

 **VINEXPO**  
ASIA

**SINGAPORE**  
27-29  
MAY  
2025



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**VINEXPOSIUM**

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## VINEXPO ASIA: THE STRATEGIC ENGINE FOR THE WINE & SPIRITS MARKET IN ASIA



Rodolphe Lameyse  
CEO of Vinexposium

Faced with transformational economic, climatic and geopolitical shifts which are redefining global market dynamics, the wine and spirits industry must adapt to seize new opportunities. Southeast Asia is now establishing itself as a key region for leveraging growth, fuelled by dynamic markets, a young generation of consumers, and a vibrant gourmet food scene.

Against this backdrop, Vinexpo Asia plays a pivotal role that extends well beyond providing a meeting point – it is a strategic business accelerator, driving growth and spotlighting emerging trends.

Why is Vinexpo Asia the must-attend event? Because it hinges on a triumvirate of essential drivers for the industry:

- A powerful business catalyst, connecting professionals directly with booming markets, where demand is exploding, from Thailand to Malaysia.
- A qualified platform for high-value connections, facilitating targeted meetings between exhibitors and buyers.
- A hub of expertise, providing forward-thinking content through the Vinexpo Academy and the second issue of Voice of the Industry, offering in-depth insight into market shifts.

Building on the success of Wine Paris, Vinexpo Asia shares the same DNA: a firm commitment to promoting the industry's business growth, high standards in engagement and content, and a strategic approach to market development.

By alternating between Singapore and Hong Kong, Vinexpo Asia offers comprehensive regional coverage and caters to the specific features of each market. Singapore, as a central trade hub, stands as the preferred gateway to the Asia-Pacific region. It is not just a meeting place – it is a place where opportunities turn into results.

Vinexposium is much more than an event organiser – by structuring the market and staying ahead of change, we foster an ecosystem where every industry stakeholder can grow all year round.

In 2025, 1,000 exhibitors and 11,000 trade visitors will meet at Vinexpo Asia to shape the industry's future and make this event a landmark moment in the international calendar.

Being at Vinexpo Asia means being where the market takes shape.

Thank you for joining us. Wishing you a great experience at Vinexpo Asia!

Rodolphe Lameyse  
CEO of Vinexposium

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## KEY FIGURES

### • THE LEADING INTERNATIONAL WINE & SPIRITS EVENT IN ASIA



**1,000+** exhibitors,  
**65%** international  
**35%** French



**4,000+**  
business meetings



**30** countries

**Top 10** countries represented:  
France, Italy, Spain, Singapore,  
United Kingdom, Hong Kong,  
China, Chile, South Africa and  
Australia

### • A HIGHLY QUALIFIED, INTERNATIONAL AUDIENCE



**11,000+** trade visitors,  
including importers and  
wholesalers, distributors,  
wine merchants,  
retailers, hoteliers and  
restaurateurs



**70** countries

### • VINEXPO ACADEMY: EXPERT CONTENT & WORD-CLASS TASTINGS



**30+** sessions  
on the programme  
including conferences  
and masterclasses



Tastings with the Union  
des Grands Crus  
de Bordeaux (UGCB)  
and Gambero Rosso

A 3-day programme to perfect your knowledge and gain insight into the latest trends

# 3

## ASIA, A LAND OF LIMITLESS OPPORTUNITIES

### ASIA COMBINES BOTH MATURE AND EMERGING MARKETS, MAKING IT A REGION OF UNRIVALLED OPPORTUNITY FOR THE WINE AND SPIRITS INDUSTRY

Mainland China, Singapore, Macao, Hong Kong and Taiwan thrive alongside burgeoning markets like Thailand, India, Vietnam and Malaysia.

- Growth rates in the first half of 2024 remained on a par with those in 2023 for the majority of categories (beers, spirits, wines and ciders). Total beverage alcohol volumes were a marginal 1% down on 2023.
- Across most markets, RTDs continue to grow (+49.3% on 2019) whilst the declines for spirits, wine and beer are easing.
- Prosecco remains popular, attracting a young consumer audience and making headway in China and India in particular.
- Consumption of wine by the glass is increasing whilst still wines, Champagne and fortified wines are falling.

Within this booming ecosystem, changing lifestyles, urbanisation, enhanced social status and development of distribution channels are stoking a bullish trend that is boosting business.

Source:  IWSR



## MATURE MARKETS: RETHINKING GROWTH

### **SINGAPORE: A STRATEGIC HUB FOR THE WINE AND SPIRITS TRADE IN ASIA**

Singapore has established itself as one of the primary distribution centres for wine and spirits in Asia due to favourable trade policies and the pivotal role it plays in the duty-free sector. The market is fuelled by a cosmopolitan population, a customer base of expats with high disposable income and a network of high-end bars and restaurants. Despite this, the rising cost of living and consumer caution are impacting consumption of ultra-premium products in favour of more rational purchases and a more controlled approach to upmarket spending.

Consequently, total beverage alcohol consumption has fallen by 3.2% to 18,628.45 thousand 9-litre cases. Declining categories include wines (-6.5%), spirits (-8%), beers (-2.6%), RTDs (-1.9%) and ciders (-23%). Whisky, especially Scotch, posted a significant 22.5% drop, most notably in the premium and standard segments. Conversely, agave-based spirits (tequila and mezcal) saw surging consumption (+29.6%), mirroring interest in innovative drinks options. Flavoured spirits (+53.2%) and RTD cocktails (+78.5%) also followed positive trends.

By volume, beers head the leaderboard with 16,376.38 thousand cases, followed by wines (1,390.74), spirits (711,97), RTDs (61,69) and ciders (87,67).

E-commerce and duty-free sales continue to be major drivers of growth. The recovery of tourism, although slow, could also boost consumption through initiatives like the visa-free travel arrangements with China.

