



VINEXPO
AMERICA

7-8
MIAMI MAY
2025

—
Miami Beach Convention Center

**PRESS
PACK 2025**



An event by
VINEXPOSIUM

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Rodolphe Lameyse
CEO of Vinexposium

VINEXPO AMERICA: BUILDING COLLECTIVE SOLUTIONS IN A CHALLENGING MARKET

The wine and spirits industry is navigating an unprecedented period of uncertainty. Economic pressures, restrictive tariff policies, and shifting consumption patterns have combined to create a complex environment for both exporters and U.S. importers and distributors. In this difficult yet shared context, isolation is not an option. **The future of the industry requires open dialogue, strategic collaboration, and the willingness to confront challenges together.**

Vinexpo America 2025 has been designed precisely with this in mind. More than a trade show, it serves as **a strategic business platform, bringing together professionals to exchange ideas, better understand market dynamics, and explore concrete opportunities for growth across the Americas.** By facilitating these connections, the event contributes to strengthening the industry's resilience and supporting its long-term development.

The choice of Miami reflects this ambition. Positioned at the crossroads of **North America, Latin America, and the Caribbean, Miami is a gateway to a wider market**, attracting a diverse range of **buyers**, from **distributors** and **travel retail professionals to the local HORECA sector**. Its dynamic economic landscape provides an ideal setting to build bridges between markets and create lasting business relationships.

The current challenges facing the sector cannot be overlooked. Restrictive tariff policies and economic pressures impact all stakeholders – from producers to importers, distributors, retailers, and ultimately, consumers. Vinexpo America 2025 does not claim to offer immediate solutions to these issues. Rather, it provides a dedicated space for dialogue, fostering a clearer understanding of the market and the concerns of its key players.

Vinexposium's commitment goes beyond short-term objectives. Since its creation, the group has consistently supported the industry through periods of disruption, with a long-term vision focused on growth and collaboration. **Vinexpo America 2025 is part of this ongoing mission: offering a strategic platform where the industry's future can be shaped collectively.**

Attending Vinexpo America means being part of this dynamic and forward-looking conversation – at the very heart of a market in motion.

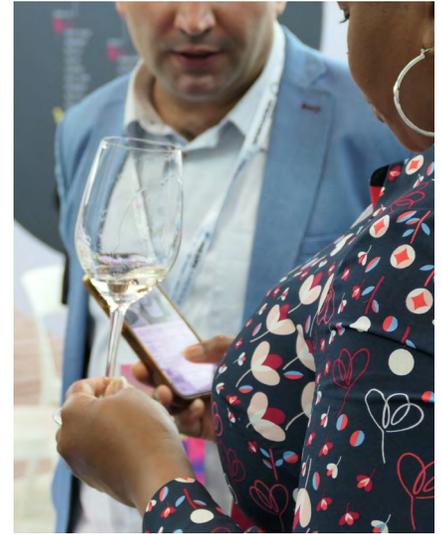
Rodolphe Lameyse,
CEO of Vinexposium

2 | DESTINATION MIAMI

MIAMI: A STRATEGIC HUB FOR THE WINE & SPIRITS INDUSTRY

In 2025, Vinexpo America will take place in Miami, a city known for its dynamic business environment, strong international trade connections, and thriving hospitality sector. As a key gateway between **U.S., Latin America and the Caribbean**, Miami provides **direct access to diverse key buyers**, including importers, distributors and professionals in the HORECA sector looking for premium wines and spirits.

With its multicultural population, high concentration of luxury hospitality venues, and growing demand for high-end wines and craft spirits, Miami presents a prime business opportunity for industry professionals seeking to expand their footprint in the Americas.



A global business and logistics powerhouse

Miami is not just a destination, and Miami isn't just easy to reach, it's built for **international trade and professional exchange as a strategic business hub with direct access to buyers from North, Central, and South America and the Caribbean**. Vinexpo America 2025 attracts decision-makers from key industry sectors, including airlines, luxury hospitality, and global travel retail. The city is a primary entry point for premium wines and spirits entering the U.S. from Latin America and the Caribbean.

