+12 % en volume attendus entre 2022 et 2027 (source IWSR)*





## HIGHLIGHTS AND EVENTS

### 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... By Heon Bae Jeong, founder of HB Jeong Liquor and a lecturer at Chung-Ang University.

### 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.**

### THE BATTLE OF THE MIXOLOGISTS

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 Candel**, mixologist at the *La Loutre Bar*, **Alceste Siobhan Von Holtz**, mixologist at the *Abricot Bar*, **Pauline Renard**, mixologist at the *Rehab Bar*, **Fabien Fouassier**, mixologist at the *Nost Bar*.

Room 4 – Speakeasy – Hall 5.2 - Tuesday 11 February from 6:00 pm to 7:00 pm.

# THE ACADEMY

---

Wine Paris 2025 promises to be an outstanding exhibition, made even more robust by the Academy and its ambitious line-up fuelled by **international experts' insight** and **the battles orchestrated** in the tasting ring by the International Sommelier Association (ASI) and the French Sommelier organisation UDSF!

**The 2025 Wine Paris Academy** is this year featuring **250 prominent international experts and a programme of 130 sessions on the topics that matter to expedite change across the industry.**

## THE PANEL DISCUSSIONS AND CONFERENCES

### NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS:

#### **The Federation of French Wine & Spirits Exporters' (FEVS) Annual Press Conference**

Presentation of results for French wine and spirits exports.

The FEVS will look back over the salient events in 2024, present the volume and value distribution of export products, market rankings and prospects.

Room 7 – Press Conference Room - Hall 4 - from 9:30 am to 10:30 am.

*Open to journalists only.*

**A headline panel discussion**, chaired by Vinexposium CEO Rodolphe Lameyse, will gather industry representatives and global experts for an in-depth debate about the **impact of geopolitical tensions on international trade in wines and spirits** with participation by:

- **Miles Beale**, *Chief Executive of the Wine and Spirit Trade Association, representing over 300 major wine and spirits companies in the United Kingdom;*
- **Don Saint Pierre**, *Co-Founder of ASC Fine Wines, the leading premium wine importer and distributor in China, and of AdaptEdge Advisory Service;*
- **Nicolas Ozanam**, *Director General of the Federation of French Wine & Spirits Exporters (FEVS).*

Room 5 – Let's Talk About Wine! - Hall 7.2 - from 1:00 pm to 2:00 pm.

#### **Wine Origins Alliance, 20 years protecting origins and fair trade!**

2025 marks the 20th anniversary of the Wine Origins Alliance, a global coalition dedicated to eliminating barriers to trade in wine and protecting wine place names. The Wine Origins Alliance has long supported the position that wine, as a unique agricultural product, should not be targeted in trade disputes unrelated to wine. This event will

include a discussion of the Alliance's history, actions taken, the importance of its mission and milestones to date from several of its member regions from around the globe.

By Charles Goemare, Managing Director of the Comité Champagne, Jacques-Olivier Pesme, Executive Director of the Wine Origins Alliance and Linda Reiff, President & CEO of Napa Valley Vinters.

Room 7 – Press Conference Room - Hall 4 - from 15:30 pm to 16:30 pm.

*Free entrance.*

#### **International Organisation of Vine & Wine (OIV) Conference**

“International Trade in Wine: History, Trends and the Role Played by Re-Export Hubs”

By **John Barker**, *Director General of OIV and* **Giorgio Delgrosso**, *Head of the OIV Statistics and Digital Transformation Department.*

Room 7 – Press Conference Room - Hall 4 - from 5:00 pm to 6:00 pm.

### LET'S TALK ABOUT WINE!

**This programme has been placed under the scientific patronage of OIV (International Organisation of Vine and Wine).**

## LA WINETECH PERSPECTIVES

To support transformation within the wine and spirits industry and respond to new challenges in the sector, La Wine Tech is also returning to Wine Paris 2025 with a 450m<sup>2</sup> area dedicated to innovation and digitalisation content: La WineTech Perspectives.

La WineTech Perspectives is featuring:

- **Presentations on innovation within the wine & spirits industry** in dynamic, participatory formats with three days of open access conferences in its space (subject to available seating). Participants will be able to meet personalities such as Rodolphe Frèrejean Taittinger, CEO of French Bloom, and Guillaume Roy, CEO of Gallia.
- **A selection of around twenty start-ups offering innovative technological solutions** covering production, management, distribution, information, storage and wine buying that provide genuine growth opportunities for the sector.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS

### MONDAY 10 FEBRUARY

#### “Data management: an essential shift for the sector”

By Pierre Auguste, founder Vinotracker  
La WineTech Perspectives - Hall 7.1 - from 10:00 am to 11:30 am.

#### “Why is Blockchain a must-have technology?”

By Bluenne Chaye, Vice-President of Wine Tech  
La WineTech Perspectives - Hall 7.1 - from 1:45 pm to 2:30 pm.

#### “Artificial intelligence: which potential for the sector?”

By Philippe Hugon, founder vin.co  
La WineTech Perspectives - Hall 7.1 - from 3:15 pm to 4:00 pm.

### TUESDAY 11 FEBRUARY

#### “Disruption: lessons from other industries”

By Arnaud Terrisson, founder AdSensis  
La WineTech Perspectives - Hall 7.1 - from 10:45 am to 11:30 am.

#### “How to create powerful collective communications”

By Marion Château, Vin & Société  
La WineTech Perspectives - Hall 7.1 - from 1:30 pm to 3:00 pm.

### WEDNESDAY 12 FEBRUARY

#### “CSRD: constraint or opportunity for the sector?”

CSRD (the Corporate Sustainability Reporting Directive) is mandatory for the largest companies, but is becoming essential for all industry stakeholders.  
La WineTech Perspectives - Hall 7.1 - from 3:15 pm to 4:00 pm.

## THE BATTLES AND COMPETITIONS

Sommeliers and experts will go head to head at Wine Paris in a festive, joyful and friendly atmosphere of improvisation to demonstrate their expertise with that personal twist that will allow them to qualify.

