



WINE PARIS 2026: AN IMMERSIVE ACADEMY PROGRAMME FOR THE ENTIRE INDUSTRY

Paris, 22 January 2026 — In 2026, more than ever, Wine Paris is reaffirming its role as a platform for expertise, development and connection, adopting an inclusive approach that speaks to the entire industry. Led by Vinexpo, the event is set to unveil a redefined programme within a coherent, fast-paced and forward-looking ecosystem that spans every market segment, from alcoholic to alcohol-free beverages.

This year, the Academy has deliberately embraced a contemporary format combining interactive tasting workshops, high-level masterclasses, panel discussions, conferences and trade meetings. Together, these formats are designed to help professionals decipher today's challenges while anticipating those of tomorrow.

In 2026, the Academy programme features over **180 events**, including **50 masterclasses** and **20 conferences**, firmly positioning it as a major focal point of Wine Paris. The programme is punctuated by new highlights such as the **Be No Talks** and the **Be Spirits Stage**, alongside numerous events hosted on exhibitor stands and across the show's various stages.

“Consumption patterns are evolving, and the industry is diversifying. Wine Paris, Be Spirits and Be No reflect this momentum. In Paris, Vinexpo brings to life a dynamic ecosystem, closely connected to market realities. The Academy is part of this movement: it opens up discussion on the industry's key challenges and builds bridges between categories, guided by a spirit of complementarity and openness.” – Rodolphe Lameyse, CEO of Vinexpo.

Experts, sommeliers, mixologists, producers and flavour artisans will come together to explore key market trends, sharpen their expertise and nurture a shared vision of an industry undergoing profound transformation.

Through its three complementary events – **Wine Paris, Be Spirits and Be No** – Vinexpo illustrates the full depth and breadth of its Paris exhibition. The international gathering brings together all industry stakeholders to gain a clearer understanding of the changes reshaping the sector. At the heart of these developments are innovation, the ability to adapt to new usages and the growing momentum behind alcohol-free beverages.

2026 'PAIRING PERFECTION' MASTERCLASSES – EXPLORING HARMONY

'Pairing Perfection' is the thread woven through this year's event, structuring the masterclasses and shaping their content. Wine Paris is introducing formats designed to reflect an evolving industry and changing consumption patterns.

Moving beyond food and wine pairings, the masterclasses explore the broader notion of harmony, focusing on the intersection of products, uses, cultures and visions. Pairing thus becomes a lens through which current expectations and industry transformation can be interpreted.

This approach is expressed through several interconnected lines of thought: linking inherited expertise with emerging creations; fostering dialogue between producers and future partners; and connecting revisited traditions with contemporary perspectives.

In an era of shifting drinking patterns, where alcoholic beverages and their alternatives continue to play a pivotal part in moments of togetherness, these masterclasses aim to encourage the sharing of ideas and conversations around industry practices.

The programme spans a variety of formats:

- **"The Cocktail Pairing Experience"**, combining creativity, technique, and a sense of pairing.
- **"Food and Cognac Pairings: The Perfect Alliance to Elevate Gastronomy"**, to rediscover this iconic spirit through pairings.
- **"The New Pairing Frontier: Enhancing Cheese Pairing Through the Lens of Sake"**, a session dedicated to matching cheeses with sake as a way of pushing the boundaries of sensory exploration.
- **"The Agave Pairing Experience"**, an additional session focusing on agave distillates and pairings with Mexican food with attendance by chef Mercedes Ahumada.

The image shows the Be No booth at the Wine Paris 2026 exhibition. The booth has a blue and yellow geometric design. On the left, the 'Be No' logo is displayed. To the right, there is promotional text: 'No alcohol \ New perspectives', 'Wine Paris', and '09 – 11 Feb. 2026'. Below the text is a vibrant photograph of various colorful cocktails and mixers, including margaritas and other citrus-based drinks, garnished with lime and orange slices.

BE NO: NEW FEATURES, ENGAGEMENT AND INSPIRATION

New for 2026: the Be No Talks

For this year's exhibition, Be No is introducing the **Be No Talks** – a dedicated space designed to decode and deepen understanding of the alcohol-free market. Conceived as a hybrid, conversational format, the Be No Talks consist of 45-minute sessions combining market analysis, practical insights and expert-led discussions.

Specialists, key players and innovative brands will take the stage to address changing consumer behaviours and expectations, along with the strategies now shaping this thriving category. These conversations aim to provide a clearer view of current trends and growth prospects for alcohol-free beverages.

- **“No Alcohol Wine: From Trend to Transformation”:** this session explores the development of **alcohol-free** wine which has evolved from a consumer trend into a category of strategic importance for the industry. It will examine market dynamics, consumption patterns, regulatory frameworks and technological innovation.
- **“Responsible drinking as a core component of gastronomy”:** Discussions will explore how alcohol-free wines are finding their place on the fine dining scene, focusing on pairing and service logic, as well as their profile on wine lists.
- **“Is No-Alcohol an Ally or a Competitor to Wine and Spirits?”:** This collective debate examines the impact of alcohol-free wines and spirits on traditional models, scrutinising issues of complementarity, evolving usage and emerging market equilibriums.

