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

Press Release

ALL YOU NEED IS WINE PARIS

Paris, 14 February 2025 – **Wine Paris 2025 has confirmed its ranking as the world's leading wine and spirits event following three days of record attendance. A total 52,622 visitors took part in the exhibition, 45% of them internationals from 154 countries. Despite the unpredictable geo-economic situation marked by political instability, declining consumption and environmental challenges, at the very core of the exhibition industry members found a vital source of inspiration and influence for future-proofing the wine and spirits business. Wine Paris is much more than an event: it is a driving force for the entire sector, a space where the fundamentals move front and centre – sharing, sincere conversations, opportunities, engagement and constructive marketing dialogues.**

Wine Paris 2025, a Key Influential Voice in the Industry

Over the past six years, Vinexposium has become a foremost economic and political resource for the industry. Consequently, the opening tour was attended by three French ministers who each delivered speeches –the Minister for Agriculture and Food Sovereignty; the Minister for Foreign Delegate for Foreign Trade; and the Minister Delegate for Tourism. Wine Paris also welcomed former French ministers, many MPs, senators and over 30 official foreign delegations, including ambassadors and ministers of State.

Wine Paris 2025, a Catalyst for Industry Thinking

Wine Paris' commitment and ability to bring industry stakeholders together over content showing a high level of expertise were again confirmed at this year's exhibition with record attendance at the various events and conferences.

The French Federation of Wine and Spirits Exporters (FEVS) press conference provided the opportunity to present 2024 French wine and spirit export results; OIV's conference took stock of international trade in wine; the Moët Hennessy panel discussions focused on policies supporting the transition to agro-ecology and regenerative practices for winegrowing; and the Wine Origins Alliance conference dealt with collective industry action to remove trade barriers for wine.
Similarly, this year's Academy programme brought together 250 international experts and a programme of 130 sessions.

Vinexposium's role as a benchmark industry resource has been even more firmly embedded this year with the launch of **Voice of the Industry**, the business intelligence platform where wine and spirits issues are deciphered by major industry players and international institutions.

Wine Paris 2025, the Summit Event for the Global Wine and Spirits Trade

Global stakeholders have chosen Wine Paris. The 2025 exhibition posted an 80% increase in floor space allocated to international exhibitors compared with 2024, with three entire halls reserved for them. Boasting 54 exhibitor countries, 116 international pavilions (including 8 new participants) and 45% of

its visitors travelling from 154 countries, Wine Paris 2025 confirmed its role as the peak event for the global wine and spirits trade.
Vinexposium's commitment to fostering business growth was also reflected in the 35% increase in attendance by the main buyers in key markets. The networking service reached a new level of performance by doubling the number of online connections between producers and buyers.

Rebecca Ohayon, a buyer for the Majestic Wine chain of stores in the United Kingdom, stated: *"I have been coming to Vinexposium events for over ten years. I have seen the exhibition grow and in my opinion the groundwork accomplished is incredible. Internationally, the exhibition is growing, which gives people a reason to come and if you get a "one-stop show", that's even better. The atmosphere is magical. This is Paris, an appealing city, and other buyers agree with me in saying that the finest restaurants are here. I'm already geared up to coming back next year!"*

French attendance also registered a 7% increase with representation by all the French wine regions and participation by independent winegrowers, co-operatives, trading companies and major brands.

Be Spirits, a Tribute to Global Excellence in Spirits

In 2025, Be Spirits experienced significant growth with 34 producer countries exhibiting, 37% more floor space* than in 2024 and more than 300 exhibitors* including 55% new attendees*. Alongside the many prominent French brands attending, international businesses ramped up their participation, with 2.5 times more overseas exhibitors than in 2024 and 10 new exhibitor countries in the Be Spirits space.

"*In times of uncertainty like now, of economic crisis and loss of meaning, isolationism is not an option. It is by combining strengths and promoting innovation, engagement by all industry players and connections between economic and political spheres that we can implement solutions. Over the years, Wine Paris has established itself in the global psyche as a vital source of influence. More than ever, the 2025 exhibition played a crucial role for national and international stakeholders in the wine and spirits industry*", concludes Vinexposium CEO Rodolphe Lameyse.

With a 2025 events calendar spanning the continents, including upcoming exhibitions Vinexpo America (7 and 8 May in Miami), Vinexpo Asia (from 27 to 29 May in Singapore), Vinexpo India (11 and 12 October in Mumbai) and the World Bulk Wine Exhibition (24 and 25 November in Amsterdam), Vinexposium is facilitating the international development of its partners and supporting them every step of the way.

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

Click here to access visuals of Wine Paris 2025
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**Figures updated on 03/05/2025*