**Two iconic Wine Paris competitions are orchestrated by the International Sommelier Association (ASI) and Vinexpo:**

### MONDAY 10 FEBRUARY

- **The Battle of the Sommeliers:** A thrilling head-to-head between the finest sommeliers, all-set to pull off some unprecedented challenges with: **Pascaline Lepeltier**, *Head Sommelier, Best Sommelier of France 2018*, and **Marc Almert**, *Head Sommelier, Best ASI Sommelier of the World 2019* on the theme: **(Im)pertinence of the Old World and the New World.**

Room 1 – The Masterclasses - Hall 4 - from 10:00 am to 1:00 pm.

- **The Vinexpo Challenge:** A blind tasting where the top experts compete to prove their talent and their precision.

Two of the world's best sommeliers, **Raimonds Tomsons** (Latvia) and **Mikk Parre** (Estonia), will challenge you to a blind tasting!

Room 1 – The Masterclasses - Hall 4 - from 4:00 pm to 5:00 pm.

**Two competitions hosted by the French Sommelier Organisation UDSF:**

### TUESDAY 11 FEBRUARY

#### Masterclass and UDSF sommeliers competition

By Konstantin Baum, Germany's youngest Master of Wine.

From 4:00 pm to 5:00 pm.

### WEDNESDAY 12 FEBRUARY

#### The semi-finals of France's Best Young Sommelier, when emerging talents from the French sommelier industry compete,

hosted by **Fabrice Sommier**, Chairman of the French Sommelier Organisation UDSF.

Room 2 – The Masterclasses - Hall 4 - from 2:00 pm to 5:00 pm.

## THE FREE-POUR TASTINGS

Balance, tannins, aromas, the pleasure the senses derive from encountering a wine... There are some emotions that only tasting can convey. The Free-Pour Tastings allow you to discover or rediscover wines and spirits from around the world and then seek them out on exhibitor stands in the hall.

- **The Inter Loire Free-Pour Tastings of Cool Climate Wines:** 400 cool climate wines.  
The AVS Tasting Avenue - Hall 7.3
- **The Free-Pour Tastings of Mediterranean and International Wines:** 400 samples of wine across the stylistic spectrum: sweet wines, sparkling wines, Champagnes and spirits from across the globe.  
The Free-Pour Tastings - Hall 7.2
- **The No/Low Free-Pour Tastings:** over 150 wine & spirits listings, No/Low cocktails along with energy drinks.  
The Free-Pour Tastings - Hall 5.2

The Free-Pour Tasting Area is open throughout the Wine Paris 2025 exhibition.

## THE MAJOR TASTINGS

- **Bordeaux Grands Crus**, by the Union des Grands Crus de Bordeaux (UGCB).  
Hall 7.1 – Room 6 - Monday 10 and Tuesday 11 February from 10:00 am to 5:00 pm.
- **Tre Bicchieri Tasting**, the international “Tre Bicchieri” tour by Gambero Rosso is returning to Paris with a prestige tasting presenting the most highly rated wines in the Vini d'Italia 2025 guide.  
Wednesday 12 February from 11:00 am to 5:00 pm.  
Room 6 – The Major Tastings – Hall 7.1

### And many other tastings, including:

- **Champagne Vikka 1022**, a Grand Cru Champagne matured 60 metres under the sea, by cellar master Laurent Hostomme, representing the fourth generation at the helm of M. Hostomme.  
Wednesday 12 February from 11:00 am to 11:30 am.  
Room 6 – The Major Tastings – Hall 7.1
- **Chianti Classico Gran Selezione:** a journey through the region accompanied by Valentino Tesi, Italy's Best Sommelier 2019.  
Monday 10 February from 12:00 pm to 12:30 pm.  
Stand B136 - Hall 6.



# THE BEST WINES AND SPI' IN PARIS!



The finest venues in Paris feature in the OFF programme. Every year, a group of top-flight personalities travel the length and breadth of France's capital city in search of the venues whose limitless imagination allows them to offer a unique wine and spirits experience away from the exhibition itself.

This year, **over 100 restaurants, wine bars, wine merchants serving food and cocktail bars (with or without alcohol)** have been selected **in every district of the city** to suit every occasion and budget.

From 10 to 12 February 2025, concurrently with Wine Paris, industry members and enthusiasts will therefore be able to enjoy a unique experience, in a Michelin-starred restaurant, an on-trend bar or a wine merchant's renowned for its carefully curated selection that all offer the same promise – that you go away with a smile on your face safe in the knowledge that you have experienced the finest Paris has to offer.

Over the years, the OFF programme has become a key fixture where the magic of the exhibition spills out across the capital so that patrons can explore new flavours or continue their business conversations in the heart of Paris.



Some of the best restaurants and bars in Paris:

## RESTAURANTS

### New-style bistro:

- Chenapan: <https://leoff-paris.com/restos-bars/chenapan/>
- Benjamin Schmitt: <https://leoff-paris.com/restos-bars/benjamin-schmitt/>

### Chic restaurant:

- Fleur de Pavé: <https://leoff-paris.com/restos-bars/fleur-de-pave/>
- Omar Dhiab: <https://leoff-paris.com/restos-bars/omar-dhiab/>

### Parisian-style bistro:

- Janine: <https://leoff-paris.com/restos-bars/janine/>
- Parcelles: <https://leoff-paris.com/restos-bars/parcelles/>

### Exotic cuisine:

- Racines: <https://leoff-paris.com/restos-bars/racines/>

## WINE BARS

- Vertical Bar: <https://leoff-paris.com/restos-bars/vertical-bar/>
- Les Cèllets: <https://leoff-paris.com/restos-bars/les-oeillets/>

## COCKTAIL BARS

- Cravan: <https://leoff-paris.com/restos-bars/cravan/>
- Bar 1802: <https://leoff-paris.com/restos-bars/bar-1802/>

