

VINEXPO AMERICA IN MIAMI BECOMES A STRATEGIC HUB FOR THE AMERICAS



MIAMI, FL - May 14, 2025 - In an uncertain economic and geopolitical landscape, **Vinexpo America 2025** reaffirmed its mission: to bring together key players in the wine and spirits sector across the continent. With a strategic new edition hosted for the first time in Miami, the show cemented its role as a central meeting point for North America, Latin America and the Caribbean, offering a vital platform for connection, insight, and opportunity in challenging times.

The 2025 edition welcomed **2,106 wine and spirits professionals from 46 countries** and featured over **1,000 pre-scheduled business meetings**. Most notably, **40% of the visitors came from Central America, Latin America, and the Caribbean** - reflecting the show's growing influence across the region. Strong delegations from Brazil, Mexico, Puerto Rico, and other emerging markets reinforced Vinexpo America's role as a continental business hub.

Unprecedented Diversity and Quality of Trade Visitors

Vinexpo America 2025 distinguished itself through its attendees' exceptional quality and diversity. The event attracted high-level decision-makers from across the Americas, including a strong presence of key importers, distributors, and HORECA stakeholders. Notably, buyers from across the United States made the trip to Miami - a clear sign of the event's growing national reach.

Latin American representation was also particularly robust, with significant attendance from Argentina, Brazil, Chile, Colombia, Mexico, Peru, and Puerto Rico. This regional diversification highlights the increasing strategic importance of the Americas for wine and spirits producers worldwide.

"In a time of economic uncertainty and trade tensions, the success of this edition sends a strong signal: the industry is eager to come together, gain clarity, and move forward collectively," said **Rodolphe Lameyse, CEO of Vinexposium**. *"Vinexpo America 2025 brought together the full spectrum of the industry - from Canada to Chile - and offered international producers a strategic gateway into the market. The quality of the conversations held here confirms just how essential these events are in driving the industry's momentum."*

Highly Effective Business Matching

The event's structured business matching program generated **1,000 pre-scheduled meetings** between exhibitors and pre-qualified buyers. The focused trade environment delivered clear ROI for participants, with new business relationships established during the event.

"Miami is a strategic location: it's the link between North and South America. Many importers are concentrated there, not only from the U.S., but from across the continent. It's truly a hub for the American market." said Pilar Lorenzo, Export Manager for Grupo Son Sierra.

Expanded International Exhibitor Presence

The 2025 edition featured an impressive diversity of exhibitors and pavilions, including notable newcomers like **Wines of Macedonia** and **Yes, Romania** for instance. These participating companies and regions outlined the growing interest in the American market from emerging wine regions worldwide. Traditional wine-producing regions were also well-represented, with significant wine regions from France, Italy, Spain, Portugal, and more.

Spirits producers were also present in growing numbers, with a wide range of international brands showcasing **whisky, brandy, mezcal, sake, baijiu, and ready-to-drink cocktails**.

Having the fair in Miami is great for us, located in South America. Miami is a key gateway for trade, not only in North America, but also in Central America and the Caribbean, so I am excited to expand our frontiers thanks to Vinexposium! - Alejandro De Laire, CEO of Vincorte (Colombia)

Insightful Academy Program

The Vinexpo Academy provided crucial market intelligence through its comprehensive program of masterclasses, conferences, and the new Quick Talks format. Sessions addressing the evolving landscape of US distribution, emerging consumer trends, and market opportunities throughout the Americas were particularly well-attended.

The **"Importing and Distributing in the US: Finding Opportunities in 2025"** session drew standing-room-only attendance, while the **"Wine's Future Shines Bright: What Gen Z, Millennials & Multicultural Consumers Really Want"** conference provided valuable insights into evolving consumer preferences.

Looking Ahead: Vinexpo America Returns to Miami in 2026

Following the success of the 2025 edition, Vinexposium has announced that Vinexpo America will return to Miami in 2026, reinforcing the city's position as the strategic hub connecting North American, Latin American, and Caribbean wine and spirits markets.

"Miami delivered exactly what we were looking for: energy, connectivity, and perspective," said **Rodolphe Lameyse**. *"Its unique position, linking North and Latin America, with strong ties to the*



Caribbean, makes it a natural business hub for our industry. We'll be back in 2026 to keep growing what we've built here.”

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

For photos of the event, [click here](#).

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 worldwide 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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