

# WINE PARIS

09  
\_ 11 Feb.  
2026

PARIS EXPO  
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Alcohol abuse is hazardous to your health, drink in moderation.

An event by  
**VINEXPOSIUM**

## EDITORIAL BY RODOLPHE LAMEYSE

# CEO OF VINEXPOSIUM

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The global wine and spirits industry is navigating a particularly complex situation. Markets are gradually finding a new balance, yet production costs continue to rise and the business landscape is evolving at high speed. Across all regions, producers, distributors and industry stakeholders share the same need for a reliable compass – one that helps them interpret trends, identify commercial opportunities and make informed decisions in an environment where clarity and predictability are increasingly limited.

These challenges give Wine Paris even greater relevance. A trade show cannot resolve industry-wide crises but it can offer a space for stakeholders to meet, connect and regain momentum. Over the years, Vinexposium has strengthened its position as a trusted industry partner, establishing Wine Paris as a robust anchor for businesses determined to move forward despite ongoing uncertainty.

The 2026 exhibition takes this role a step further. Through Wine Paris, Be Spirits and Be No, we support an industry that is rapidly diversifying. New categories are emerging, established ones are reinventing themselves and consumers are exploring new ways to engage with beverages. The rise of the no/low segment is unlocking significant commercial potential, expanding usages and creating fresh opportunities for companies entering this space.

At the same time, the global landscape is shifting. As the United States and China experience slowdowns, other regions are gaining traction: India, Africa, Latin America and the Middle East. Industry players have taken note, increasingly pivoting to capture these emerging opportunities. At Vinexposium, our role is to connect markets, spotlight new drivers of growth and bring together the partners who can create value collectively.

Wine Paris is far more than a showcase for beverages – it is a moment of truth for the industry. Over the course of three days, stakeholders take stock, adjust their strategies and cement key connections. In these unsettled times, clarity has become a vital resource. Our ambition is to deliver that clarity with consistency and a strong sense of community, working alongside all those who power this sector.



## THE SHIFTING LINES OF THE BEVERAGE INDUSTRY

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February 2026 marks a decisive turning point for **Wine Paris**, reflecting an industry defined by transformation. As the worlds of wine, spirits and emerging beverage categories undergo profound climatic, cultural and economic shifts, Vinexposium further strengthens its role as an inclusive facilitator for the entire value chain: producers, merchants, distributors, retailers, restaurateurs, mixologists and the growing community of no/low and alternative drinks businesses.

**Welcoming 60,000 visitors from 155 markets and more than 6,500 exhibitors representing 60 countries, Wine Paris 2026 reinforces its position as the leading global trade event.** Its expanding international reach, fuelled by a broader and more diverse audience, underscores its core ambition: to unite every segment of the drinks industry – from vineyard to mixology through alcohol-free innovations – under one roof.

This growth stems from its strategic positioning, further amplified by the appeal of **Paris** itself. **As a cultural and economic crossroads, the city offers the industry a connected, inspiring and accessible environment.** In only a few years, Wine Paris has established itself as a global barometer for the wine and spirits trade and for emerging consumption trends.



# INSIGHT INTO INTERNATIONAL MARKETS: WHAT BUYERS AND EXPERTS ARE SAYING

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Drawing on testimonials from buyers and international experts, this section provides a practical interpretation of market shifts. The insights gathered by Vinexposium reveal contrasting regional dynamics, yet also point to shared underlying trends: evolving selection criteria, a gradual move upmarket, greater emphasis on consumer education and changing patterns of consumption. Together, these perspectives provide concrete pointers for understanding how today's markets are structuring themselves and how expectations are evolving, both on the demand side and across distribution channels.

## CANADA – FOCUS ON QUEBEC: SHIFTING BUYING CRITERIA AND CONSUMPTION PATTERNS

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In Canada – and particularly in Quebec – the market is undergoing a period of transition, shaped by a slight decline in consumption alongside increasingly specific expectations. Several clear trends are emerging: sustained growth in white wines and lighter red styles driven by demand for freshness and drinkability; a growing appetite for lower-alcohol drinks, showing no sign of slowing; and the decisive importance of value for money, which has become a central purchasing criterion for consumers.

Another defining feature of the market is the breadth of the product range, encompassing close to 40,000 wines and spirits from a wide range of origins. While consumer profiles remain highly diverse, particular attention is being given to a younger, inquisitive and well-informed consumer audience, one that is receptive to quality, product provenance and sustainable practices. Transparency around alcohol and sugar levels is also playing an increasingly influential role in purchasing decisions.

Environmental commitment has become a decisive factor for wine, while quality and authenticity are paramount for spirits. Beyond categories and origins, human connection and the narrative conveyed by producers remain essential.