- Miami International Airport (MIA) is the leading gateway for international cargo, handling over \$70 billion in global trade annually.
- PortMiami is the world's largest cruise port and a major distribution center for spirits and wines destined for the cruise industry. This provides the opportunity for valuable partnerships in premium beverage programmes.
- The city's advanced logistics infrastructure ensures efficient import and export operations, making it a key location for international beverage distribution.

Florida: a high-growth market for wine & spirits

Florida is one of the top states in the U.S. for wine and spirits consumption, with strong demand across tourism, hospitality, and retail sectors. **Florida is the 4th largest economy in the U.S.** With its diverse economic landscape and thriving luxury market, the state provides an ideal platform for brands looking to grow their presence.

- It's home to **23 million residents**, over **140 million annual visitors**, and a **robust network of beverage importers and distributors**.
- A rapidly expanding food, beverage, and hospitality scene with strong purchasing power. From tequila and craft spirits to organic wines and RTDs, Florida often leads in shaping what's next in consumer preferences.

Expanding opportunities at Vinexpo America 2025

Bringing Vinexpo America to Miami creates a key platform for networking, deal-making, and industry insights. The event will **connect exhibitors with major buyers** across the Americas, offering access to hospitality professionals, importers, retailers, and distributors seeking new and innovative brands.

Leverage Miami's international energy to fuel new collaborations across borders and channels, Vinexpo America 2025 is set to **open doors to new markets, valuable partnerships, and increased brand visibility** for wine and spirits professionals worldwide.



WHY ATTEND VINEXPO AMERICA 2025?

Strategic access to the U.S., Latin American & Caribbean markets

Vinexpo America offers a rare opportunity to engage directly with professionals from the U.S. wine and spirits sector while also opening doors to the fast-growing markets of Latin America and the Caribbean. Its location in Miami, at the intersection of three major regions, makes it the ideal hub to **meet importers, distributors, hospitality buyers, and retailers** navigating today's complex trade environment.

A premier venue for business & networking

The Miami Beach Convention Center, a state-of-the-art venue in the heart of Miami Beach, provides an ideal setting for business meetings, tastings and strategic exchanges. With modern facilities and proximity to top hotels, restaurants, and attractions, it ensures an efficient and productive experience for all participants.

The future of wine & spirits business

Vinexpo America 2025 is more than a trade show. It is a **business-driven event** designed to connect professionals, provide market insights, and create new growth opportunities. It provides a convenient platform for both exhibitors and visitors to embark on a journey through the world's vineyards under one roof, offering the chance to taste wines from regions they might not otherwise encounter in a single day.

3 | KEY FIGURES



280
exhibitors
from 25 countries



3,000
trade visitors due to attend
from 40 countries



+20
academy sessions



FLORIDA FOCUS

Economy: 4th largest in the U.S., driven by tourism, agriculture, aerospace, and real estate.

Tourism: Over 140 million visitors annually.

Wine & Beer: Florida is the 2nd largest wine consumer (after California) and 3rd for beer.

Imports & Distribution: Florida and neighboring states (Texas, South Carolina) host major wine and spirits importers, with 500+ licensed distributors in Florida.

4 | THE MAJOR TRENDS

NO/LOW ALCOHOL

The No/Low alcohol trend has grown rapidly in recent years, driven by **younger generations like Millennials and Gen Z**. Focused on **health and mindful consumption**, they opt for low-alcohol or alcohol-free drinks without sacrificing social experiences. **Innovation is key to this market**, with advanced techniques like vacuum evaporation preserving wine's flavors while removing alcohol. Alcohol-free spirits, such as gin and whisky alternatives, use plant infusions and special distillation methods to replicate traditional flavors without the alcohol.



PREMIUMIZATION

Premiumization in the wine and spirits sector 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. They **consume less, but better**. 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 packagings, often produced as limited editions.

RTD

The **Ready-to-Drink (RTD)** category has become one of the fastest-growing segments, with consumers demanding bar-quality cocktails, wine spritzers, and low-ABV beverages in **portable formats**. Once dominated by simple hard seltzers, the **RTD market is now embracing premium ingredients, craft distillation, and complex flavor profiles**.