### **MAINLAND CHINA: A CHANGING MARKET NAVIGATING ECONOMIC CHALLENGES AND NEW TRENDS**

China has long been a driving force in wine and spirits consumption across Asia but is now undergoing a period of transition. Economic slowdown and consumer caution against a backdrop of inflation have led to a decline in purchases of high-end products.

Beer continues to be the most widely consumed category with 2.5% growth, whilst spirits and wines are declining. Some spirits categories such as vodka (+24.3%), gin (+25.4%) and agave-based spirits (+39.6%) are experiencing a surge in growth, underpinned by younger consumers and the popularity of cocktails. RTDs are growing marginally (+0.9%) and e-commerce accounts for 6% of off-trade sales, with platforms such as Tmall and JD leading the way. Major brands including Pernod Ricard, Diageo, Bacardi, Absolut and Beefeater dominate their respective segments, but the market remains fragmented. Although whisky is predominant, it is decreasing (-4.6%) as are brandy and cider. The wine market is still in the restructuring phase defined by a drop in imports and is pivoting towards more accessible, local choices. Admittedly, there are multiple challenges, but China remains a key market, driven by middle class consumers looking for diversification and a boom in white spirits suited to cocktails. Businesses need to adapt to changing consumer patterns and new economic realities.

### **MACAO: A MARKET INFLUENCED BY TOURISM AND GAMBLING**

Macao is often viewed as the luxury hub of China, hinging on an economy where casinos and international tourism are major contributors. Although the return of visitors, primarily from China and Hong Kong, has driven a recovery in sales of premium spirits, the market remains fragile with more cautious purchasing habits than before the pandemic. In 2023, total beverage alcohol consumption reached 2,268.00 thousand 9-litre cases, up 9.3% on 2022. However, it remains below pre-pandemic levels. Beer holds the largest share of the market with 1,663.35 thousand cases (+12.6%), followed by wine (356.25 thousand cases, +1.5%) and spirits (243.24 thousand cases, +0.5%). Some segments in the premium and ultra-premium categories are delivering growth, particularly whisky and cognac. Chinese and Hong Kong tourists account for the lion's share of visitors (over 90%) but their cautionary spending limits expenditure. Efforts to diversify Macao's economy could provide a boost for recreational activities that are not connected with casinos. Forecasts point to moderate growth through to 2028 with a CAGR predicted to reach 3.7% for beverage alcohol.

## **HONG KONG: A TRADE HUB REDEFINING ITS ROLE**

Hong Kong was long the preferred gateway into Asia for wines and spirits, but its recovery following the pandemic remains uneven. Market growth is being slowed by rising competition from Chinese e-commerce and the growing appeal of cross-border shopping in Shenzhen, which weigh on local sales.

Due to this, the post-pandemic market has declined overall by 3.5% with falling wine (-15.7%) and RTD sales (-40.2%) but growth for spirits (+3.8%). This is borne out by vodka posting a 15.5% increase to consumption of 47.57 thousand cases, rising to +25.3% for agave-based spirits which totalled 15.00 thousand cases, spearheaded by tequila. Rum registered 18.41 thousand cases (+18.6%) whilst brandy retained its leadership position with 115.74 thousand cases (+3.5%). Flavoured spirits totalled 33.47 thousand cases (+5.1%) whereas RTDs plummeted by 40.2% to 46.96 thousand cases. Beer declined marginally by 1.4% to 17,851.03 thousand cases and cider fell by 12.8% to 194.54 thousand cases. Premium and ultra-premium spirits experienced a surge in demand whilst low-alcohol drinks gained in popularity.

Hong Kong continues, however, to play a key role for exporters due to lack of customs duty and sophisticated distribution channels.

## **TAIWAN: A DISCERNING MARKET FUELLED BY WHISKY AND PREMIUM SPIRITS**

Taiwan can be defined by its very advanced whisky culture where single malts compete with blends in terms of volumes. Although the market is mature, it remains dynamic due to its knowledgeable consumer base and the significant presence of duty-free outlets which stoke sales of premium spirits, some of which can sell for over 100 dollars a bottle, driven by the ongoing recovery of duty-free sales.

In 2023, total beverage alcohol consumption in Taiwan was stable compared with 2022 at 70,615.61 thousand 9-litre cases. Beer corners the market with 60,545.13 thousand cases (+0.8%), followed by spirits (4,805.02 thousand cases, -0.9%) and wines (3,875.21 thousand cases, -12%). Still wines dropped by 12.6% whilst sparkling wines grew by 6.3% due to the reduction in import tariffs on Champagne. Whisky is the most widely drunk spirit with 2,220.30 thousand cases (+6.7%), followed by gin (+5.7%) and agave-based spirits (+12.7%). RTDs posted a 5.7% rise to 1,264.70 thousand cases.

The on-trade accounts for 36.2% of sales with retail sales totalling 63.8%. The premium and super-premium segments continue to grow, particularly for whisky and gin. Moderate growth is predicted for the premium categories and RTDs whilst still wines may bounce back due to interest shown by younger consumers. Younger generations are beginning to embrace wine, especially sparkling wines like Prosecco and Champagne whose market positioning is more accessible and festive.

## **JAPAN: A STABLE, RESILIENT MARKET IN A WORLD FACING HEADWINDS**

The beverage alcohol market in Japan in 2023 was marked by economic and demographic challenges, particularly inflation (+3.2%), an ageing population (30% of the Japanese are over 65) and heightened health concerns. Overall consumption dropped by 0.5% to 893,084.36 thousand 9-litre cases. Despite this, some categories bucked the trend, including whisky (+6.7%) and RTDs (+2%), unlike wine (-1.5%) and domestic spirits (-4%), which declined.

