



Press Release

## VINEXPO AMERICA: INDUSTRY TRADE EVENT DELIVERS ESSENTIAL MARKET INSIGHTS AND CONNECTIONS



**MIAMI, FL – April 23, 2025—Vinexpo America 2025**, North America's leading B2B wine and spirits trade exhibition, announces its inaugural Miami edition May 7-8, 2025. This strategic expansion positions the event at the crossroads of North America, Latin America, and the Caribbean, providing unfettered access to emerging distribution channels and business opportunities.

### Why Industry Professionals Choose Vinexpo America

Vinexpo America 2025 delivers actionable market intelligence and direct connections to decision-makers across the Americas. The carefully curated program addresses current market challenges while facilitating targeted business development in a trade-exclusive environment. This edition marks a transformative chapter in the event's evolution, bringing together industry leaders and innovators from across the globe to address the pressing challenges facing our sector today. The international scope and collaborative spirit of this gathering underscore how important these conversations have become in a rapidly changing landscape.

### Academy Program Delivers Critical Market Intelligence

The 2025 Academy features industry experts addressing key market challenges in four major subjects: Opportunities & Challenges in the US Market and Beyond; Consumption Trends and the Impact of New Generations; Exploring Terroirs and Defining Wine Identities; and Gastronomy & Sommellerie.

#### *Opportunities & Challenges in the US Market and Beyond*

- **Conference: “Importing and Distributing in the US: Finding Opportunities in 2025,”** organized by MHW Ltd.
- **Conference: “Wine Talks Miami: Inside the Florida Wine Market”** organized by Sarah Phillips

#### *Consumption Trends and the Impact of New Generations*

- **Conference: “Wine’s Future Shines Bright: What Gen Z, Millennials & Multicultural Consumers Really Want”** organized by the Wine Market Council

- **Conference: “The New Vintage: Gen Z on Taste, Trends & Transparency”** organized by the Florida International University Chaplin School of Hospitality & Tourism Management

#### *Exploring Terroirs and Defining Wine Identities*

- **Masterclass: "The Rise of Agave: A Deep Dive into Culture, Craft & Tasting"** organized by Vinexposium
- **Masterclass: Heritage Grapes: Identity, History and Tradition of the American Continent”** organized by Vinexposium & our official partner l’Union de la Sommellerie Internationale (ASI)
- **Masterclass: “The Southern Rhône’s Best Kept Secret”** organized by Vins Sobres
- **Masterclass: “How does Vins de Provence craft the best rosés in the world?”** organized by Le Conseil Interprofessionnel des Vins de Provence

#### **Gastronomy & Sommellerie**

- **Conference: “Which Wines Shine under the Michelin Stars?”** organized by Wine Services
- **Awards: “Star Wine List of the Year Florida 2025”** organized by Star Wine List

#### **Quick Talks: A Brand New Format this Year!**

In addition to the above Academy program, Vinexpo America will also feature two “Quick Talks.” Quick Talks are 30-minute sessions focused on market insights, consumer trends and real-world strategies.

- **Conference: “Glass Half Full: BevAlc’s Silver Linings in a Turbulent Market”** organized by Vinexposium and our official partner The IWSR
- **“Why is Miami So Hot? Tapping Into the Magic”** organized by Chaplin Uni of Wine & Spirit

#### **Strategic Business Platform**

Vinexpo America's focused trade environment delivers measurable ROI through:

- **North American Buyer Access:** Direct engagement with qualified importers, distributors, and on/off-premise buyers from key U.S. and Canadian markets
- **Latin American Market Gateway:** Strategic connections to emerging distribution channels in Mexico, Brazil, Peru, the Caribbean and beyond
- **Structured Meeting Program:** Pre-scheduled appointments with pre-qualified decision-makers based on specific business objectives
- **Product Discovery:** Curated tastings showcasing category innovations and market-ready offerings

*"This rich and varied program reflects our desire to provide participants with the tools to understand market dynamics better, anticipate consumer trends, and make informed*



***business decisions across the continent.*** Our debut in Miami positions the event at the intersection of North and Latin American markets, offering trade professionals the essential business connections needed in today's evolving industry landscape. The comprehensive Academy program addresses the specific challenges facing importers, distributors, and retailers," said **Rodolphe Lameyse, CEO of Vinexposium.**

Spots are limited for this anticipated event. Professionals aiming to stay competitive and informed about the latest developments should promptly secure participation.

## Registration Information

Trade professionals can secure attendance through the event website. The organizers recommend early registration for participants interested in the business meeting program.

For more information, visit the media section of [Vinexpo America](#) and [register online](#)

Click [here](#) to access photos of Vinexpo America 2024

## About Vinexposium

**Vinexposium is the year-round ally to the global wine and spirits trade.** Through international business events and editorial content, it brings together every segment of the industry to foster growth and visibility. By combining market insight and connection opportunities, including *Voice of the Industry*, Vinexposium helps professionals, around the world, navigate change, unlock opportunities, and stay aligned with emerging trends in sustainability, innovation, and consumer expectations.

## About Vinexpo America

Vinexpo America is the premier gateway to the wine and spirits market across North and Latin America. Hosted in Miami, a strategic hub between continents, the event connects global brands with key buyers, importers, and distributors. Navigating the complexities of the U.S. three-tier system, Latin America's emerging markets, and evolving consumer trends, Vinexpo America is where business meets opportunity—offering strategic insights, regulatory expertise, and direct access to the region's most influential players.



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