EMERGING PRODUCER COUNTRIES & MARKET DIVERSIFICATION

Consumers and sommeliers alike are turning their attention to **undiscovered wine regions** and small-scale distilleries, seeking new **taste experiences and unique terroirs**. Regions beyond the traditional powerhouses of France, Italy, and California—such as Uruguay, South Africa and Eastern Europe—are gaining recognition for their exceptional quality and authenticity. This shift creates **new opportunities** for boutique producers to shine on the global stage, **expanding the diversity of offerings available in the market**.

SUSTAINABILITY

Sustainability has evolved from a niche concern to a mainstream expectation among consumers and industry professionals. As **climate change accelerates**, the wine and spirits industry is adapting with **sustainable practices and ingredient transparency**. Consumers, especially Millennials and Gen Z, demand **eco-conscious brands, organic ingredients, and ethical sourcing**. Producers are responding with carbon-neutral distillation, water-efficient vineyards, and recyclable packaging, while natural wines and fair-trade spirits gain popularity. **Transparency in labeling**—highlighting farming methods and environmental impact—is now a **key differentiator**.



5 | VINEXPO ACADEMY

SHAPING THE INDUSTRY'S FUTURE WITH THE VINEXPO ACADEMY

Vinexpo America 2025 is a professional forum that empowers wine and spirits players to **anticipate and adapt to market changes** through a curated content platform: the Academy. 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.
Wednesday, 07 May 2025 — 02:30 pm - 03:00 pm.
- **Conference: “Wine Talks Miami: inside the Florida wine market”** organized by Sarah Phillips.
Wednesday, 07 May 2025 — 04:30 pm - 05:30 pm.

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.
Thursday, 08 May 2025 — 10:30 am - 11:00 am.
- **Conference: “The new vintage: Gen Z on taste, trends & transparency”** organized by the Florida International University Chaplin School of Hospitality & Tourism Management.
Thursday, 08 May 2025 — 02:30 pm - 03:00 pm.



Exploring terroirs and defining wine identities

- **Masterclass: “The rise of agave: a deep dive into culture, craft & tasting”** organized by Vinexposium. Wednesday, 07 May 2025 — 12:00 pm - 01:00 pm.
- **Masterclass: “How does Vins de Provence craft the best rosés in the world?”** organized by Le Conseil Interprofessionnel des Vins de Provence. Wednesday, 07 May 2025 — 02:30 pm - 03:30 pm.
- **Masterclass: “Heritage grapes: identity, history and tradition of the American continent”** organized by Vinexposium & our official partner l’Union de la Sommellerie Internationale (ASI). Thursday, 08 May 2025 — 10:00 am - 11:00 am.
- **Masterclass: “The Southern Rhône’s best kept secret”** organized by Vinsobres. Thursday, 08 May 2025 — 12:00 pm - 01:00 pm.

Gastronomy & Sommellerie

- **Conference: “Icons of Michelin wine lists”** organized by Wine Services. Wednesday, 07 May 2025 — 03:30 pm - 04:00 pm.
- **Awards: “Star wine list of the year Florida 2025”** organized by Star Wine List. Thursday, 08 May 2025 — 04:15 pm - 05:30 pm.



QUICK TALKS: A BRAND NEW FORMAT THIS YEAR!

Within the Academy Vinexpo America will also feature “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. Wednesday, 07 May 2025 — 10:00 am - 11:00 am.
- **“Why is Miami so hot? Tapping into the magic”** organized by Chaplin School of Hospitality & Tourism Management. Wednesday, 07 May 2025 — 11:30 am - 12:00 pm.