Be Spirits

09 - FEB
11 2026
WINE PARIS

BE SPIRITS STAGE AND THE INFINITE BAR: LEARNING, OBSERVING AND FINDING INSPIRATION

Be Spirits Stage: honouring the art of mixology

Designed as a forum for discussion, the **Be Spirits Stage** hosts a programme where trade practices and the evolving mixology scene take centre stage. **Mixology** is explored through a variety of formats – workshops, training sessions and demonstrations – all designed to deliver a practical and immersive experience. Curated by mixologists and international experts, the sessions delve into techniques, products and working methods, while encouraging contributions from speakers and participants from the international arena to share their experience.

From the opening day, the Be Spirits Stage sets the tone by examining major global trends with Melita Kiely (*The Spirits Business*), before turning to more exploratory themes such as the subtle pairing of sake and cheese or the diversity of French ciders.

Day two celebrates innovation and expertise: **Pegasus Distillerie** reveals its terroir-driven distillation approach; **Glen Moray** lifts the curtain on the role of cask ageing; while Japanese distillation traditions for Shochu and Awamori invite participants to discover distinctive flavour profiles. On Wednesday, the **IWSR** will deliver an analysis of the global spirits arena and masterclasses will focus on food and spirits pairings – from Cognac to Agave – offering a comprehensive and inspiring sensory journey.

Infinite Bar

Located at the heart of **Be Spirits**, the **Infinite Bar** spans **40 metres** and features **20 mixologists from some of Paris' most creative and internationally acclaimed bars**, including Danico, Moonshiner, Mr Antoine, Red Poppy, Bisou and L'Ours. The space serves as a true showcase for contemporary skills, hosting live demonstrations where cocktails are crafted using exhibitors' spirits and ingredients, techniques are displayed and methodological approaches to cocktail design are brought to life. Acting as an observatory of emerging industry trends, the **Infinite Bar** highlights the influences set to shape the drinks lists of the future.

INTERNATIONAL TRADE AND PUBLIC POLICY A CORE FOCUS OF THE WINE PARIS 2026 PROGRAMME

In 2026, **Vinexposium** will champion its mission as a strategic international platform more than ever before by structuring a programme of **conferences and panel discussions dedicated to public policy, international trade and the major societal issues facing the wine and spirits industry**.

Developed in collaboration with its **institutional partners**, this series of high-level discussions will offer insight into the major topics currently shaping the industry – **from free-trade agreements and tariff and regulatory policies to questions of control and responsibility**. Three flagship sessions will set the pace of the programme: a panel discussion examining the EU-Mercosur agreement and its implications for **European** and **South American** markets; a session focused on the **Indian** market and the economic growth opportunities generated by free trade agreements concluded or under negotiation with key trading partners such as the European Union, the **United Kingdom and Australia**; and a debate on transatlantic trade relations analysing the impact of recent **American** tariffs on the spirits industry and global trade balances with contributions by American and British industry spokespeople.

WINE TECH PERSPECTIVES: INNOVATION & DIGITALISATION

The Wine Tech Perspectives is an area designed for observing and understanding technology, digital tools and emerging practices shaping the wine industry. Aimed at industry members, it provides solutions, practical feedback and analysis around digitalisation, new business models and technology adoption, while providing concrete insights into the transformations currently underway across the sector.

By bringing together artificial intelligence, start-ups poised to revolutionise the industry, neuromarketing and new industry entrants, the Wine Tech Perspectives and Vinexposium are cementing their mission to unite industry stakeholders around the key challenges of innovation, idea-sharing and market transformation.



OFF: EXTENDING THE WINE PARIS EXPERIENCE

OFF is Wine Paris' invitation to extend the experience beyond the exhibition halls. Its 2026 guide features over **140 Parisian venues – restaurants, wine bars, cocktail bars and wine merchants** – selected for their unique wine and spirits propositions.

Curated by a dedicated committee, the selection turns the spotlight on inspiring locations suited to all budgets, reflecting the vibrancy and creativity of the Parisian scene. Print books of the 2026 OFF Guide will be available throughout Wine Paris.

For more information, visit the [Wine Paris website](#) and its [media corner](#).

View the full Academy programme [here](#).

To view the 2025 exhibition photo gallery, [click here](#).

ABOUT VINEXPOSITION:

Vinexposium is the year-round ally to the global wine and spirits trade. By creating momentum 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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FOLLOW OUR NEXT EVENTS:

- [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)
- [Vinexpo Explorer Bulk edition](#) (8-10 June 2026)
- [Word Bulk Wine Exhibition](#) (30 November-01 December 2026)