As **Sébastien Clermont**, president of Tanium Vins et Spiritueux (Quebec) emphasises: *"Value for money is crucial for Quebec consumers, as is personal contact and the story behind the bottle. What matters is not just origin or the number of generations, but the emotional aspect and how the product aligns with current expectations."*



# INDIA: HOW EDUCATION AND PREMIUMISATION ARE STRUCTURING THE MARKET

The Indian wine and spirits market is evolving rapidly, driven by a young, curious population with a growing appetite for diversity. Consumers are embracing a broad spectrum of offerings – wines, cocktails, gins and craft beers – while showing greater interest in premium segments. This move upmarket is particularly tangible on special occasions, where Champagne and high-end spirits have secured a clear foothold. Well-heeled consumers are also keen to enjoy immersive, wine-focused experiences that combine tasting with conviviality and a strong social dimension.

*"India, premium wines and spirits are increasingly seen as the markers of success and lifestyle, particularly among an urban, aspirational clientele. Consumers are not only looking for quality products, but also for meaning, education and experiences around tastings. Understanding the origin, expertise and history behind every bottle has become a key driver of engagement.",* stresses **Sonal C Holland MW**, founder and director of SohoWines Consulting.



As the world's third largest beverage alcohol market by value, with an estimated worth of 55 billion dollars, India combines powerful demographics with a dynamic economy. The country is home to nearly 700 million legal-age drinkers and posts annual growth nearing 8% according to the IWSR. Another factor structuring the market is the emergence of more mindful alcohol consumption, with younger generations in particular showing increased interest in moderation and mindful drinking.

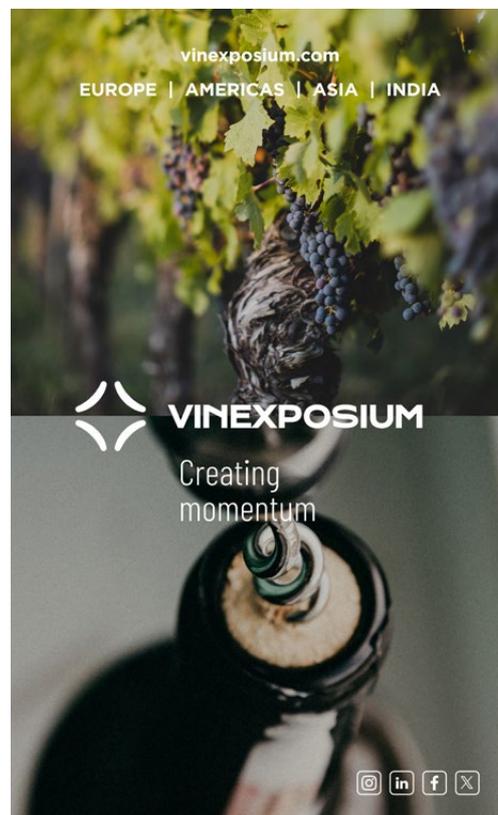
*"Consumers no longer just want to drink better; they want to understand what's in the glass – the origin of the products, how they are crafted and how best to enjoy them. This thirst for knowledge is shaping a more informed and more responsible drinking culture",* adds **Sonal C Holland MW**, founder and director of SohoWines Consulting.

In this context, Wine Paris stands as an effective platform for stepping back and gaining a clearer understanding of these transformations. By uniting producers, markets and international opinion leaders, the event provides a framework for comprehending global dynamics and putting ongoing changes in key markets such as India into perspective.

# AFRICA: MARKET DIVERSITY AND OPPORTUNITIES

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The African continent encompasses a wide variety of markets, levels of maturity and sharply contrasting regional dynamics. Yet, some common trends are woven into this mosaic: gradual premiumisation driven by a search for authenticity and growing interest in distinctive products aligned with cultural customs and local distribution channels. A granular understanding of regional specificities combined with marketing flexibility and logistical agility remain essential for businesses seeking to secure sustainable growth across the continent.



Over the past year, a number of clear shifts have taken shape. Interest is expanding towards new origins and grape varieties, moving beyond regions traditionally represented in African markets. At the same time, greater emphasis is being placed on brand heritage, commitments and producer identity. This is accompanied by a marked rise in education- and experience-led formats. Tastings, masterclasses, events and digital content are helping to structure a more informed, community-driven wine culture, especially in the large urban centres.

A panel discussion on South Africa titled “*Expressions of excellence: exploring the diversity of South Africa in the glass*” will showcase the richness of the country’s vineyard sites and wine styles, and examine how a wine industry whose international reputation continues to gain traction is moving upmarket.

*"African consumers are increasingly turning to wines that carry meaning – authentic products underpinned by genuine stories and committed producers. Wine education, tasting experiences and sharing play a pivotal role in shaping the way the market is evolving today", concludes **Chinedu Rita Rosa**, founder and president of Vines By Rosa.*



## FRANCE: A LONG-STANDING PILLAR OF WINE PARIS

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Wine Paris actively supports the rapid development of emerging markets and the diversification of origins, but it also reflects the long-standing commitment of its leading exhibitor countries and iconic wine regions.

France remains the top exhibitor country and the historic cornerstone of Wine Paris, epitomising winemaking excellence, the remarkable diversity of its vineyard sites and the exhibition's strong international reach. The country's major wine regions once again feature prominently in the 2026 event, spearheaded by Bordeaux and Languedoc, followed by Champagne, which stands as France's third largest exhibitor region.

