



VINEXPO AMERICAS 2026 REINFORCES ITS ROLE AS THE BUSINESS BRIDGE ACROSS THE AMERICAS

Miami, February 25, 2026 – In a context shaped by evolving trade policies, tariff pressures and shifting consumption patterns, Vinexposium confirms the strategic evolution of its Miami event.

In 2026, Vinexpo America became Vinexpo Americas, reflecting its expanded continental scope and reinforced mission: to serve as a central business platform connecting North, Central and South America, as well as the Caribbean. Taking place on April 29–30, 2026 at the Miami Beach Convention Center, the event will bring together Vinexpo Americas, Be Spirits and Be No under one roof, forming a structured, multi-category trade environment aligned with today’s market realities.

This evolution underscores Vinexposium’s commitment to supporting producers and buyers in maintaining market visibility, strengthening commercial relationships and navigating complexity with clarity.

*“Miami brings together the right decision-makers from across the continent in one focused environment,” says **Grace Ghazalé, Director of International Events at Vinexposium.** “For global producers, at a time when sourcing strategies are being recalibrated, maintaining visibility in the U.S. market is critical, while leveraging Miami’s position to develop distribution opportunities across neighbouring markets.”*

VINEXPO AMERICAS: A STRATEGIC BUSINESS PLATFORM FOR CONTINENTAL ENGAGEMENT

The 2025 Miami edition confirmed the strength of this positioning, welcoming **2,106 trade participants** from **46 countries** and generating **more than 1,000 scheduled business meetings**. With 40% of attendees coming from Latin America and the Caribbean, the event reinforced Miami’s role as a **commercial crossroads linking the Americas**.

For 2026, the objective is clear: to consolidate and expand this role as the business bridge across the Americas.

This positioning responds to a market undergoing measurable adjustment. Recent market indicators point to stabilisation following a period of recalibration. After declining by 8.5% by volume over the first nine months of 2025, U.S. wine depletions improved to -7.5% over twelve months as operators adjusted to new tariff structures ([Vinexposium Voice #5 – SipSource/WSWA](#)).

The strong engagement of U.S. professionals globally reinforces this trajectory. Wine Paris 2026 recorded a 28% increase in U.S. trade visitors, demonstrating sustained commitment from American buyers despite evolving trade conditions. Alongside the United States, key markets such as Brazil, Mexico, Puerto Rico and the Bahamas contribute actively to the continent’s trade dynamics.

Vinexpo Americas extends that engagement at continental level, offering producers a strategic touchpoint to maintain visibility and adapt to evolving commercial conditions.

A MULTI-CATEGORY PLATFORM REFLECTING MARKET REALITY

In response to structural shifts in portfolio diversification and consumer behaviour, Vinexpo Americas 2026 will integrate three complementary trade platforms:

- **VINEXPO AMERICAS:** Vinexpo Americas is dedicated to **wine distribution in the Americas**. Now in its second edition in Miami, it's the essential business platform connecting producers from all over the world with buyers from North and South America and the Caribbean.
- **BE SPIRITS:** For the first time in Miami, **Be Spirits** unites **spirits, beer, cider, sake, and mixology** in a dynamic trade event connecting global brands and buyers in one of the world's most innovative, fast-evolving beverage markets.
- **BE NO:** Be No Miami is a future-focused showcase for **alcohol-free innovation**, connecting pioneering brands and buyers in a market reshaping global drinking culture through wellness, creativity and mindful consumption.

With one badge granting access to all three spaces, exhibitors benefit from **cross-category buyer circulation** and expanded discovery opportunities within a curated professional setting.

15 countries have already confirmed participation, including **Argentina, Austria, Chile, France, Georgia, Germany, Italy, Japan, Lebanon, Republic of North Macedonia, Poland, Portugal, South Africa, Spain** and the **United States** – illustrating early international momentum across established and emerging markets.

MARKET INSIGHTS DESIGNED FOR THE AMERICAS

Beyond commercial exchange, Vinexpo Americas delivers operational insight tailored to the continent's business environment.

The Academy returns in 2026 with a focused programme designed to decode key challenges and opportunities shaping the wine and spirits industry across the Americas, combining strategic insight, market intelligence and competitive analysis. Content will be delivered through two complementary formats: **in-depth one-hour masterclasses** and **30-minute Quick Talks** offering concise perspectives on market trends and business strategy.

The programme will feature Americas-focused data from IWSR, alongside discussions on key market dynamics, including an **exclusive "Wine Talks Miami: Success in a (competitive) Florida Market"** hosted by **Sarah Phillips McCartan, Founder of Wine Talks Miami**.

A CONTINENTAL EVENT ANCHORED IN STRATEGIC MOMENTUM

In an environment where adaptation is key, Vinexpo Americas 2026 positions itself not merely as an event, but as a strategic anchor for business continuity, visibility and expansion across the Americas.

*“In a geo-economic and political environment marked by regulatory adjustments and shifting trade dynamics, the industry needs structured platforms that provide clarity and continuity,” concludes **Rodolphe Lameyse, CEO of Vinexposium**. “The United States remains a central market for the global wine and spirits industry, while Latin America and the Caribbean continue to gain strategic importance. Through its international portfolio, Vinexposium is committed to supporting long-term commercial engagement across the continent.”*

KEY FIGURES- VINEXPO AMERICAS 2025 :

- 2,106 trade participants
- 46 countries represented
- 40% of attendees from Latin America and the Caribbean
- 1,000+ scheduled business meetings
- 15+ Academy sessions

Further Reading:

Additional market insights are available in Vinexposium Voice #5, including:

- [“Tariff turbulence: How wine businesses have survived the 2025 U.S. storm”](#)
- [“Florida: A global powerhouse for wine & spirits”](#)

For more information, visit the [Vinexpo Americas website](#) and its [media corner](#)
View photos from the 2025 edition [here](#)



Vinexposium's Next Events

- [Vinexpo Americas, Be Spirits and Be No](#) (29-30 April 2026 – Miami)
- [Vinexpo Asia, Be Spirits and Be No](#) (26-28 May 2026 – Hong Kong)
- [Vinexpo Explorer - Bulk Edition](#) (8-10 June 2026 – Mendoza)
- [World Bulk Wine Exhibition](#) (30 November-1 December 2026 – Amsterdam)
- [Wine Paris, Be Spirits and Be No](#) (15-17 February 2027 – Paris)

ABOUT VINEXPO AMERICAS:

Vinexpo Americas is the leading event for accessing wine markets across the Americas. Held in Miami—a strategic crossroads between continents—it connects international brands with key importers, distributors, and buyers. The event supports professionals in navigating the complexities of the U.S. three-tier system, understanding emerging opportunities in Latin America and the Caribbean, and staying ahead of evolving consumer trends. Vinexpo Americas brings together high-impact business opportunities, market intelligence, and regulatory expertise, offering direct access to the most influential players across the region.

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.



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