

# **WB WE** World Bulk Wine Exhibition

**24 – 25 NOVEMBER  
2025**

Amsterdam RAI | Hall 5

**PRESS KIT**



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#wbwe2025 #ibwc2025  
#worldbulkwineexhibition



An event by

**VINEXPOSIUM**

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WORLD BULK WINE EXHIBITION 2025

## The world's leading event for for the bulk industry

Organised by Vinexposium, the world leader in events for wine and spirits professionals, the 17<sup>th</sup> edition of the World Bulk Wine Exhibition will be held on 24 and 25 November at RAI Amsterdam.



EDITORIAL

## **Bulk: a strategic lever for the global industry**

Amid global economic and geopolitical instability, environmental transition and declining consumption, the wines and spirits industry is at a pivotal moment.

Yet, at the heart of these tensions, bulk emerges as a standout exception: it endures, innovates and positions itself as a strategic lever to reshape production and distribution models on a global scale.

Backed by Vinexposium, the World Bulk Wine Exhibition showcases the dynamism of the global bulk wines and spirits trade. More than 240 exhibitors from 25 countries and buyers from 60 markets — representing nearly 80% of the global bulk wine trade — are expected in Amsterdam.

Today's event showcases the tangible shifts reshaping the market — the changes that are redrawing supply chains, logistics, formats and the economic sustainability of the industry, from wine to spirits, and

including low-alcohol and alcohol-free alternatives.

Bulk is no longer a default option: it's a strategy for competitiveness, efficiency and transition. Through the conferences and masterclasses of the Academy, the IBWC competition and the presence of new players from diverse backgrounds, WBWE 2025 showcases an industry in transformation — both clear-sighted and forward-looking.

In the face of future challenges, our role is clear: to bring people together, to inform and to support. The World Bulk Wine Exhibition is more than a marketplace for trade; it's a living observatory of change and a catalyst for innovation serving the entire sector.



**Rodolphe Lameyse**

*CEO of Vinexposium*

## KEY FIGURES

# World Bulk Wine Exhibition 2025

**17<sup>th</sup>**  
edition

**240+**  
exhibitors  
from **25** countries

Buyers from  
more than  
**60**  
markets

**10**  
conferences and  
masterclasses

**350+**  
references of bulk  
wines and spirits  
open for tasting

An event that brings  
together nearly

**80%**  
of the world's  
bulk wine trade

### TOP 10 exhibitor countries

France, Spain, Italy,  
Argentina, Moldova,  
Chile, Australia, United  
States, New Zealand,  
South Africa.

## The bulk wines and spirits sector

The bulk wine trade accounts for **more than a third of the world's total wine exchange volume**, amounting to **32.99 million hectolitres** for a value of **€2.59 billion** between June 2024 and June 2025, at an **average price of €0.79/l**.

Despite a slight year-on-year volume dip (-2.3%) the bulk wine segment remains **steadier than bottled wines (-4.8%)** and continues to **better withstand global economic fluctuations**.

Compared with other wine categories, bulk wine posted solid results in the first half with the smallest decline (-0.3%) while sparkling wines fell by -0.4% and still wines by -3.1%.

**Spain** remains the leading player in the international bulk wine trade, both in value and in volume. It is followed by **Italy, New Zealand, Australia, Chile** and **France**, which ranks **6<sup>th</sup> by value** and **9<sup>th</sup> by volume**, and all of which are among the exhibiting

countries at the **WBWE 2025**. Meanwhile, among the major importing markets, the United Kingdom leads in value while Germany tops in volume. They are followed by France, the United States and Italy.

Within the European Union, during the first half of the year, exports of red and rosé wines rose by 3.4%, while those of white wines fell by 1.4%.

Beyond wine, the WBWE also reflects the rise of the **bulk spirits** trade, driven by distilleries choosing Amsterdam to grow their international sales. Producers such as **Distillery de La Tour** (France), **Angus Dundee Distillers** (United Kingdom), **Casa Maestri Tequila** (Mexico), **O'Neill Vintners & Distillers** (United States), **Distillery de Labourdonnais** (Mauritius) or **Gekkeikan** (Japan) exemplify the momentum in this segment, driven by a quest for flexibility, transport pooling and reducing carbon footprint.



### 3 QUESTIONS FOR

## Laurent Bos, Deputy CEO of Vinexposium

### 1. What are the unmissable highlights of the World Bulk Wine Exhibition?

- This year, the World Bulk Wine Exhibition kicks off its 2025 edition with an opening conference featuring two international experts, **Giorgio Delgrosso (OIV)** and **Rafael del Rey (AWM)**. They will unveil an exclusive overview of the bulk wine market and its latest developments. Another highlight of this 17<sup>th</sup> edition is the International Bulk Wine Competition (IBWC). For the first time, on Tuesday 25 November, the winners will have the opportunity to showcase their products during a dedicated session. Everything needed to strengthen the impact of this truly unique competition.