## CELLARS

### Wine:

- Caves Legrand: <https://leoff-paris.com/restos-bars/caves-legrand/>
- La Cave de Passy: <https://leoff-paris.com/restos-bars/la-cave-de-passy/>

### Spirits:

- La Compagnie du Mieux Boire: <https://leoff-paris.com/restos-bars/la-compagnie-du-mieux-boire/>

### Alcohol-free:

- La Paon qui Boit: <https://leoff-paris.com/restos-bars/le-paon-qui-boit/>

**LE MEILLEUR DES VINS ET DES SPI' À PARIS**

10-12 FÉVRIER 2025

LEOFF\_PARIS

DÉCOUVREZ +100 BARS & RESTOS SÉLECTIONNÉS AVEC

LEOFF-PARIS.COM

L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, À CONSOMMER AVEC MODÉRATION



5

THE ENTIRE WORLD  
TRAVELS TO WINE  
PARIS 2025



---

**Producers from around the world will meet at Wine Paris which has become a unique hub for business across the wine and spirits industry.**

---



# THE ENTIRE WORLD TRAVELS TO WINE PARIS 2025

Producers from across the globe will be meeting at Wine Paris and giving the 2025 exhibition unparalleled international reach. Three halls have been entirely earmarked for the **50 producer countries** that will be represented. Floor space dedicated to international attendees in 2025 will increase by 80% compared with 2024.

A surge in floor space is noteworthy among the top three exhibitor countries (excluding France) that are Italy (+81%), Spain (+64%) and Portugal (+67%) and many other countries that include Germany (+81%), Austria (+58%), Greece (x 4.5), Lithuania (+33%), Poland (+33%) and Romania (x2).

The exhibition is also welcoming 8 new international pavilions: **Uruguay Wines, Washington Wine, Napa Valley Vintners, Vine and Wine Foundation of Armenia, Wines of Chile, Wines of Hungary, North Macedonia** and **Wines of South Africa**. One important feature is attendance by Australia (**Wine Australia**) which is increasing its floor space four-fold this year.



## A FOCUS ON SOME EXHIBITOR COUNTRIES

### GERMANY

The world's leading producer of white wines, Germany is a key player on the international wine stage with 102,000 hectares under vine. It is home to 13 wine regions, ranging from the Mosel region to the Rhine Valley, via Palatinate and Franconia, and offers a broad variety of wines. Renowned in particular for its white wines, especially those made from Riesling, Germany also produces some fine reds, primarily from Pinot Noir, and runs the gamut in terms of styles, from dry to sweet and sparkling wines.

This year at Wine Paris, Germany is again strongly represented, with an 81% increase in floor space compared with 2024 and the Wines of Germany pavilion with 52 co-exhibitors. Alongside them, in Hall 4, 29 exhibitors flying the German flag will also be attending, including new exhibitors such as Henkell Freixenet, the world's leading sparkling wine supplier, and Andreas Oster Winery Est. 1921, one of Germany's foremost wineries run by brothers Andreas and David Andreas Oster.

### SOUTH AMERICA REPRESENTED BY 3 KEY COUNTRIES

South America is one of the wine world's key regions, renowned for its variety of vineyard sites, its diverse grape varieties and its expertise. In 2025, three countries are represented at Wine Paris: **Argentina**, with +236% producers vs 2024, **Chile** and **Uruguay**.

The wine industry in **Argentina** is one of the largest in South America and ranks fifth worldwide. With its iconic wine regions like Mendoza, San Juan and Salta, the country is famed for its flagship varietal, Malbec, which produces rich, elegant wines. Argentina's arid climate, varied soil types and many high-elevation vineyards allow it to offer a comprehensive range of styles and top quality wines. In 2025, the Argentinean pavilion is 2.7 times larger than at the previous exhibition.





Protected by the Andes mountain range and the Pacific Ocean, **Chile** boasts an ideal climate for growing vines, combining cool temperatures and varied vineyard sites. Grape varieties like Cabernet-Sauvignon, Carménère – the country’s iconic varietal – and Sauvignon Blanc excel in the country. The world’s fourth largest wine exporter, Chile focuses on quality, innovation and environmentally-friendly techniques to appeal to international markets. For the 2025 Wine Paris exhibition, Chile has increased the size of its pavilion seven-fold. A number of emblematic producers will be present, including Viña Santa Rita, VSPT wine group and Clos de Luz

The wine industry in **Uruguay** is growing rapidly. One of the country’s defining features is its flagship grape variety Tannat, which produces powerful, tannic red wines that are particularly well suited to the local climate conditions. Uruguay boasts a variety of vineyard sites due to the nearby Atlantic Ocean, which promotes quality winegrowing in balance with the environment. In 2025, the **Uruguay Wines** pavilion is taking part in Wine Paris for the first time, alongside iconic brands like **Bodega Garzón**.

## **SOUTH AFRICA SET TO EXCEL AT WINE PARIS**

This year, once again, South African producers are attending Wine Paris with ambition, offering a fusion of history, sustainability and quality. **34 producers** (+90% on 2024) are taking part, including 20 under the new **Wines of South Africa** pavilion, thus

doubling floor space compared with 2024 (+232% on 2024).

With annual production of nearly 10 million hectolitres, South Africa is the world’s eighth largest wine producer, accounting for approximately 4% of global production. The country boasts over 92,000 hectares under vine, mainly located in the Western Cape region, where the maritime influence and variety of soils offer ideal conditions for growing vines.

South Africa’s viticultural identity hinges on a unique combination of European traditions and local innovation with Chenin Blanc as the symbol of South African winegrowing along with Pinotage, a hybrid variety created in South Africa from a crossing of Pinot Noir and Cinsault.

South Africa also pioneers sustainable winegrowing. The “Wine and Agricultural Ethical Trade Association” (WIETA) and environmental certifications like “Integrity & Sustainability” demonstrate its commitment to ethical and responsible practices.

Nearly 95% of South African wines exported today sport a sustainable endorsement.

## **AUSTRALIA**

At Wine Paris, Australia is for the first time gathering **28 producers** under a pavilion banner: **Wine Australia**. This is 8 times more than its second attendance in 2024, with a 330% rise in producer numbers compared with 2024.