Japanese whisky dominates the market with a 78.1% share, totalling 18,291.75 thousand cases. RTDs continue to grow due to their attractive price points and innovation, reaching 185,825.70 thousand cases. Imported spirits, like Irish whiskey (+86.7%), are also gaining traction.

E-commerce accounts for 5.8% of off-trade sales, mirroring a transition to online purchases. Consumers are leaning more heavily towards premium products and lower alcohol drinks such as alcohol-free beer (+6.5%) and low-alcohol cider (+14.9%).

Key trends include the switch to healthier drinks, RTD innovations and the move upmarket by premium drinks. Despite the challenges, the Japanese market remains dynamic with opportunities in growth segments like RTDs and alcohol-free drinks.

## CONQUERING EMERGING MARKETS

### **THAILAND: RISING CONSUMPTION BOOSTED BY TOURISM AND PREMIUMISATION**

Thailand is experiencing rapid growth in consumption of wines and spirits buoyed by the large-scale return of tourists and a thriving premium gourmet food and hospitality scene. Bangkok has established itself as the epicentre of cocktail space, promoting demand for spirits.

Spirits, wine and beer consumption displayed noteworthy growth with significant gains for vodka (+21.9%), agave-based spirits (+44.4%), gin (+39.8%), still wines (+5.1%) and sparkling wines (+11.8%). Beer continues to be popular as evidenced by a 2.1% increase. Greater interest in premium drinks and immersive experiences in bars and distilleries have given the market a boost. Tourism, which accounts for a sizeable 18% of GDP, played a key role.

On-trade sales continue to recover – bars, restaurants and clubs account for 34.9% of total alcohol sales, compared with 30% in 2022. Tax adjustments on wines and spirits fostered growth in consumption although strict regulations on advertising continue to remain challenging. Forecasts pointed to continued growth through to 2028, fuelled by longer opening hours for bars and an interest shown in high-end drinks, making Thailand a key market for brands looking to position themselves in Southeast Asia.

### **VIETNAM: A BOOMING MARKET CONSTRAINED BY STRICT REGULATIONS**

Strict regulations surrounding alcohol consumption have been introduced (anti-corruption laws, tighter control over marketing and sponsorship by the alcohol industry, stricter penalties for driving under the influence) and have affected on-trade sales, which remain in the majority (59.8% of alcohol sales).

In 2023, overall consumption fell by 13.4% compared with 2022 to 457,957.89 thousand 9-litre cases. Beer continues to lead the way, at 451,514.46 thousand cases (-13.5%) whilst alcohol-free beers have soared (+55.3%). Spirits total 4,033.65 thousand cases (-2.4%) with contrasting fortunes for whisky (-20.5%) and gin (+13.3%). Agave-based spirits, dominated by tequila, have experienced remarkable growth (+79.3%). Wine, especially red wine, declined slightly (-3.1%) but French, Australian and Chilean wines continue to be popular with a young, urban audience.

RTDs and cider plummeted, dropping respectively by 11.8% and 29.1%. Premium and ultra-premium segments were particularly affected, whereas more affordable drinks saw their popularity increase. E-commerce accounts for a very marginal share of the market (0.2% of off-trade sales). Prospects show moderate growth through to 2028, underpinned by tourism and product innovation.

With the rise in tourism and the restaurant sector moving upmarket, Vietnam stands out as a high-potential market – though it requires careful adaptation to local constraints.

### **MALAYSIA: BETWEEN CULTURAL RESTRICTIONS AND PREMIUMISATION**

Malaysia is a complex market, shaped by the coexistence of restrictive regulations and growing demand for premium products. Alcohol consumption is primarily driven by the non-Muslim community, expatriates and tourists, creating a marketplace that is relatively segmented yet premiumising.

These consumers favour cheaper drinks and duty-free outlets. Categories like whisky, gin and wine have experienced significant shifts. Whisky witnessed a 3% drop in volumes whilst gin fell by 5.1%. Still wines plummeted by 12% but sparkling wine grew slightly due to Champagne sales (+8%). Spirits posted 9.5% growth, stoked primarily by soju, the traditional Korean spirit whose popularity is driven by increased numbers of Korean restaurants across the country. Forecasts indicate moderate growth over the long term, with a gradual return to normal drinking patterns.

The on-trade is the dominant sales model – generating 72.1% of total alcohol sales – but off-trade sales are gaining ground thanks to more competitive pricing.

However, economic pressures and a weak ringgit are having an impact on consumption, encouraging consumers to turn to duty-free purchases and more affordable options. Malaysia remains a challenging yet fast-evolving market where brands must strike a balance between accessibility and premium aspirations, overcome economic limitations and capitalize on emerging trends surrounding the cocktail culture and growing interest in Asian spirits.

**INDIA:  
AN EXPLOSION IN DEMAND FOR  
SPIRITS AND A BURGEONING MARKET  
STRUCTURE FOR WINE**

India is now one of the most dynamic markets for wines and spirits, boosted by a thriving middle class and evolving consumption patterns.

Figures for the beverage alcohol market in 2023 and 2024 reveal overall growth in several categories, supported by premiumisation. Indian whiskies dominate the market with 243,291.60 thousand cases (+4%), compared with 8,000.00 thousand for Scotch whisky (+6.9%). Spirits geared to cocktails like gin (+11.2%) and tequila are experiencing rapid growth, especially in major urban centres like Mumbai and Delhi. Vodka is delivering healthy growth (+16.5%) as are agave-based spirits (+80.4%) and tequila (+79.8%). Beer consumption totals 345,555.53 thousand cases (+6.5%) and RTDs are growing by 5.9%. The wine market, still in its early stages, is gradually taking shape, supported by local producers such as Sula, Fratelli and Grover Zampa. Still wines experienced a slight decline (-1.3%) but sparkling wines grew by 5.9%. Cider has witnessed remarkable growth (+20.1%) with forecasts pointing to +110.8% through to 2028. Flavoured spirits and cocktails are also experiencing significant gains.