### 2. How does the wine fair showcase emerging trends?

- The World Bulk Wine Exhibition positions itself as a barometer of

market change, increasingly featuring content on sustainability, the rise of alcohol-free or low-alcohol wines and spirits, and the diversification of formats – bag-in-box, cans or kegs. These topics showcase the diversity of the sector and are vital to its future.

### 3. Could you tell us about conferences and masterclasses?

- The Academy presents an innovative, content-rich programme of conferences and masterclasses. These expert-led sessions – covering topics such as advances in dealcoholization technologies, cutting the carbon footprint of packaging and an in-depth look at the use of oak in winemaking – provide practical solutions to the key challenges faced by bulk operators and genuine insight into new opportunities in the bulk wine and spirits sector.

## WORLD BULK WINE EXHIBITION

# A must-attend event for all players in the bulk wine sector

The World Bulk Wine Exhibition has established itself as the global benchmark event for producers and buyers of bulk wines and spirits from around the world. A unique trading and business platform bringing together over 240 exhibitors from 25 countries and buyers from 60 countries, representing nearly 80% of the global bulk wine trade. Spain, France, Italy, Chile, New Zealand, Australia, South Africa and the United States: once again this year, the world's leading bulk wine producers were on hand.

Over three years, participation from several producing countries, including France, Germany and Australia, has surged, underlining the dynamism of the global bulk wine market.

Mauritius, Panama and Lebanon, one of the world's oldest wine-producing countries,

have also announced their attendance. With these new countries on board, the World Bulk Wine Exhibition cements its international stature like never before.

For over 15 years, the event has championed the rise of bulk wines and spirits, a major market. Red, white and rosé wines; appellation wines, organic and fortified; sparkling wines; spirits; but also low-alcohol and alcohol-free drinks or ready to drink (RTD): every category is showcased at the World Bulk Wine Exhibition. The breadth of the offering, showcasing innovative products and solutions that notably reduce the carbon footprint of packaging while optimising logistics costs, perfectly meets the needs of a sector seeking competitive, sustainable solutions.

### The Academy programme

Tastings, conferences, masterclasses: the World Bulk Wine Exhibition programme gives every visitor essential insights to decode the sector's key trends and find solutions that meet their needs.

#### The Silent Tasting Room

The Silent Tasting Room is a must-visit highlight of the show. In this expansive area of self-service tasting, visitors can explore at their own pace over 350 references of bulk wines and spirits, from around the world.

#### Conferences and masterclasses

The Academy's programme of conferences and masterclasses is committed to addressing today's industry challenges and shifting market trends. The 10 sessions led by top experts provide practical solutions for professionals. Record participation each year underscores the relevance of the strategic topics covered and the excellence of the speakers.

## Monday 24 November

### **New consumers, new rules: navigating the transformation of the No/Low market**

*Organised by BevZero*

The alcohol-free and low-alcohol wine segment is no longer niche: this panel discussion explores how it is redefining how we enjoy wine and opening exciting new innovation opportunities for producers.

### **Sourcing bulk wine**

*Organised by VinLog powered by Kuehne + Nagel*

An expert panel discussing how pricing and cost pressures shape global bulk wine sourcing strategies.

### **Bulk wine and beyond: the global wine trade today and tomorrow**

*Organised by Meininger's International and Vinexposium*

International experts analyse developments in the global bulk wine market, its structural challenges and the sector's sustainability conditions.

### **Oak: a value creator**

*Organised by Pronektar and Biossent – Oenotan & Boisé Sélection*

A masterclass demonstrating how oak can enhance the profile of bulk wines and spirits and become a powerful commercial differentiator.

### **Why is blending the future of the wine industry?**

*Organised by Robert Joseph, Barry Dick and Vinexposium*

Producers Robert Joseph and Barry Dick MW showcase the benefits of blending in an era of climate change and trade tensions, through a comparative tasting.

### **New consumers, new products**

*Organised by Pellenc-Pera Oenoprocess*

This session explores how producers can meet consumer demand for fresher, more approachable and often lower-alcohol wines, without giving up the terroir.

## Tuesday 25 November

### **Minimise the risks associated with transporting bulk goods**

*Organised by Wine & Spirits Shippers Association (WSSA)*

A panel of experts examines the technical and logistical aspects of bulk transport – from flexibag construction to incident management – to ensure the safety and compliance of shipments.

### **Cracking the sustainable packaging puzzle**

*Organised by Sustainable Wine Roundtable and Vinexposium*

This round table examines the real challenges of sustainable packaging in wine: beyond bulk and transport, it aims to understand the overall carbon footprint and to make informed choices among alternative formats.

