

## **WINE PARIS 2026 TAKES ON A NEW DIMENSION TO REFLECT INDUSTRY TRENDS**

***A clearer, broader offering, from alcoholic to no-alcohol beverages***



Paris, 11 July 2025 – In 2026, Vinexposium is evolving its Paris event with a restructured format built around three complementary pillars: Wine Paris, Be Spirits and Be No – a new standalone event dedicated to no-alcohol drinks. The group intends to capitalise on this new segmentation to anchor its commitment to embracing industry-wide trends and promoting global trade by gathering all key market forces within a single international event.

*“With **Wine Paris**, **Be Spirits** and now **Be No**, Vinexposium is shaping a clear, purpose-driven offering built around three pillars aligned with the sector’s ongoing transformations – from alcoholic through to no-alcohol drinks. In today’s increasingly complex economic and business environment, our role as a committed industry ally is to bring clarity, channel collective energy and chart a path towards a sustainable future”, states **Rodolphe Lameyse**, CEO of Vinexposium.*

### **Wine Paris: at the heart of global dynamics**

Since its inception, Wine Paris has earned growing support from the global wine and spirits community. Today, its global scope is a key driver of its attractiveness – for producers and buyers alike – with a fast-rising number of countries represented and a double-digit increase in exhibitor attendance from one edition to the next. In 2026, the trade show will host **over 6,000 exhibitors from over 60 countries**. This rate of growth underscores the event’s pivotal place in the international calendar.

Originally focused on wines and spirits, Wine Paris gradually expanded to include other categories – beer, cider, RTD and non-alcoholic beverages – paving the way for a shift that the 2026 edition will now fully embody.

## Be Spirits: a stand-alone event

The logo for Be Spirits, featuring the word "Be" in a stylized orange and yellow font, followed by "Spirits" in a black serif font.A black rectangular box with white text. The top line reads "09 - FEB" and the bottom line reads "11 2026". Below the box, the text "WINE PARIS" is written in a smaller, black, sans-serif font.

Launched in 2020, Be Spirits has emerged as one of the most dynamic pillars at Wine Paris, bringing together producers, distributors, importers, specialist retailers and bartenders from across the globe. Initially a feature of the broader trade show, it rapidly established its own identity by offering an immersive experience shaped around the marketing cues and consumption patterns of the spirits world.

By 2025, Be Spirits had attracted **more than 300 exhibitors from over 30 countries**, sending out a strong signal of its growing relevance. The rise in regional and national pavilions illustrates increasing demand for targeted formats. In addition to spirits, the offering includes **beers, ciders and RTDs**. Be Spirits is anchored by signature spaces like the **Speakeasy** and the **Infinite Bar**, building a strong brand, focused on mixology and innovation. In 2026, it becomes a stand-alone event, responding to market's evolution and growing demand for a dedicated event.

## Be No: a curated business hub for no-alcohol alternatives



The surge in **no-alcohol alternatives** reflects a long-term shift in international consumption trends, with the IWSR projecting value growth of over 10% a year through to 2028 for the segment.

Be No is Vinexpo's innovative B2B meeting place designed for drinks that mirror the rituals and occasions of alcoholic drinks, but without the alcohol. *"Be No embraces no-alcohol wines, spirits, beers and RTDs – both de-alcoholised and beverages developed without fermentation – alongside products that share the same cues as sparkling teas and fermented drinks. This is not about fruit juices or soft drinks, but a curated environment for professionals seeking alternatives"*, explains **Audrey Marquessat**, Director of Be Spirits and Be No events.

Be No completes the new product segmentation at Wine Paris 2026, providing a clear structure for a fast-evolving market.

*"What we are building in Paris is part of a broader 360° vision that we will roll out across our entire event portfolio. Starting in 2026, **Vinexpo Americas**, **Vinexpo Asia** and **Vinexpo India** will in turn adopt this segmentation. By staying ahead of major industry shifts, we pledge to support the sector's international development with clear benchmarks and a shared framework"*, concludes **Rodolphe Lameyse**, CEO of Vinexpo.

### Key figures for Wine Paris 2025

- 5,400+ exhibitors
- 52,600+ trade visitors
- 154 countries represented
- 20,220+ pre-booked business meetings
- 130 Academy sessions

For more information, visit the [Wine Paris website](#) and its [media corner](#).  
To view the 2025 exhibition photo gallery, [click here](#).

### VINEXPOSIUM MEDIA CONTACTS

Camille Cordasco | Cloé Seban  
[media@vinexposium.com](mailto:media@vinexposium.com)

#### About **WINE PARIS**

Wine Paris is the international event for wine professionals. Held in February at a pivotal moment in the buying calendar, it serves as a key meeting point for the global wine industry, offering a comprehensive and inclusive showcase of wine-producing regions from across the world. The event is held alongside Be Spirits and Be No, which focus respectively on spirits and no-alcohol beverages.

#### About **BE SPIRITS**

Be Spirits is Vinexposium's trade event dedicated to the global spirits, beer and cider industry. From craft to established brands, it connects producers with importers, distributors, retail, GTR, and HORECA buyers. Held in Paris, Hong Kong, Singapore, Mumbai, Miami, and beyond, Be Spirits features curated tastings, mixology showcases, and business meeting services. It's where innovation meets market access, helping spirits brands grow and buyers discover what's next.

#### About **BE NO**

Be No is the new international B2B event dedicated to the no-alcohol drinks industry. First launching in Paris in 2026, the event connects producers with key buyers and decision-makers to accelerate business in this fast-growing segment. As part of Vinexposium's commitment to market evolution and consumer trends, Be No will expand to Miami, Hong Kong, and other strategic markets. Each edition offers a curated space to explore business opportunities, insights, and tastings—all within a responsible, engaging, and forward-looking environment.

#### 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 connection opportunities and market insight, 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.