However, heavy taxation and fragmented distribution across States continue to hinder development.

**INDONESIA:  
A LIMITED BEVERAGE ALCOHOL MARKET  
FUELLED BY TOURISM AND RTDs**

The beverage alcohol market in Indonesia is limited and strictly governed by legislation due to cultural and religious norms, primarily Muslim. The sale of alcohol is limited to certain venues such as hotels, bars and tourist areas. Despite these restrictions, however, international tourism supports demand in regions such as Bali. This allowed the beverage alcohol market to remain virtually stable in 2023 (-1.2%) at 24,001.47 thousand cases. Tequila witnessed outstanding growth (+155.8%) to 67.05 thousand cases; rum reached 188.85 thousand cases (+37.6%); brandy moved forward slightly (+1.7%) to 74.20 thousand cases;

RTDs posted growth of 6.1% to 320.55 thousand cases; and cider surged by 106.4% to 10.55 thousand cases. Beer, on the other hand, fell by 2.3% to 21,692.23 thousand cases, whilst agave-based spirits witnessed remarkable growth (+155.9%). Domestic products dominated RTDs and beers, whilst imports are declining. Forecasts point to strong growth for RTDs (+12%) and cider (+20.9%) through to 2028.

**CAMBODIA:  
A CHANGING BEVERAGE ALCOHOL  
MARKET DRIVEN BY PREMIUM SPIRITS  
AND TOURISM**

In 2024, the Cambodian beverage alcohol market displayed resilience, despite economic challenges such as a drop in global demand and the high costs of infrastructures. Consequently, the total volume of alcoholic drinks reached 121,710,23 thousand cases, mirroring a changing market where local and international trends are shaping the industry's future.

Changing consumer preferences, fast-moving urbanisation and support for local products are boosting the sector. Local brands are popular but international brands dominate their segments. Tourism plays a key role in growth of categories such as cognac (+11.4%) and sparkling wines (+1.8%), encouraging demand for high-end experiences.

The premium and super-premium segments are showing a surge in demand, particularly brandy (+52.2%), flavoured spirits (+21.1%) and cider (+27.8%). Conversely, beer (-6.4%) and RTDs (-36.7%) are declining. Imports, especially cider, beer and high-end spirits, are fuelling market dynamics. Forecasts indicate continued growth for cider, flavoured spirits and cognac, whilst beer and RTDs could stabilise.

Urbanisation and higher revenues are promoting premium products, with increased popularity for spirits like soju (+5.7%) and vodka (+23.1%).

# 4

## ASIA'S THIRST FOR INTERNATIONAL WINES

From China to India through Japan, South Korea and the emerging markets of Southeast Asia, the popularity of foreign wines continues to grow. Consumers across the region are inquisitive and on the look-out for something new – they are increasingly drawn to sparkling wines from across the globe but also, in the more premium segments, to wines crafted by family estates and organic or biodynamic labels.

Vinexpo Asia 2025 is the nexus for these business conversations and one of its defining features is attendance by many international exhibitors from around the world.

Attending countries include:

### CHINA:

China is making a strong statement at Vinexpo Asia in 2025, with two dedicated pavilions and a dynamic line-up of individual exhibitors. From regional collectives and institutional delegations to leading brands, the Chinese wine and spirits industry is showcasing its diversity, heritage and export ambitions across categories.

#### UCW Pavilion: Chinese wine in all its diversity

Making its debut at Vinexpo Asia Singapore, **UP-Chinese Wine (UCW)** will lead a **Chinese wine pavilion** that showcases the diversity of styles emerging across the country. Spanning over 3,000 km—from the **TianShan North Slope Wine Region in Xinjiang**, China's western frontier, to the coastal **Penglai Wine Region in Shandong** by the Bohai Bay—this initiative brings together **13 Chinese wineries** under one banner.

Since 2019, UP-Chinese Wine (UCW) has supported Chinese wineries in building their international presence through participation in major trade events. For the first time, UCW is bringing a collective pavilion to Southeast Asia, as part of Vinexpo Asia 2025.

Participating producers include **Mahota Winery, Giardino Estate, Haishi Winery, Gaosheng Winery, LongTing Vineyard, and Domaine Runaway Cow** from Shandong's Penglai region, as well as **Chateau Xianghai, Impression Gobi Winery, Tangtingxialu Winery**, and a collective of producers from the Xinjiang Tianshan North Slope region.

Several attending producers already have ties in the region, with some having secured import and distribution agreements. This presence aims to strengthen market access and foster new business connections.

As Chinese wine continues to gain in quality and recognition, the pavilion reflects the growing engagement of its producers in the Asian wine and spirits trade.

#### Guizhou Baijiu Pavilion: time-honoured expertise meets new ambitions

The **Chinese Baijiu pavilion** will be hosted by the **Guizhou Provincial Department of Commerce**. Guizhou Province, as the core birthplace and main production area of Chinese baijiu, is blessed with remarkable natural attributes. More than 2,000 years ago, the region had already developed a set of brewing techniques entirely distinct from those used for other spirits around the world, laying the foundations for the unique character of Guizhou baijiu.

Its specific climate and pristine water sources provide ideal conditions for baijiu production. The province also upholds a brewing heritage that spans millennia, contributing to the continued development of the traditional Chinese baijiu culture. 15 brands from Guizhou are participating in Vinexpo Asia, including **Guotai Liquor, Meijiao, Five-Star Winery (Maotai Town), Jinsha Liquor Cellar, Huaizhuang, Fangjiu** and **Ethnic Liquor Group** (See the full list of co-exhibitors in the online catalogue [here](#)).