### **How do Provence wines craft the world's finest rosés?**

*Organised by the Interprofessional Council of Provence Wines (CIVP), with Ray O'Connor MW*

A sensory masterclass showcasing Provençal craftsmanship: unique terroirs, the art of blending and the outstanding quality of Provence rosés, regarded among the best in the world.

### **Raising the bar: regulation, quality, consistency and the future of No-Low wine**

*Organised by Irem Eren, Robert Joseph and Vinexposium*

A panel of European experts exploring the evolution of the No-Low wine segment: regulation, innovation, sensory balance and shifting drinking habits are laying the foundations for a new era for No-Low wines.

Discover the full Academy programme [by clicking here.](#)

# The International Bulk Wine Competition (IBWC)

The World Bulk Wine Exhibition welcomes once again this year the IBWC, the only international competition dedicated to bulk wines and spirits. Open to all exhibitors and held prior to the event, it celebrates excellence in bulk wines and spirits. **More than 150 bulk wines and spirits from around the world** are blind tasted by a renowned panel of experts, made up of buyers and specialist journalists.

The list of winners will be published on the website of the event on Sunday 23 November after the jury's deliberations. Immediately, participants will receive their digital medal, enabling them to promote their prize-winning products at once and to invite their contacts to attend their presentation at the wine trade show.

The IBWC is a genuine barometer of the global market, connecting regions, cultures and business opportunities through excellence.

This year, for the first time, the winners of the medals Grand Gold and Gold will enjoy enhanced visibility. They will showcase their wines in an exclusive session, the **Grand Gold Pitch**, before a dedicated tasting open to all visitors. Since its inception, Spain, Italy, Argentina and France have dominated the awards.

With more than **63 grape varieties represented**, the IBWC showcases the extraordinary diversity of bulk wine on a global scale. The 10 most awarded grape varieties represent 65% of award-winning wines and reflect both international trends and regional identities, from South America's iconic Malbec to global classics like Cabernet Sauvignon, Syrah and Chardonnay.

**Tuesday 25 November 2025,  
10:00-13:00**

- **10:00:** Opening ceremony
- **10h15 :** Speeches from the five Grand Gold winners and start of the tasting of medal-winning wines
- **13h00 :** End of the event



I hope this edition of the IBWC will consolidate the status of the only international competition that showcases the outstanding quality of bulk wines and the broad diversity of grape varieties offered on an international market accounting for nearly a third of global exports.

This competition, which developed alongside the WBWE in Amsterdam, has become a powerful springboard for bulk wine producers and helps boost the profile of the awarded wines. It also underlines the rising prestige of bulk wine: top-quality wines that are bottled in their destination country before reaching the end consumer.

**José Luis Murcia**  
*Jury President*



Each year, the International Bulk Wine Competition brings together a single judging panel made up of **25 international experts**.

- > Oenologists, sommeliers, journalists, buyers and industry specialists ensure a precise, fair and consistent assessment.
- > Since 2019, jury members come from **more than 40 countries**, covering Europe, the Americas, Asia, Africa and Oceania.
- > Each edition includes representatives from **15 to 25 countries**, ensuring a global perspective.

This diversity ensures that every wine or spirit is judged not by local tastes, but according to international standards of quality and excellence.

## 2025 Jury Members



**Jose Luis Murcia**

*President and independant wine & spirits professional*



**Andrea Bernardini**

*Italian Wine Brands*



**Barry Dick**

*Waitrose*



**Blandine Philibert-Maret**

*Œnologue*



**Cathrine Hernes**

*Vinmonopolet AS*



**Christine Scharrer**

*Wineconsale GmbH*



**Dennis Doorackers**

*The Wine Can Guy*



**Florian Blereau**

*Grands Chais de France*



**Giuseppe Minissale**

*Director - G Minissale Consulting Pty Ltd*



**Irem Eren**

*Born Rose*



**Jan Bertram**

*Wein Markt*



**Jose Serrano**

*Peter Riegel*



**Katia Alvarez**

*Martin Codax*



**Loris Del Vai**

*Mack & Schule Italia*



**Madalena Moreira**

*Œnologist - Encirc*



**Marco Pignotti**

*Cantina Dei Colli Ripani*



**Marei Lange**

*Bataillard*



**Michel C.Rebb**

*Hauser Weine*



**Nevil Shah**

*Australian Liquor Marketers*



**Peter Douglas**

*Sustaina Wines*



**Ray O'Connor**

*Ray O'Connor Wine*



**Robert Joseph**

*The Wine Thinker*



**Torbjörn Rolander**

*Akesson Vin*



**Walter Zuccotto**

*Italian Wine Brand*



**Wanda Augustyn**

*Wineland Media*



**Yvonne Zohar**

*Independant wine & spirits professional*



## WORLD BULK WINE EXHIBITION 2025

### Major new features

> Monday 24 November from 09:15, the opening ceremony of the World Bulk Wine Exhibition will take the form of a keynote conference open to all journalists, devoted to the global wine market and the trends shaping the bulk wine segment. A show within the show staged by Vinexposium, featuring two international experts: **Rafael del Rey, Founder and Manager of the international consultancy Del Rey Analysts of Wine Markets (AWM)** and **Giorgio Delgrosso, Head of the Statistics and Digital Transformation Department at the International Organisation of Vine and Wine (OIV)**

**Giorgio Delgrosso** will analyse the first 2025 production estimates and the market's structural trends, while **Rafael del Rey** will outline the evolution of the bulk wine trade, both between producers and for bottling – two approaches now driven by the pursuit of economic efficiency and by environmental concerns.