Recognised for its outstanding diversity, Australia adds a unique touch to the global wine scene. With emblematic regions like the Barossa Valley, Margaret River and the Yarra Valley, Australia is defined by a broad array of over 130 grape varieties spread over 65 wine regions. Australian Shiraz, often powerful and fruity, has become an international benchmark, whilst its elegant Chardonnays and subtly spiced Grenaches illustrate the proficiency of Australian winegrowers.

## **AUSTRIA**

Ranking as the world’s 16th largest wine producer country, Austria is known for its native grape varieties like the white Grüner Veltliner (over 32% of Austria’s vineyard acreage) which specialists consider to be among the finest wines in the world. The country is brimming with refined, vibrant and fresh wines that are now extremely popular: range staples include Welschriesling



and Riesling for the whites, and Zweigelt, Blaufränkisch and Saint Laurent for the reds.

The Alpine republic is also renowned for its superlative noble red wines, like its Trockenbeerenauslese, one of the most coveted, made from a selection of botrytised grapes.

A favourite with wine enthusiasts and trade members, Austrian wine continues to be popular worldwide and currently plays an important part on the international wine scene. In 2023, Austrian wine production totalled 2.40 million hectolitres (source, Advantage Austria).

At Wine Paris 2025, **many producers are attending on the Austrian pavilion (+58% on 2024)**. Alongside them are: **Advantage Austria**, the foreign trade promotion organisation of Austria's federal chamber of economy which is attending with 70 Austrian producers; **Austrian Wine**, the Austrian wine marketing board, is hosting an exceptional masterclass on Tuesday 11 February, curated by Raimonds Tomsons, MS, and Pascaline Lepeltier, aimed at exploring the rich variety of Austrian red wines.

## STRONG SPANISH ATTENDANCE

Spain is attending Wine Paris in number with an **increase of 64% in producers** compared with 2024, consolidating its status on the international wine scene. Renowned for the variety of its vineyard sites and wealth of appellations, Spain offers a unique, sweeping overview of flavours and winemaking traditions.

With over 969,000 hectares under vine, the country boasts the world's largest vineyard acreage. Iconic regions like Rioja, Ribera del Duero, Priorat and Galicia illustrate the variety of climates and soils in Spain. These features pave the way for it to produce a varied range of wines, from intense reds to fresh, minerally whites, not to mention the famous cavas and storied fortified wines from Jerez.

The 2025 Wine Paris exhibition is showcasing the innovation and modernity defining Spanish winemaking practices through attendance by loyal exhibitors, new regions (**Camara de Comercio de Bilbao, Ribera del Duero, CRDO Alicante, Cambra de Comerç de Reus, Conselleria d'Agricultura, Pesci medi natural de Balears**) and newcomers (**The Spanish Organic Wines, Marqués de Cáceres, González Byass y La Rioja Alta, S.A.**, etc.).

## THE UNITED STATES

Chiefly recognised for California wines, with iconic regions such as Napa Valley and Sonoma, American production goes way beyond the Golden State to embrace States like Oregon, Washington and even New York. Each region brings its own unique typicity, from Oregon's elegant, refined Pinot Noirs to Napa's intense, structured Cabernet-Sauvignons and the delicate Rieslings crafted by Washington State.

The United States are not just the world's largest wine consuming country, they are also the world's fourth largest producer. With over 11,000 wineries spread across the country, the industry makes a significant contribution to the nation's economy.

Wine Paris offers the ideal opportunity to explore the depth and breadth of this unique wine range with exhibitor numbers up 72% on 2024 and many pavilions to visit: **California Wine Institute, Napa Valley Vintners, New York Wines, Oregon Wine, Virginia Wine**, attending for the first time, **Sonoma County Vintners** and **Washington Wine**. There are also new exhibitors: **Amici Cellars, Beaulieu Vineyard, Bronco Wine Company, Chappellet Vineyard, Terlato Wines** and **The Wine Group**, alongside loyal exhibitors: **Constellation Brands, Daou Vineyards & Winery, Delicato Family Vineyards, Morlet Family Vineyards, Shafer Vineyards**, and **Trinchero Family Estates**.

## GREAT BRITAIN

3<sup>rd</sup> largest importer in the world by volume and value and third destination for French wine and spirits exporters by volume\*, Great Britain continues to be fond of European wines, particularly French.

Culturally open to wines from around the world, the British enjoy Italian wines like Prosecco and Pinot Grigio, which are extremely successful, and Australian wines.

As the second most consumed alcoholic drink after beer, wine continues to account for a significant share of beverage alcohol sales in Great Britain.

In 2023, the British wine industry experienced the largest crop in its history, with record production of 20 million bottles of wine, according to estimates issued by WineGB, the body that represents English and Welsh grape growers and wine producers. Over 1,000 wineries have now embarked on the winegrowing journey, from Kent to Yorkshire, Sussex and Essex.

This year, Great Britain is broadly represented with +80% producers compared with 2024 and +96% floor space on last year.

For the first time, a **Wines of Great Britain (WineGB)** pavilion is at the exhibition with 9 co-exhibitors, among which are **Gousburne** (Hall 4) and **Nyetimber** (Hall 4), illustrating the organisation's determination to support British producers and enable them to strengthen their market position.

In addition to the pavilion, **Wines Unearthed**, is attending Wine Paris for the first time – created in 2015 by Ana Sofia Oliveira and Judy Kendrick, the organisation's purpose is to bring together producers looking for distributors. It is accompanying 33 small and medium-sized wine and spirits producers from 14 countries (Argentina, Austria, Brazil, Chile, Spain, France, United Kingdom, Ireland, Georgia...).