### **Spotlight on Changyu: a flagship of Chinese winemaking**

**Founded in 1899 in Yantai (Shandong), Changyu is widely recognised as the birthplace of China's wine industry.** The company produced the country's first bottle of wine that year, followed by its first brandy in 1914. Over more than a century of development, Changyu has grown into one of the world's largest wine companies, with over 16,000 hectares of vineyards and 14 chateaux across Asia, Europe, the Americas and Oceania. Holding over **50% of China's domestic wine market**, Changyu also exports to more than 80 countries, including the US, UK, France, Germany, Japan, Canada and Singapore. At Vinexpo Asia, the group will present a selection of wines from five major Chinese regions, with participation from estates such as **Longyu Wine Estate. Longyu Wine Estate**, based at the eastern foot of the Helan Mountains in Ningxia, is Changyu's high-end strategic estate. Following 17 years of regional exploration, the estate identified 25 vineyard blocks across more than 350 hectares in Ganchengzi and other distinctive sub-zones. *(See the full list of co-exhibitors in the online catalogue here).*

### **Spotlight on Célèbre: a new voice from the Himalayas**

**Célèbre** is an emerging producer from the **Himalayan wine region in Yunnan, China**, located on a high-altitude plateau at 2,200 metres above sea level in the Tibetan area. This remote and little-known terroir is attracting growing attention for its unique climatic conditions and viticultural potential. Led by French winemaker **Patrick Valette**, Célèbre focuses on crafting chateau-style wines through a multi-village approach. Grapes are sourced from different valleys, altitudes and microclimates, allowing the wines to reflect the complexity and diversity of the Himalayan region.

### **SOUTH AFRICA:**

For the first time, South Africa is attending with an official national pavilion led by **Wines of South Africa (WoSA)**. As the country's export body for wine, WoSA represents more than 500 producers and is coordinating a collective stand that reflects both the heritage and contemporary dynamism of the South African wine industry. The pavilion brings together **8 co-exhibitors** from across the Cape's most iconic wine regions.

Among them, **AA Badenhorst Family Wines** (Swartland) champions natural winemaking and old bush vine parcels; **Aaldering Vineyards & Wines** (Stellenbosch) highlights sustainability and precision viticulture; and **Alto Wine Estate**,

founded over a century ago, is recognised as South Africa's oldest red wine-only estate.

Other notable participants include: **Hasher Family Wines** (Hemel-en-Aarde), with elegant cool-climate cuvées; **Journey's End** (Stellenbosch), a B-Corp certified estate renowned for its commitment to sustainability and social impact; **KWV**, a historic brand dating back to 1918, now a global ambassador of South African wine and spirits; **Robinson & Sinclair**, which manages international marketing for a portfolio of 15 premium wineries; and **Spier Wine Farm**, one of the country's oldest estates (est. 1692), combining regenerative agriculture with cultural engagement. *(View the online catalogue here for more information).*

### **NEW ZEALAND:**

**New Zealand is joining Vinexpo Asia 2025 with a national pavilion for the first time**, led by **New Zealand Winegrowers**, the national organization representing over 700 wineries and 600 grape growers. The pavilion features **6 producers** from Marlborough, Central Otago and Waitaki, each showcasing a strong commitment to sustainability, regional identity, and family ownership.

Among them, **Tiraki**, New Zealand's first B Corp-certified wine brand, presents single-estate wines from Marlborough; **Framingham Wines**, based in the Wairau Valley, combines organic certification with a reputation for textured, aromatic cuvées; **te Pā Family Vineyards**, one of the country's few Māori-owned wineries, leads with sustainable practices and lightweight bottling; and **Te Kano Estate**, rooted in Central Otago and Waitaki, brings a strong focus on purity and site selection. *(See the full list of exhibitors in the online catalogue here.)*

In addition, several New Zealand producers are exhibiting independently for the first time: **Zephyr Wines**, organically certified and family-run in Marlborough; **Misty Cove Wine Group**, known for its bold and expressive house style; **McArthur Ridge Wines**, from Central Otago's high-altitude vineyards; **Borthwick Vineyard**, a five-generation family estate in Wairarapa; and **Pōkeno**, a whisky distillery from Waikato committed to local sourcing and craftsmanship.

### **AUSTRALIA:**

Australia returns to Vinexpo Asia with a strong collective presence on the **Wine Australia pavilion**, bringing together **61 co-exhibitors from 26 wine regions**. From heritage estates to contemporary innovators, the pavilion highlights the country's dynamic winemaking scene, shaped by ancient soils, diverse climates and a pioneering spirit.



Among attending producers: **Château Tanunda**, a Barossa icon established in 1890 and known for its old vine Shiraz; **Wakefield Wines**, a third-generation Clare Valley estate recognised for its climate leadership; **Millon Wines**, crafting small-batch cuvées across Barossa, Eden and Clare; **Bunnamagoo Estate Wines**, from Mudgee, focused on sustainability and lesser-known varietals; **Angove Family Winemakers**, a fifth-generation McLaren Vale estate and organic viticulture pioneer; and **Blue Pyrenees Estate**, a cool-climate leader in Victoria originally founded by Maison Rémy Martin. *(See the full list of co-exhibitors in the online catalogue here.)*

In addition to the Wine Australia pavilion, a handful of Australian producers are exhibiting independently, reinforcing the country's strong positioning across Asia-Pacific markets. Among them is **Berton Vineyards**, one of Australia's largest family-owned wine companies, known for its wide-ranging portfolio and consistent export focus; **Calabria Family Wine Group**, a historic Riverina-based business with deep family roots and a growing presence in key premium regions such as the Barossa Valley; and **Ciatti Company**, a global broker and supplier of bulk wines and grape products, supporting a wide network of producers and buyers across international markets.