**Monday 24 November  
from 9:30 to 10:15**

-  **Opening remarks by Laurent Bos**
-  **Presentation by Giorgio Delgrosso**
-  **Presentation by Rafael del Rey**

> **Mauritius, Panama and Lebanon** are participating for the first time in the World Bulk Wine Exhibition.

While the world's leading bulk wine producers will be back, new countries are joining this edition of the World Bulk Wine Exhibition. Professionals from every continent, reinforcing its international stature and enriching the wine show's offering.

> The **Grand Gold** and **Gold** winners will present their cuvées at an exclusive tasting.

This is a first: an open tasting open to all visitors will bring together all the award-winning cuvées honoured with Grand Gold and Gold medals. As for the Grand Gold winners, through the **Grand Gold Pitch** they will have the chance to speak and showcase their award-winning cuvées in a dedicated session on Tuesday 25 November. In addition to giving award-winning producers unrivalled exposure, these exclusive sessions enhance the visitor experience.

# The major bulk issues under discussion in Amsterdam

## Top trends in bulk wine

In the first half of the year, while the international wine trade has continued to contract, bulk wine remained one of the best-performing categories. Industry trends, leading exporters and leading importers of bulk wine, results by colour and wine category: Monday 24 November, 12:30 to 13:15, the session hosted by Meininger's International et Vinexposium. "Global Bulk Market Trends", will provide a highly anticipated insight into the sector.

## Market resilience

Since the start of the year, while bottled sales are slowing by 4.8% in volume and 3.1% in value, bulk shipments have recorded a slight 2.3% drop in volume but are buoyed by a 2.1% rise in average prices, to € 0.78 per litre. These figures underscore the resilience of bulk wine in a landscape where challenges abound (Del Rey AWM).

*For more information: Monday 24 November, 17:30-18:30, "New products, new consumers" by Pellenc-Pera Oenoprocess*

## A sustainable, cost-competitive solution

Amid economic pressures, the global wine sector is undergoing a profound transformation. The increasingly significant environmental concerns and the trend towards moderation that has developed in the alcoholic drinks sector in recent years are also driving the market's evolution.

*To find out more: Tuesday 25 November, 11:15 to 12:00, "Cracking the sustainable packaging puzzle" by Sustainable Wine Roundtable (SWR)*

## Diversifying offerings and formats

The rise of No-Low, the expansion of ready-to-drink (RTD) beverages and the diversification of formats (bag-in-box, cans,

kegs) are driving growth in the global bulk wine market.

Alcohol-free and low-alcohol drinks, which appeal to consumers favouring moderation, represent a still-niche but rapidly growing market. This is particularly true thanks to improvements in dealcoholization technologies and investments in dedicated facilities, enabling producers to increase production and improve quality.

Ready-to-drink beverages and cans also meet consumers' new demands for novelty and convenience. This new offering, growing slowly but steadily, could be one of the answers to the structural decline in consumption of traditional wine and spirits. These emerging segments indeed have the potential to capture a share of the wine and spirits market in the years to come.

*"World Bulk Wine Exhibition is the must-attend event for BevZero: a strategic platform where we can showcase our technological advances in dealcoholization, such as ClearAlc, while engaging directly with producers and market traders in the global bulk wine market. With the segment's spectacular growth No/Low, we support our clients at every stage, from the choice of the wine-based foundation focused on preserving aromas and texture, to deliver quality dealcoholized wines that honour the taste and expectations of the consumers. This shift heralds a new era for wine, where innovation, pleasure and healthy lifestyles meet, opening up strong prospects in international markets." Silvia adds Cedeño, Managing Director*

*To find out more: Monday 24 November, from 10:00 to 10:45, "New consumers, new rules: understanding the No/Low market shift", by BevZero, and Tuesday, November 25, from 14:30 to 15:45 "Regulation, quality, consistency and the future of No-Low wine", by Irem Eren, Robert Joseph and Vinexposium.*

# WB WE

## Practical informations

**Monday 24 November**

9:30 - 18:30

**Tuesday 25 November**

9:30 - 17:00

RAI Amsterdam - Hall 5, Europaplein 24, 1078 GZ

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