## GREECE

In 2025, Greece is once again strongly represented at the exhibition with exhibitor numbers surging by x3,5 on 2024. Greece is home to numerous wine regions, from Macedonia to the Peloponnese, Crete and the Cyclades, and boasts outstanding vineyard sites conducive to producing a variety of wines. The country is particularly renowned for its **native grape varieties**, such as **Assyrtiko**, **Agiorgitiko** and **Xinomavro**, which encapsulate the unique character of each region. Greece produces a broad range of wines, from dry, fresh whites to intense reds along with sweet wines and traditional dessert wines. In addition to its long-standing reputation, Greece stands out for its ancient winemaking artistry and ability to produce quality wines on a boutique scale, often from vineyards grown on steep terraces. Its efforts to re-energise modern winegrowing are also noteworthy.

## ITALY DOUBLES ITS FLOOR SPACE

The world's largest producer of wine, Italy is **Wine Paris' second largest exhibitor country after France**. In 2025, the country is **occupying an entire hall (Hall 6)** and **doubling its floor space**, with an **increase of 81% in producer numbers compared with 2024**.

With 20 wine regions, each with its own defining features – from Tuscany to Piedmont, Veneto and Sicily – and 310,000 vineyards, Italy produces an extensive range of wines that span the spectrum, from red to white, sparkling and sweet wines. But it's not just the metrics that are impressive – Italy is also a treasure trove of vinous diversity due to its countless grape varieties and local traditions.

Wine Paris 2025 is once again offering an opportunity to explore this rich diversity with newcomers attending this year: **Donnafugata**, **Lamborghini**, **Mack & Schuhle Italia**, the **Puglia region** and **Santa Margherita**, along with the same iconic regions and brands: **Chianti Classico**, **Fantini**, **Fattoria Le Pupille**, **Pasqua Vigneti e Cantine**, **Piccini1882**, **Piemonte Land** and **Planeta**.

Twelve wineries from Romagna are gathered under the **Consorzio Vini di Romagna** banner this year: **Tre Monti**, a benchmark located in the Imola hills; **Amaracmand**, the highly prized, historic wine estate situated in the lush hillsides of Sorrivoli; **Cantina Celli**, renowned for the excellence of its wines; **Tenute Tozzi**, a family affair; **Cantina La Sabbiona**, nestled amongst the rolling hills of Oriolo dei Fichi; the **San Patrignano** community winery committed to producing wines based on environmental and social sustainability; **Fattoria Zerbina**, a 33-hectare vineyard located on the slopes of the Appenines in Tuscany and Emilia; **Randi**, a family-run estate producing native wines in the Ravenna plain from local grape varieties such as Longanesi (red) and Famoso (white); **Cantina di Cesena**, one of the first Romagna co-operatives to farm organically which represents one hundred or so families; **Fattoria Nicolucci**, which has grown ancient vines since 1885, was founded by Alessandro Nicolucci and is located in the historic wine region of Predappio Alta; **Maria Galassi**, a family-run estate nestled amidst the rolling hills of Bertinoro, in the heart of Romagna, and produces wines from Albana and Sangiovese that are renowned for their elegance; and **Trerè** estate.

## PORTUGAL AND ITS RICH VARIETY OF VINEYARD SITES

Portugal is again making a name for itself this year at Wine Paris for the extensive range of vineyards on display over an exhibition area up by a sizeable 67% and attendance by **160 producers** (+55% on 2024). The European country plays a major role thanks to its iconic wines which are both authentic yet also innovative.

Visitors to the exhibition will get the opportunity to discover an incredible array of Portuguese wines hailing from legendary wine regions like the Douro, Alentejo and Vinho Verde. Here, vineyards boast unique climatic and geological conditions and produce wines with assertive characters. Portugal also stands out for its use of rare autochthonous grape varieties such as Touriga Nacional and Alvarinho which lend its wines their unique signature style. Fortified wine aficionados will also be able to taste the storied Ports and Madeiras, renowned for their complexity and elegance.

Of note are the pavilions hosted by the **Comissão de Viticultura da Região dos Vinhos Verdes – CVRVV, Instituto dos Vinhos do Douro e do Porto, ViniPortugal (Wines of Portugal)** and exhibitors that include **Adegamae - Sociedade Agricola Ida, Comissão Vitivinícola da Vairrada, CVR Beira Interior, DFJ Vinhos, Global Wines, s.a., Grande Porto s.a, Niepoort, Sogrape, Van Zeller Wine Collection, s.a.**

## A CLOSER LOOK AT EASTERN EUROPE:

### ALBANIA

Albanian wines can be defined by their range of native grape varieties, with over fifteen cultivars, and their unique aromatic profile shaped by the country's micro-climates and mountainous terrain. Albania boasts nearly three thousand years of growing vines. The oldest evidence of vine growing (800 BC) comes from Illyria, the present-day Albanian region of Shkodër in the north of the country. After the communist interlude and ban on privatising wine production, the Albanians are now recovering recipes from the past and ancient skill sets that are allowing them to return to the global wine scene with an array of powerful red wines like Kallmet and fresh whites like Shesh i Bardhë (a straw-coloured, late-ripening variety).

With close links to the country's booming wine tourism sector, the Albanian wine industry offers visitors the opportunity to discover its vineyards, taste its authentic wines and experience the country's hospitality.

Albania's attendance at Wine Paris 2025 illustrates the vitality of its re-emerging wine industry. For the first time, the national pavilion hosted **by the Albanian Investment Development Agency (AIDA)**, an institution operating within the Ministry of Finance and the Economy, will represent Albanian winegrowing, a hidden treasure in the global wine market.

### ARMENIA

Nestled amidst the mountains, between Caucasia and Asia, Armenia is famed for its vineyards that have been grown since Antiquity on high-elevation plateaux located between 900 and 1,700 metres above sea level. After a long period under Soviet rule when mass production of spirits such as brandy was prioritised, Armenia is now experiencing a viticultural resurgence with renewed interest in natural and organic wines. Boasting outstanding volcanic soils, nearly 300 days sunshine a year, hot summers and cold winters, Armenia is home to some 16,000 hectares under vine and fifty or so producers. Its range of native grape varieties is extensive and features often under-the-radar cultivars like the red Areni Noir, often compared to Pinot Noir, and Voskehat, dubbed the king of white Armenian grape varieties.

