

World Bulk Wine Exhibition 2025: innovations, trends and opportunities for the bulk market

Amsterdam, 1 October 2025 – The 17th edition of the World Bulk Wine Exhibition (WBWE) will take place on 24 and 25 November at RAI Amsterdam. Organised by Vinexposium, the global leader in events dedicated to wine and spirits professionals, WBWE is the world's leading gathering for the bulk wine and spirits' sector.

“The bulk wine market is a strategic lever for the industry, at the crossroads of competitiveness, flexibility and sustainability. With the World Bulk Wine Exhibition, Vinexposium has broadened the event's scope and strengthened its impact, creating a meeting point where buyers and producers find practical solutions and shape the sector's future together,” says **Rodolphe Lameyse, CEO of Vinexposium.**



BULK, A STRATEGIC PILLAR OF INTERNATIONAL TRADE

For over 15 years, WBWE has supported the structuring and growth of the bulk wine and spirits market, which has now become an essential segment. Bulk accounts for around **one third of the global wine market by volume**, confirming its central role in international trade. In the face of economic and environmental challenges, bulk stands out as a sustainable and competitive solution, embraced both by major international buyers and by premium brands.

Its growth is accelerating, driven by sustainability imperatives, the diversification of formats (bag-in-box, cans, kegs), the rise of no/low-alcohol and ready-to-drink (RTD) products, as well as growing demand for cost-efficient solutions.

A GLOBAL SHOWCASE FOR BULK WINES AND SPIRITS

Bringing together more than 240 producers from 25 countries and buyers from over 60 countries – covering **70 to 80% of the global bulk trade** – WBWE is a key meeting point to develop new markets and strengthen business exchanges.

Spain, France, Italy, Chile, New Zealand, Australia, South Africa, and the United States, the world's leading bulk producers, are returning in 2025. They will be joined by **Mauritius, Lebanon and Panama** for the first time, further broadening the diversity of the offering and underlining the event's international scope.

The exhibition presents a comprehensive showcase: AC wines, organic or fortified wines, spirits, and an expanded range reflecting the rise of low- and no-alcohol alternatives and innovation in RTD. **WBWE highlights packaging innovations that lower carbon impact and logistics costs, meeting the sector's demand for efficiency and sustainability.**

HIGHLIGHTS OF THE 2025 SHOW

- **Silent Tasting Room:** a free-pour area featuring wines and spirits from exhibitors.
- **Academy:** a programme of conferences and masterclasses addressing current industry challenges, offering professionals practical responses to market changes – logistics, dealcoholisation innovations, reducing the carbon footprint of packaging, and the role of oak in winemaking, among others.
- **International Bulk Wine Competition (IBWC):** held ahead of the exhibition and judged blind by a panel of buyers and trade journalists, IBWC rewards excellence in bulk wines and spirits. For the first time, the winners of the **Grand Gold and Gold medals** will benefit from enhanced visibility and present their cuvées during an exclusive session, the **Grand Gold Pitch**, while a tasting of all award-winning products will be open to all visitors.

“These initiatives maximise the visibility of award-winning producers and enhance the visitor experience by combining business, innovation and discovery,” says **Grace Ghazalé, Director of Vinexposium Overseas Events.**

With its international scope and focus on current shifts in the sector, WBWE 2025 is set to be the strategic event for the bulk sector, combining business opportunities with sustainable transition.

2024 key figures

- **245 exhibitors from 25 countries**
- **1,988 visitors from 70 countries**
- **10 conferences and masterclasses**

Visit the [WBWE website](#) and [media area](#) to apply for accreditation
Sign up to the WBWE LinkedIn newsletter [here](#)



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About Vinexposium

Vinexposium is the leading year-round partner for wine and spirits professionals worldwide. Through its flagship international events and editorial content, including *Voice of the Industry*, it brings the entire sector together to drive business growth and deepen market knowledge. By fostering connections and sharing strategic insights, Vinexposium supports the global industry in tackling key challenges around innovation, sustainability, and shifting consumer expectations.

About WBWE

The World Bulk Wine Exhibition (WBWE), held every year in Amsterdam, gathers producers and buyers of bulk wines and spirits from around the world. More than just a trade show, it is a unique platform for business and exchange, offering industry players the chance to expand their sales channels and discover new opportunities. As a true barometer of the market, WBWE shines a light on emerging consumer trends and has become a launchpad for innovative brands and business models in the wine and spirits industry.