## ARGENTINA:

### Wines of Argentina: the return of a national benchmark

**Wines of Argentina** returns to Vinexpo Asia with a collective pavilion featuring five leading wineries, each offering a distinct perspective on the country's viticultural identity. The national wine promotion body plays a central role in guiding Argentina's export strategy and promoting the "Vino Argentino" brand globally. This year's pavilion features: **Bodegas Bianchi**, a historic family-run estate producing over half a million bottles per year, combining

winemaking tradition with innovation across still and sparkling wines; **Grupo Avínea**, the sustainability-driven wine group behind brands such as Argento and Otronia, part of Alejandro Bulgheroni Family Vineyards; **Bodega Norton**, founded in 1895 and now one of Argentina's most internationally recognised producers, led by acclaimed winemaker David Bonomi; **Krontiras Wines**, a biodynamic estate in Luján de Cuyo crafting expressive small-batch wines from organically farmed vineyards; and **Pulenta Estate**, a fourth-generation Mendoza winery focused on precise, terroir-driven wines from both classic and experimental varietals. *(View the online catalogue here for more information).*

### Introducing Mendoza: Argentina's flagship wine region takes the stage

For the first time, **ProMendoza** is hosting a pavilion at Vinexpo Asia, highlighting both the viticultural excellence and economic vitality of Argentina's most renowned wine-producing province. A public-private initiative founded in 1996, ProMendoza supports the internationalisation of local SMEs by facilitating trade missions, promotional campaigns and strategic partnerships abroad.

Three Mendoza-based wineries are participating under its banner: **Bodega Renacer**, known for its bold and modern interpretations of Malbec; **Bodega Viña Alta**, showcasing high-altitude terroirs with expressive varietals; and **Galileo Wines**, a boutique estate crafting small-scale offerings that reflect the diversity and personality of Mendoza's terroirs. *(View the online catalogue here for more information).*

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In addition to the national and regional pavilions, several of Argentina's most iconic producers are exhibiting independently at Vinexpo Asia 2025. Among them are: **Grupo Peñaflor**, the country's largest wine group and one of the top ten worldwide, exporting to over 90 countries and farming 3,400 hectares across Argentina's key wine regions; **Zuccardi Valle de Uco**, a pioneer in terroir-driven viticulture in the Uco Valley, internationally acclaimed for its research-led approach and three-time winner of the "World's Best Vineyard" award; **Catena Zapata**, founded in 1902 and renowned for redefining Malbec through high-altitude viticulture — its Adrianna Vineyard is often referred to as South America's "Grand Cru" and holds the highest number of 100-point wines in the region; and **Susana Balbo Wines**, led by Argentina's first female oenologist, crafting elegant, site-expressive wines that reflect both innovation and identity. *(See the full list of co-exhibitors in the online catalogue here).*

## CHILE:

**Wines of Chile** returns to Vinexpo Asia with a strong delegation of thirteen co-exhibiting wineries, reflecting the country's dynamic development as a global wine leader. Representing both heritage producers and contemporary innovators, the pavilion showcases the diversity of Chile's terroirs and its commitment to premium, sustainable viticulture.

Among the highlights: **Santa Rita Estates**, one of South America's largest wine groups, with a 145-year legacy and brands spanning Chile and Argentina; **IWCC Group**, owner of renowned labels such as Viña Indómita, Viña Santa Alicia, and Viña Agustinos, known for combining quality and innovation across Chile's key wine valleys; **Emiliana Organic Vineyards**, one of the world's largest organic and biodynamic wine producers, with over 1,000 hectares managed sustainably; **Viña Morandé**, a pioneer in the Casablanca Valley and four-time member of Wine & Spirits Magazine's Top 100 Wineries of the World; and **VIK**, an avant-garde winery based in Cachapoal Valley, celebrated for its holistic winemaking approach and cutting-edge environmental practices. *(See the full list of co-exhibitors in the online catalogue here).*

In addition to the Wines of Chile pavilion, several Chilean producers will be exhibiting at the event. These include **VSPT Wine Group**, one of the country's leading exporters; **Sur Valles Wine Group**, specialists in international markets; **Viña Aquitania**, a boutique estate at the foot of the Andes; **Clos de Luz**, known for high-altitude Carmenère; and **Tres Palacios**, a family winery producing characterful wines in the Maipo Valley. *(See the full list of Chilean producers in the online catalogue here).*



## Spirits & No/Low drinks: innovation, identity and global resonance

The rising demand for both ultra-premium spirits and healthier alternatives is reshaping global consumption — and Asia is no exception. At Vinexpo Asia 2025, the **no/low category is asserting itself** as a fast-growing trend, while **craft and heritage spirits** continue to gain ground through bold flavour profiles, storytelling and sustainable production practices.

## No/Low drinks: rising demand for lighter, mindful alternatives

Among these new developments, the rising popularity of No/Low drinks is one of the most distinctive trends. The category's new-found significance is illustrated by the first-time attendance of **Moderato (France)**, exemplifying the category's growing foothold on the international stage. Established in 2018, the brand stands out for its refined alcohol-free wines that combine traditional winegrowing techniques and modern innovations to offer a balanced and authentic flavour experience. Its range features two product lines: the Cuvée Révolutionnaire (<0.5% ABV), designed for select distribution channels (on-trade, wine merchants), and the Cuvée Originale (0.0% ABV) which is geared to super/hypermarkets. The company will be joined by other exhibitors, including: **Mindful Sparks (Hong Kong)**, which is revisiting the alcohol-free drinking culture with its high-end sparkling teas designed for enthusiasts looking for healthier options without compromising on aromatic quality and elegance; **Nomora (Italy)**, which has pioneered alcohol-free wines in Italy since 2024 and focuses on innovative winemaking techniques to craft richly-flavoured, complex pours that also comply with its commitment to sustainable and responsible production methods.