Sending out a strong signal as to the country's vitality, 21 Armenian companies are taking part for the first time in Wine Paris this year, with the support of the **Vine and Wine Foundation of Armenia (VWFA)**, an organisation whose mission is to develop vine growing and winemaking in Armenia and to promote Armenian wines worldwide. Attending exhibitors include: **Voskevaz Winery**, a family-run winery using some of the most ancient winemaking methods like the ancient 'kakhani' technique of drying grapes; **Armenia Wine**, the largest modern Armenian winery with its award-winning wines and state-of-the-art facilities; **Zorah Wine**, Armenia's main producer of high-end wines which only uses organic vineyard management techniques; and also **Qotot**



**Wines, Voskeni Wines, Hin Areni, Karas, Wine Art Winery, Manukyan Wine, Moonq, Jraghatspanyan Winery, Van Ardi, Savar ;** along with **Alluria, Noa Wines** and **Krya Wines**, wineries that have committed to farming organically.

## **NORTH MACEDONIA**

Although North Macedonia, located in the heart of the Balkans, exports its powerful wines to 40 countries and comes away with over 100 medals in the world's most prestigious competitions every year, it remains an unsung treasure at international level.

Hence, **“Wines of Macedonia” (Republic of North Macedonia)** the organisation that supports the North Macedonia wine industry, is attending Wine Paris for the first time in 2025 with a national pavilion. Eight major wineries are presenting their products, spearheaded by the invincible ‘Black Stallion’, the inky-hued, characterful red wine that perfectly epitomises the unspoilt natural surroundings of the Balkans.

**The eight wineries** attending Wine Paris include prominent producers such as **Tikveš, Stobi and Ezimit**, along with small to medium-sized wineries like **Chateau Kamnik**, which garnered international acclaim with its Merlot, voted one of the world's 1,000 best wines; **Lazar** a small family-run winery that is renowned, among others, for its multi-award-winning Fonko Wines and Chateau Sopot; **Popov**, the prestigious family-owned winery founded in 2001 by a passionate wine lover and keen enthusiast of international wines; and newcomer **Monteko**.

All of these wineries are synonymous with high-end wines displaying strong characters. Vranec, in particular, the star of North Macedonia, is easy to recognise with its deep crimson hue, black fruits, spice and dark chocolate notes, firm tannins and fresh acidity. But there are other native grape varieties just waiting to be discovered like Kratoshija, Temjanika, Stanushina and Smederevka.



# THE FRENCH WINE INDUSTRY COMES IN HUGE NUMBERS

---

The French have once again dialled up their presence at the exhibition with **an increase of 7% in national producer numbers. Grouped together over the three levels of Hall 7**, all the French wine marketing boards have swung into action, illustrating the unrivalled scope of the nation's wine industry. Their loyal attendance and collective commitment demonstrate the significance of Wine Paris for defending the excellence of French wines at national and international level.

From North to South, East to West, each region will be showcasing its own identity, ancient skill sets and specific varietal ranges, from Chardonnay to Pinot noir via Merlot and Syrah, but also rare local varieties that winegrowers cherish with pride. Wine Paris will thus be offering a comprehensive immersion into the French wine regions, fully demonstrating their diversity by running the gamut from independent and co-operative winegrowers to trading companies and long-standing household names like **Baron Philippe de Rothschild, Borie-Manoux, Boisset, Castel Frères, Famille Guigal, Groupe EPI, Les Grands Chais de France** and **M. Chapoutier**.

Wine Paris will not only be celebrating the quality of French wines and spirits but also the pledge made by industry stakeholders to uphold sustainability, authenticity and sharing. **This collective excellence, championed by passionate professionals and committed marketing boards**, makes France the global benchmark for winegrowing, and Wine Paris its showcase.

Among all the regions attending this year's exhibition, **Champagne** is making a strong statement with an **11% increase in the number of exhibitors and 80 new Champagne attendees**. These include: **Champagne GH Martel & Co, Champagne Philipponnat, Champagne Virginie Taittinger, Les Grands Crus d'Exception de Champagne** representing winegrowers in 17 Grand Cru classified villages, and **JM Champagne Gobillard & Fils**.

The increase underscores the continued popularity of the wines among visitors and the desire by producers – both household names and independent winegrowers – to



showcase their artistry, their wines and their commitment.

The 2025 exhibition is being attended by major brands, like **Bollinger, G.H Martel, Lanson et Vranken, Charles et Piper Heidsieck du Groupe EPI, Vranken Pommery Monopole, le Groupe Lanson, Champagne Nicolas Feuillatte, Champagne Jacquart, Champagne Lallier** and **Champagne EPC**. Alongside them is the **Winegrower Champagne** pavilion, where nearly eighty Champagne winegrowers will attend under the collective banner, as well as the **Champagne Independent Winegrowers** presenting over twenty independent producers. The **Grands Crus**

**d'Exception Association** gathering 17 Champagne Grands Crus is also attending with twelve Champagne houses that include: **Champagne Legras & Hass, Champagne Secondé Simon, Champagne Chapuy, Champagne S.Godmé, Champagne Paul Launois, Champagne Juillet-Lallement, Champagne Paul Sadi, Champagne Ernest Remy** and **Champagne Richard-Fliniaux**.

Other Champagne houses like **Canard-Duchêne** are also exhibiting and sharing their close connection with nature, particularly through their 9-hectare organically farmed vineyard and organic Champagne launched in 2009.

Sustainability in the Champagne wine industry has gained traction over the past few years through several initiatives: environmentally-friendly winegrowing, a reduction in carbon footprint, eco-friendly packaging, resource management and environmental certifications for instance.

Innovation is also a core concern for some Champagne houses which are developing innovative techniques aimed at improving the quality and complexity of their wines, whilst also preserving the integrity of the Champagne region's identity.