6 | PRACTICAL INFORMATION

DATE

Wednesday May 7th and Thursday May 8th 2025

VENUE

Miami Convention Center (Hall D)
1901 Convention Ctr Dr, Miami Beach, FL 33139

ACCESS

The MBCC is easily accessible from three major causeways:

- I-395 McArthur Causeway
- I-195 Julia Tuttle Causeway
- Venetian Causeway

Parking:

- Miami Beach Convention Center Parking Garage
- Multiple Municipal Parking Garages near the MBCC

OPENING TIMES

Wednesday May 7th | from 9:30am to 6:30pm

Thursday May 8th | from 9:30am to 5:30pm

VISITOR BADGES

Online purchases until May 6th: 65\$

Online purchases or at the door from 7 to 8 May 2025: 95\$

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

Online accreditation at [vinexpo-america.com](https://vinexpo-america.com/newfront/page/media#media-accreditation) : <https://vinexpo-america.com/newfront/page/media#media-accreditation>



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Live event photos:

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

To access information, exhibitor news and download visuals:

<https://vinexpo-america.com/newfront/page/media>



Rodolphe Lameyse
CEO of Vinexposium

@Phil_Labeguerie

VOICE OF THE INDUSTRY • #01 • FEBRUARY 2025

MANIFESTO

VOICE OF THE INDUSTRY, OUR NEW MEDIA

The 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, 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.

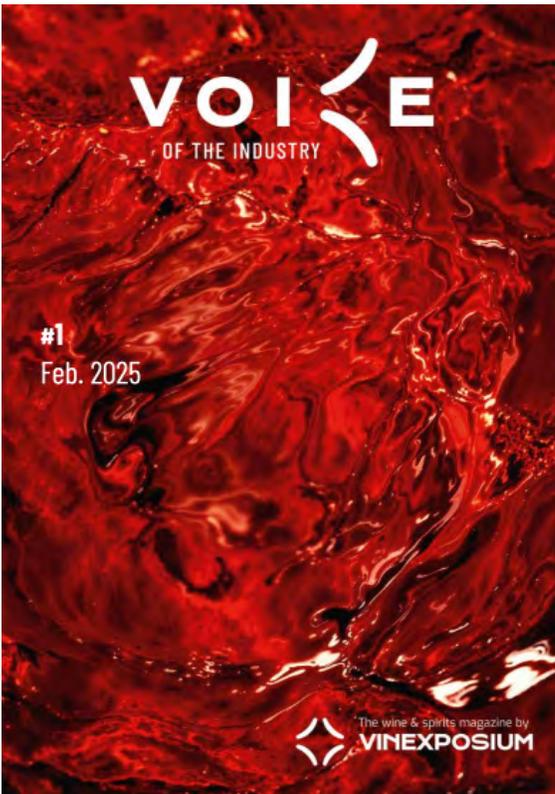
As CEO of Vinexposium, I'm committed to this initiative, taking on the role of publisher. This is not just about launching a publication; it is about creating a collaborative platform that brings together the industry's expertise, insights, and stories. With the help of a team of writers, we aim to produce 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



VINEXPOSIUM ALL AROUND THE WORLD

VINEXPO
AMERICA

7-8
MAY
MIAMI 2025

Miami Beach Convention Center

VINEXPO
ASIA

SINGAPORE
27-29
MAY
2025

VINEXPO
INDIA

3-4
OCT.
2025

Mumbai
JIO WORLD CENTRE

Member of
VINEXPOSIUM

VINEXPO
EXPLORER

Mendoza, Argentina
6 ▶ 9 Oct. 2025

PROMENDOZA ARGENTINA MENDOZA ARGENTINA Member of VINEXPOSIUM

WBWE World Bulk Wine Exhibition

24 - 25 NOVEMBER 2025
Amsterdam RAI | Hall 5

WINE PARIS

09 - 11 Feb.
2026

PARIS EXPO
PORTE DE VERSAILLES

PAIRING
PERFECTION



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.**

About VINEXPO AMERICA

Vinexpo America is the premier gateway to the wine and spirits market across the Americas. Hosted in Miami, a strategic hub between continents, the event connects global brands with importers, distributors and other key buyers. 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.

MEDIA CONTACTS

Media contact in the U.S. and Canada:

Fanny Spironelli
L'eau à la Bouche agency
fanny@ealbmarketing.com

Media contact in all other regions:

Camille Cordasco / Cloé Seban
media@vinexposium.com

vinexpo-america.com



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