## Spirits: bold heritage and new expressions

The **spirits space** is driving creativity and influence and has therefore carved out a place for itself as one of the exhibition's key pillars, underpinned by a product range that is increasingly extensive and enterprising.

Exhibitors attending this year include: **Choya Umeshu**, the Japanese distillery founded in 1914 which specialises in producing umeshus, a traditional liqueur made from ume plums that balances sweetness and acidity to perfection; **Tullibardine**, the renowned Scotch whisky founded in 1949 in the Highlands, has established a reputation for its malt whiskies matured in carefully selected barrels which provide a rich, complex array of characters; **Gortinore**, the Irish craft distillery founded in 2016, which produces high-end spirits, most notably whisky matured in European oak casks that showcases the finesse of traditional Irish flavours; **Savanna**, the French rum producer based on the Reunion Island and recognised for its stellar quality agricultural rums made from locally-harvested sugar cane which offer profound, authentic aromatics; **Brew Dog Distilling**, the Scottish brand founded in 2007 which crafts distinctively creative beers and innovative spirits, particularly gin, rum, tequila and vodka made using enterprising, modern distillation techniques; **Hine**, the prestigious French Cognac company founded in 1763 which is famed for its outstanding brandies and unique expertise, ensuring that Cognac connoisseurs enjoy a refined experience; **Goldtop**, the modern Korean distillery specialising in production of high quality spirits that combine traditional methods and innovation to offer unique flavour experiences.



# 5

## VINEXPO ACADEMY

### VINEXPO ACADEMY: HEADLINE EVENTS FOR WINE EXPERTS

Vinexpo Academy is hosting a series of compelling conferences and masterclasses attended by top wine industry experts and sommeliers. The sessions offer participants a unique glimpse of emerging trends, cultural shifts and dynamics across the markets of Asia.

### THE MUST-ATTEND CONFERENCES

Stand-out sessions include several conferences focusing on Asian markets and understanding consumers across the region. Rob Temple, Managing Director of Sinowine Ltd., and Philippe Chan, General Manager of YouGov, will explore findings of the **“Essential Consumer Insights for South Asia”** survey. It will provide trade members with an opportunity to glean valuable information about Asian consumers' expectations and their purchasing habits.

Natalie Wang, founder and editor of Vino Joy, will host a conference on **“China's Comeback in the Market”**, which will reveal the new dynamics in this strategic market. Other conferences will address topics such as growth in the beverage alcohol market and how companies can adapt to consumption shifts in a constantly changing global environment.

### EMERGING TRENDS AND PREMIUMISATION

Emerging trends and premiumisation in Southeast Asia will also be a core theme with presentations by specialists such as Richard Hemming MW and Jennifer Docherty MW. The conferences will analyse how the wine sector is changing in the face of increased demand for high-end products and exclusive experiences.

### THE FUTURE OF WINE AND HOSPITALITY

With the hospitality industry undergoing change, the **“Reinventing Pairings: Wine & Asian gastronomy”** conference will present experts such as Richard Hemming MW, the chef Tim Ong and Janice Chi, Master Sake Sommelier, and explore the synergies between wine and Asian cuisine. Attendees will discover how the pairings can enhance the Asian gastronomy experience.

### A WORLD TOUR OF WINES

The masterclasses will offer wine enthusiasts a deep dive into the world of fine wines from across the globe. Gérald Gabillet, CEO and cellar master at Cheval des Andes, will present a masterclass on **“Cheval des Andes, The Grand Cru of The Andes”**, where participants will be able to discover the history, philosophy and techniques that bring the 'Grand Cru of the Andes' to life. Also, a special session titled 'ASI x Vinexposium Sommelier Battle: Climate Matters' will feature a battle of the sommeliers with renowned international participants including Mason Ng, Best Sommelier of Asia-Pacific in 2022, and Tram Tran, Best Sommelier of Vietnam in 2024.



## THE FULL CONFERENCE AND MASTERCLASS PROGRAMME CAN BE VIEWED HERE:

### ASIAN MARKETS & CONSUMER INSIGHTS

- **Conference: “Essential Consumer Insights for South Asia”** organised by Rob Temple & Philippe Chan
  - Speakers:** Rob Temple, Managing Director - Sinowine Ltd / Philippe Chan: General Manager YouGov
  - Time slot:** Tuesday, May 27, from 10:30 AM to 12:30 PM
  - Room:** The Academy - Conferences - Room 1
- **Conference: “Unlocking Growth Amid Shifting Dynamics in Global Beverage Alcohol”** organised by our official partner The IWSR
  - Speaker:** Emily Neill, Chief Operating Officer - Research & Operations - The IWSR
  - Time slot:** Tuesday, May 27, from 3:00 PM to 4:00 PM
  - Room:** The Academy - Conferences - Room 1
- **Conference: “China’s Comeback in the Market”** organised by Natalie Wang
  - Speaker:** Natalie Wang, Founder & Editor - Vino Joy
  - Time slot:** Wednesday, May 28, from 10:30 AM to 11:30 AM
  - Room:** The Academy - Conferences - Room 1
- **Conference: “Understanding the Asian Consumer”** organised by Nimbility & Vinexposium
  - Time slot:** Thursday, May 29, from 10:30 AM to 11:30 AM
  - Room:** The Academy - Conferences - Room 1

### Emerging Consumption Trends & Cultural Shifts

- **Conference: “2025 Wine Trends: What are consumers in Asia Drinking?”** organised by Vinexposium
  - Speaker:** Nimmi Malhotra, Wine & Spirits Writer
  - Time slot:** Tuesday, May 27, from 1:30 PM to 2:30 PM
  - Room:** The Academy - Conferences - Room 1
- **Conference: “Luxury & Premiumisation in Southeast Asia”** organised by Vinexposium
  - Speaker:** Richard Hemming MW; Jennifer Docherty MW; Manon Millot, Senior Product & Marketing Manager at Vinum Fine Wines
  - Time slot:** Wednesday, May 28, from 12:00 PM to 1:00 PM
  - Room:** The Academy - Conferences - Room 1