The **Bureau Interprofessionnel des vins de Bourgogne (BIVB)** is making a major comeback at Wine Paris on the Bourgogne-Franche-Comté pavilion. The marketing board is leveraging its attendance at Wine Paris to demonstrate the vitality of its wine industry by emphasising its ability to adapt faced with present-day and future challenges. Its immersive stand will take visitors on a deep dive into the wine region through a robust, varied line-up of events – it will feature a conference area, tasting area with the 'Bourgogne Bar' and an interactive space, "Explore Bourgogne Maps". Stand CO95 – Hall 7.3 on the Bourgogne-Franche-Comté pavilion.

They will be joined by all the French regions, whose attendance is again one of the event's strong points, with participation by: **the Occitanie region; AOC Touraine**, attending for the second consecutive year; **AOC Châteauneuf-du-Pape** joined by 49 producers; **Conseil Interprofessionnel des Vins de Corse** with 44 producers; **Conseil Interprofessionnel des Vins du Languedoc**, attending with a significant 150 producers; **Comité Interprofessionnel des Vins d'Alsace**, with 45 producers; **Comité Interprofessionnel des Vins de Provence** and 97 Côtes de

Provence AOP, Coteaux d'Aix-en-Provence AOP and Coteaux Varois en Provence AOP producers; **Conseil Interprofessionnel des Vins du Roussillon; Vignobles du Sud-Ouest; Vins du Pays d'Oc IGP; Inter-Beaujolais**, attending with all its appellations and over 50 producers; **Vins du Centre-Loire, Vins de Savoie, AOC des Vignobles de la Vallée du Rhône**, and **Vins de Nouvelle Aquitaine** with over 160 producers gathered under the Agence de l'Alimentation Nouvelle Aquitaine (AANA) banner), **Crus Bourgeois du Médoc** and the **Graves, Pessac-Léognan, Sauternes, Barsac, Saint-Emilion, Pomerol and Fronsac appellations; Vignerons Indépendants d'Alsace**, gathering over 400 winegrowers, **Vignerons de France** representing 7,000 winegrowers located across the entire country; and **Vignerons Engagés** representing nearly 6,000 winegrowers.

## NOTEWORTHY EVENTS AMONG EXHIBITION HIGHLIGHTS

### TUESDAY 11 FEBRUARY

#### "RSF: Champagne, a pioneer in sector-based social responsibility"

A press conference by Comité Champagne with a presentation by David Chatillon, Chairman of the Union des Maisons de Champagne.

Room 7 – Press Conference - Hall 4 - from 11:00 am to 12:00 pm.

#### "Will resistant varieties be the future of wine?"

A tasting hosted by the Nouvelle-Aquitaine region and Vinopôle Bordeaux-Aquitaine as part of the vitiREV programme, award recipient of France 2030.

By **Natacha Bonneton**, Viticulture and Oenology Experimentation Technician with the French Vine & Wine Institute IFV, **Caroline Fleur**, Director/Consultant Winemaker with the CEnocentres group, **Maud-Isabel Furet**, Head of Winemaking Research and Experimentation at the Gironde Chamber of Agriculture, **Ambre Nelet**, Director of the vitiREV programme, vitiREV wine industry specialist.

AANA Stands B 007 - Hall 7.1 and D061 Hall 5.2 - from 11:00 am to 4:00 pm.

#### Environmentally and socially-friendly initiatives include:

Famille Fabre, the independent, family-run producer in Languedoc, certified organic since 1991, is attending this year with a distinctly 'green' stand. A pioneer for its eco-friendly commitments, **Famille Fabre** is innovating this year with a stand made from 100% recyclable cardboard, designed in conjunction with **La Poudrière**. This bold choice is the perfect illustration of the sustainable values championed by the Fabre family who have been winegrowers in Languedoc since 1605. Light, modular and successful from an aesthetic perspective, the stand epitomises the balance between innovation, respect for the environment and a focus on traditional craftsmanship. This is an impressive initiative to look out for at Wine Paris, and is part of a holistic drive to host more sustainable events.

Hall 7.2 / Stand D282.



# 6

**VINEXPOSIUM'S  
CSR CHARTER  
AND PRACTICAL  
INFORMATION**

# VINEXPOSIUM'S CSR CHARTER

As a key event for wine professionals, **Wine Paris** embodies efforts by the wine industry to be environmentally responsible.

Ecological transition has now become a priority for all strands of the industry, from producers and distributors to all partners along the value chain. Reducing its environmental impact, adopting sustainable vineyard management techniques, optimising packaging and choosing eco-friendly logistics solutions are all tangible commitments in favour of a more sustainable future.

To mirror these ambitions, **Vinexposium** has signed the international initiative "**Net Zero Carbon Events**", as part of its overall approach designed to reduce its carbon emissions. **Its pledge aims to reduce its CO<sub>2</sub> emissions by 50% between now and 2030, and to achieve carbon neutrality by 2050.** To reach this goal, the exhibition is rolling out ambitious measures to make the event a model of responsibility and sustainability.

## 1. RE-USE, CIRCULAR ECONOMY AND WASTE REDUCTION

- **Collection of empty glass bottles:** with **Eco in Pack** and **Adelphe**, empty glass bottles are no longer simply recycled but collected and washed so they can be re-used. The process extends their lifecycle whilst also reducing the environmental impact caused by producing new bottles. This is a more sustainable alternative which aligns with the rationale of the circular economy.
- **Closure collection:** cork and synthetic closures are collected then sold to a cork manufacturer with the proceeds donated to the **Agir Cancer** association. The initiative not only gives the closures a second lease of life, it also supports a worthy cause. It is a great example of community spirit and recycling, supported by the **French Cork Federation and Agir Cancer**.

- **Transformation of alcoholic liquids into bio-fuel:** an innovative solution for reducing waste whilst also producing sustainable energy. The initiative is supported by **Grap'Sud** and promotes ecological transition and a reduction in the wine industry's carbon footprint.
- **Investment in re-usable stand designs:** the free-pour tasting room counters, the Infinite Bar, the PODS in the Be Spirits hall, the Academy frames and premium stands. Also 200,000 wine glasses will be used, thereby reducing the need for disposable products. The initiative aims to minimise environmental impact whilst also offering visitors a quality experience.

