

The logo for Wine Paris, featuring a stylized 'W' in a red square followed by the words 'WINE PARIS' in a bold, sans-serif font.The event dates '09-11 Feb. 2026' and the location 'PARIS EXPO PORTE DE VERSAILLES' are displayed in a bold, sans-serif font.

WINE PARIS 2026: DRIVING INNOVATION IN THE DRINKS INDUSTRY

*From alcoholic to no-alcohol drinks,
a reimagined ecosystem supports
industry transformation.*

Vinexposium is giving its 2026 Paris event a whole new dimension. Wine Paris is growing, restructuring and evolving to align with new consumption trends. Three spaces – Wine Paris, Be Spirits and Be No – will be hosted under the same roof to embrace the ever-expanding range of alcoholic and no-alcohol drinks. The forthcoming trade show will see Vinexposium strengthen its role as a driver of momentum across the industry, supporting the changing dynamics at global level.

“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 transformation – from alcoholic to no-alcohol drinks. In today’s increasingly complex economic 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: THE BEATING HEART OF THE GLOBAL WINE SCENE

Now a flagship event for producers and buyers from across the globe, Wine Paris will welcome over **6,000 exhibitors** representing **60 countries** and over **60,000 visitors** from **155 markets** in 2026. Next year’s trade show will be hosting new national and regional pavilions, including ones for Croatia, the Czech Republic, Romania, Cyprus, Turkey, New Zealand, Bulgaria and Germany.

Driven by strong international momentum, the event stands as a unique meeting point for industry members, from the leading wine regions to emerging labels.

“Wine Paris’ global reach extends every year, fuelled by the arrival of new exhibitor countries. This geographical diversity attracts key buyers of all origins, creating a tangible lever for exports”, stresses Nicolas Cuissard, Director of Wine Paris.

BE SPIRITS: THE GLOBAL SHOWCASE FOR SPIRITS AND MIXOLOGY

Launched in 2020, Be Spirits has emerged as one of the most creative and innovative showcases at Wine Paris. In 2025, it brought together **over 300 exhibitors from 34 countries**. In 2026, it becomes a standalone event, mirroring its growing international scope with new pavilions due to represent countries like **Scotland, Mexico, Japan, the United States, Ireland and Australia**. This momentum is also driven by attendance from standout participants ranging from leading international brands to rising craft distilleries and premium mixer producers. New country attendees include the **Philippines, Monaco, Madagascar, Panama, Bulgaria and Ukraine**.

Anchored by immersive formats like the **Infinite Bar** and the **Be Spirits Stage**, Be Spirits has built its own signature brand focused on mixology, an extensive skill set and innovation. Its product range is expanding to include beers, ciders, sakes and RTDs, aligning with new usages in a fast-evolving market.

Be No

No alcohol \ New perspectives
Wine Paris. 09 – 11 Feb. 2026



BE NO: A STRATEGIC TURNING POINT FOR NO-ALCOHOL BEVERAGES

A major addition in 2026, Be No is Vinexposium's new B2B meeting place dedicated to no-alcohol beverage alternatives. *"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.

Be No provides structure in response to a fast-growing global market, underpinned by double-digit growth. Attended by **12 countries**, from Europe to Australia, Be No is establishing itself as an international platform supported by participation from leading brands such as **Moderato** or **Noughty from Thomson & Scott**. To provide guidance in an evolving market and to spark inspiration, Be No will host the **Be No Talks** in a new 45-minute format creating opportunities for interaction and sharing. Be No completes the new product segmentation at Wine Paris 2026, providing a clear structure for a fast-changing drinks landscape.

"What we are building in Paris is part of a broader 360° vision that we will roll out across our entire event portfolio. **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, Vinexposium CEO.

PRACTICAL INFORMATION

Wine Paris, Be Spirits and Be No 2026 from 9 to 11 February 2026
Paris Expo Porte de Versailles

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



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- [World Bulk Wine Exhibition](#) (24-25 November 2025)
- [Wine Paris, Be Spirits and Be No](#) (9-11 February 2026)
- [Vinexpo Americas, Be Spirits and Be No](#) (29-30 April 2026)
- [Vinexpo Asia, Be Spirits and Be No](#) (26-28 May 2026)

ALCOHOL ABUSE IS DANGEROUS FOR YOUR HEALTH, PLEASE DRINK RESPONSIBLY