## The Future of Wine & Hospitality

- **Conference: “Reinventing Pairings: Wine & Asian gastronomy”** organised by Vinexposium  
Speaker: Richard Hemming MW; Tim Ong, Chef & Co-owner - In Bad Company; Janice Chi, Master Sake Sommelier  
Time slot: Tuesday, May 27, from 4:30 PM to 5:30 PM  
Room: The Academy - Conferences - Room 1
- **Conference: “The Role of Bartenders as Brand Influencers”** organised by Nimbility & Vinexposium  
Time slot: Wednesday, May 28, from 1:30 PM to 2:30 PM  
Room: The Academy - Conferences - Room 1
- **Conference: “Icons of Michelin Wine Lists”** organised by Wine Services  
Speaker: Caroline Meesemaecker, CEO - Wine Services  
Time slot: Wednesday, May 28, from 3:00 PM to 4:00 PM  
Room: The Academy - Conferences - Room 1

## A World Tour of Wines

- **Masterclass: “The Diversity of Pinot Noirs in California”** organised by Wines of California  
Time slot: Tuesday, May 27, from 10:00 AM to 11:00 AM  
Room: The Academy - Masterclasses - Room 2
- **Masterclass: “Austria meets Asia: Crisp, Cool, Contemporary”** organised by Austrian Wine  
Speakers: Stephen Wong MW, Educator/speaker/writer Wine Sentience  
Time slot: Tuesday, 27 May 2025, from 11:45 AM to 12:45 PM  
Room: The Academy - Masterclasses - Room 2
- **Masterclass: “Cheval des Andes, The Grand Cru of The Andes”** organised by Cheval des Andes  
Speaker: Gérald Gabillet, CEO and Head Winemaker - Cheval des Andes  
Time slot: Wednesday, May 28, from 3:15 PM to 4:15 PM  
Room: The Academy - Masterclasses - Room 2
- **Masterclass: “ASI x Vinexposium Sommelier Battle: Climate Matters”** organised by the Association de la Sommellerie Internationale (ASI) & Vinexposium  
Speakers: Mason Ng, Best Sommelier of Asia & Oceania 2022; Tram Tan, Sommelier and Restaurant Manager - Chapter Dining, Hanoi  
Time slot: Wednesday, May 28, from 5:00 PM to 6:00 PM  
Room: The Academy - Masterclasses - Room 2
- **Masterclass: “Chianti D.O.C.G. The shades and vibrant attitude of the most versatile Sangiovese-based Tuscan wine”** organised by Consorzio Vino Chianti  
Speaker: Chan Wai Xin, Wine Educator - Wine Xin  
Time slot: Thursday, May 29, from 10:00 AM to 11:00 AM  
Room: The Academy - Masterclasses - Room 2







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## PRACTICAL INFORMATION

### OPENING TIMES

Tuesday 27 May | 9:30 am – 6:30 pm

Wednesday 28 May | 9:30 am – 6:30 pm

Thursday 29 May | 9:30 am – 5:30 pm

### ADDRESS

Marina Bay Sands, 10 Bayfront Avenue, Singapore (018956)

### VISITOR BADGES

Complimentary badge ahead of the exhibition (until 26 May)

Rate at the door: S\$70

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

**Online accreditation at [vinexpoasia.com](https://vinexpoasia.com):**

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

### FOLLOW THE EVENT

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

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

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

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

<https://twitter.com/vinexposium>

**[Access the 2023 Vinexpo Singapore photo gallery here](#)**



**VINEXPO**  
AMERICA

7-8 MAY 2025  
MIAMI  
Miami Beach Convention Center

**VINEXPO**  
ASIA

SINGAPORE  
27-29 MAY 2025

**VINEXPO**  
INDIA

3-4 OCT. 2025  
Mumbai  
Jio World Centre

in cooperation with  
**VINEXPOSIUM**

**VINEXPO**  
EXPLORER

Mendoza, Argentina  
6 ▶ 9 Oct. 2025

PROMENDOZA ARGENTINA

MENDOZA ARGENTINA

in cooperation with  
**VINEXPOSIUM**

**WB WE** 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 VINEXPO ASIA

Vinexpo Asia is a premier event for wine and spirits professionals, offering exclusive access to key stakeholders in the Asia-Pacific region. Taking place alternately in Singapore and Hong Kong, two major business hubs, it serves as a strategic platform for networking, discovering industry innovations, and fostering business opportunities in one of the most dynamic markets worldwide.

## 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 7 events a year, Vinexposium acts as the industry's ally, geared to developing its sales reach.

**Vinexposium, creating momentum.**

### MEDIA CONTACTS IN ASIA

#### VINEXPOSIUM

Amelia KWEK: [amelia.kwek@vinexposium.com](mailto:amelia.kwek@vinexposium.com)

#### FOODCULT PTD LTD

Jenny TAN: [words@foodcult.com.sg](mailto:words@foodcult.com.sg)

### MEDIA CONTACTS IN FRANCE

#### CLC COMMUNICATIONS

Jérôme SACZEWSKI - Laurence BACHELOT - Charlène BRISSET - Lisa AMGHAR  
[vinexposium@clccom.com](mailto:vinexposium@clccom.com)

### MEDIA CONTACTS IN ALL OTHER REGIONS

#### VINEXPOSIUM

Camille CORDASCO / Cloé SEBAN: [media@vinexposium.com](mailto:media@vinexposium.com)



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