## 2. RAISING AWARENESS AND SUPPORTING THE TRANSITION TO RESPONSIBLE PRACTICES

- **Re-use of stand structures:** exhibitors are encouraged to collect, re-use and redistribute their stand structures to associations committed to sustainable development. Supported by **Muto**, the initiative gives a second lease of life to used materials, whilst also supporting community-based, environmentally-friendly actions. It is a tangible means of reducing waste and promoting the circular economy.
- **Raising awareness of eco-friendly choices:** actions aimed at incentivising exhibitors and visitors to make eco-friendly choices before, during and after the exhibition. Through dedicated booklets, participants are informed of the good practices that can help them reduce their environmental impact, thus contributing to making the event more responsible and sustainable.



## OPENING TIMES

Monday 10 February | from 9:30 am to 7:00 pm

**NEW:** evening opening from 7:00 pm to 9:00 pm

Tuesday 11 February | from 9:30 am to 7:00 pm

Wednesday 12 February | from 9:30 am to 5:00 pm

## ADDRESS

Paris Expo Porte de Versailles

1 place de la Porte de Versailles – 75015 Paris

## ACCESS

**Metro:** line 12, Porte de Versailles station or line 8, Balard station

**Tramway:** t2 and t3a, Porte de Versailles – Parc des expositions station

**Bus:** n° 80 (Porte de Versailles – Parc des expositions station)  
and n° 39 (Desnouettes station)

**Bicycle:** vélib' station avenue Ernest Renan

## VISITOR BADGES

Online purchases until 9 February 2025: €70 incl. VAT

Online purchases or at the door from 10 to 12 February 2025: €95 incl. VAT

Free admission for journalists and content creators  
(subject to accreditation by the show's press office)

**Online accreditation at [wineparis.com](https://vinexposium.mybadgeonline.com/Pro-Login/Pro-Salons)** (until 5pm on Sunday 9 February):  
**<https://vinexposium.mybadgeonline.com/Pro-Login/Pro-Salons>**

## FOLLOW THE EVENT

<https://www.facebook.com/vinexposium>

<https://www.linkedin.com/company/vinexposium/>

<https://www.instagram.com/vinexposium/>

<https://www.youtube.com/c/vinexposium>

<https://twitter.com/vinexposium>

### **Live event photos:**

<https://public.joomeo.com/users/Vinexposium/albums>

**To access information, exhibitor news and download visuals, click on the [wineparis.com](https://wineparis.com/newfront/page/media) Media page:**

**<https://wineparis.com/newfront/page/media>**

7

VINEXPOSIUM  
NEWS



# VOI KE

OF THE INDUSTRY

#1

Feb. 2025



The wine & spirits magazine by  
**VINEXPOSIUM**



# Manifesto

VOICE OF THE INDUSTRY • #01 • FEBRUARY 2025

**T**he wine and spirits industry is a unique and inspiring space, seamlessly blending local roots with global reach. From the way a vintage reflects its terroir to discovering domestic grapes thriving abroad, the connections are profound for those of us who have made it our life's work. For our global clientele – whether savouring wine at its source, enjoying a cabernet in Tokyo, or discovering a hidden local gem – the industry's charm is undeniable.

Curiosity and connection are at the heart of everything we do. We seek to understand the land beneath our feet while learning from global markets and practices. Building networks, forging human connections, and sharing experiences are as vital as honouring our heritage. This blend of relationships, knowledge, and interaction makes our work deeply enriching and uniquely human.

For years, Vinexposium has brought the wine and spirits community together through six global events annually. Our mission is to connect, create opportunities, share knowledge, inspire, and celebrate this vibrant industry. With the largest B2B database in the industry, we foster business deals and meaningful professional connections.

The challenges of recent years, particularly since the pandemic, have shown us the need to evolve and provide even greater value. Vinexposium is committed to shaping the future of the industry we all love, addressing every facet—from production and trade to marketing and tourism—with a focus on knowledge and storytelling.

*VOICE*, the magazine you're reading, is designed to fill a gap in the media landscape. It is a collaborative effort by and for the industry, offering a platform where leaders share stories and insights drawn from their expertise and experience. *VOICE* aims to unite and inspire the sector, highlighting our shared passion and purpose.

As CEO of Vinexposium, I'm committed to this initiative, taking on the role of publisher. This is not just about launching a publication; it is about creating a collaborative platform that brings together the industry's expertise, insights, and stories. With the help of a team of writers, we aim to produce a high-quality publication that is both engaging and valuable, tackling the real challenges facing our industry, such as climate change and market uncertainties.

Our shared goal is ambitious: to help the wine and spirits sector thrive and prepare for a sustainable, successful future. By uniting everyone's voices, we can achieve this together.

Vinexposium is more than a hub for connections and transactions – it is a catalyst for knowledge and storytelling. Through our new magazine, we aim to deepen the conversations sparked at our events and extend them far beyond. This is your platform, your stories, your voice. Join us on this journey.

Rodolphe Lameyse  
**CEO, Vinexposium**



## Nos prochains événements / Our next events



**VINEXPO AMERICA**

Miami. 7 - 8 May 2025



**VINEXPO ASIA**

Singapore, 27-29 May 2025



**VINEXPO INDIA**

Mumbai, 11-12 October 2025



**WBWE**

**(WORLD BULK WINE EXHIBITION)**

Amsterdam, 24-25 November 2025



**WINE PARIS**

Paris, 9-11 February 2026



**BE SPIRITS**

Paris, 9-11 February 2026



## 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 is the industry's ally, geared to developing its sales reach.

**Vinexposium, creating momentum.**

## PRESS CONTACTS

INTERNATIONAL : VINEXPOSIUM  
[media@vinexposium.com](mailto:media@vinexposium.com)



Access the media area  
of the Wine Paris website

[wineparis.com](http://wineparis.com)



Un événement  
**VINEXPOSIUM**