This edition also marks a significant milestone for the Champagne region with first-time attendance by Champagne Gosset and Champagne Deutz. Their participation exemplifies Wine Paris' growing appeal among prime industry players and reinforces its status as a benchmark platform for France's top-tier appellations.



French excellence is further highlighted through the editorial programme, notably with the masterclass "[The Château Cheval Blanc Family](#)", dedicated to the history, transmission and strategic vision of one of Bordeaux's most iconic properties. Led by Pierre-Olivier Clouet (LVMH Vins d'Exception), the session offers a deep dive into the heritage, ethos and strategy of Château Cheval Blanc, addressing key themes such as the long-term future of major family-run companies, interpreting terroir, rigorous quality standards, and the balance between tradition and innovation.

## ITALY, SPAIN AND PORTUGAL: A KEY GROWTH ENGINE FOR THE EXHIBITION

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Southern Europe is proving to be one of the main growth drivers of Wine Paris, propelled by the combined momentum of Italy, Spain and Portugal, all of which rank among the exhibition's leading exhibitor countries.

Among them, Italy is a prime mover, having become the leading exhibitor nation after France. In 2026, it will account for nearly one fifth of the total exhibition floor space, representing a 30% increase on 2025 and a 4.5-fold increase across three exhibitions. A masterclass titled "Italy, an initiatory journey to discover its terroirs", led by Yari Cordiolo and Romain Bocchio, will turn the spotlight on the country's myriad vineyard sites and unique approaches adopted by its winegrowers.

Spain is also continuing its strong upward trajectory, with a 55% increase in exhibitor footprint. This growth reflects a reinforced commitment from Spanish producers and their determination to showcase the variety of their appellations, accelerate their move upmarket and strengthen the international positioning of Spain's wine sector.

Spain and Italy further stand out as one of the countries attending all three exhibitions, underscoring their strategic position within these international events. Portugal ranks as the fourth largest exhibitor country, posting a 36% rise in floor space in 2026. A conference on Portuguese vineyards and their international reach will highlight the innovation, premiumisation and ongoing structuring of the country's export proposition led by institutional representatives and producers.

## GERMANY: A RAPIDLY EVOLVING EUROPEAN BENCHMARK

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Germany is consolidating its strategic role at Wine Paris, both as a key exhibitor country and as a high-growth market. In 2026, its exhibition footprint is expanding by 33% compared with 2025, following a 4.5-fold increase over the past three years. With a presence spanning all of the exhibition's themed areas, Germany also becomes the leading exhibitor nation at Be No after France, with more than ten alcohol-free brands represented. The move confirms its benchmark position in this fast-developing category.

Another milestone for the 2026 exhibition is the first-time collective participation by the **VDP.Die Prädikatsweingüter**. Twenty-five VDP estates will share a dedicated stand, offering a representative overview of the main German wine regions and showcasing the excellence of German wines in all their stylistic diversity. The **Wines of Germany** pavilion will be back with nearly 70 co-exhibitors.





## AMERICAS: THE INTERNATIONAL POWERHOUSE

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The American continent represents one of Wine Paris' strategic growth regions, driven by the dynamic United States and leading producer countries across Latin America. The rate of growth is particularly impressive for the United States, which has extended its exhibition footprint by 42% in 2026, confirming its role as a market trendsetter, particularly for premium segments, spirits and marketing innovation. .

A masterclass titled "[California past and future: the legacy of the Paris tasting](#)", presented by Elaine Chukan Brown (Wine Enthusiast) revisits the landmark impact of the Judgment of Paris and its role in the international recognition of Californian wines, while also exploring the outlook for the region in terms of innovation, premiumisation and global scope.

At the same time, Latin America – particularly Argentina, Chile, Brazil, Uruguay and Mexico – is emerging as a powerful new growth engine, underpinned by their gradual move upmarket and strong international ambitions.

This momentum is exemplified by the active involvement of major stakeholders such as **Uruguay Wines**, **ProChile** and **Wines of Chile**, **ProMendoza** and **Wines of Argentina** alongside **Spirits of Mexico**. These organisations are proactively promoting wine regions, structuring their industries and expanding the international presence of their wines. A masterclass focusing on the premiumisation of wines from Latin America will shed light on industry modernisation, the assertion of local identities and international development strategies.

**Vinexpo Americas** stands as the natural extension of this dynamic. It has established itself as a benchmark event for markets across the American continent, providing on-the-ground support for international stakeholders that addresses local market realities and regional marketing challenges.



# VINEXPO

AMERICAS

29-30 APRIL  
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 [vinexpo-americas.com](http://vinexpo-americas.com)

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**VINEXPOSIUM**

SPIRITS • LOW • BEER • CIDER

## Be Spirits

VINEXPO AMERICAS  
**MIAMI**  
**29 - 30**  
**APR**  
**2026**

## Be No

No alcohol \ New perspectives

**Vinexpo Americas - Miami**  
**29 - 30 Apr. 2026**



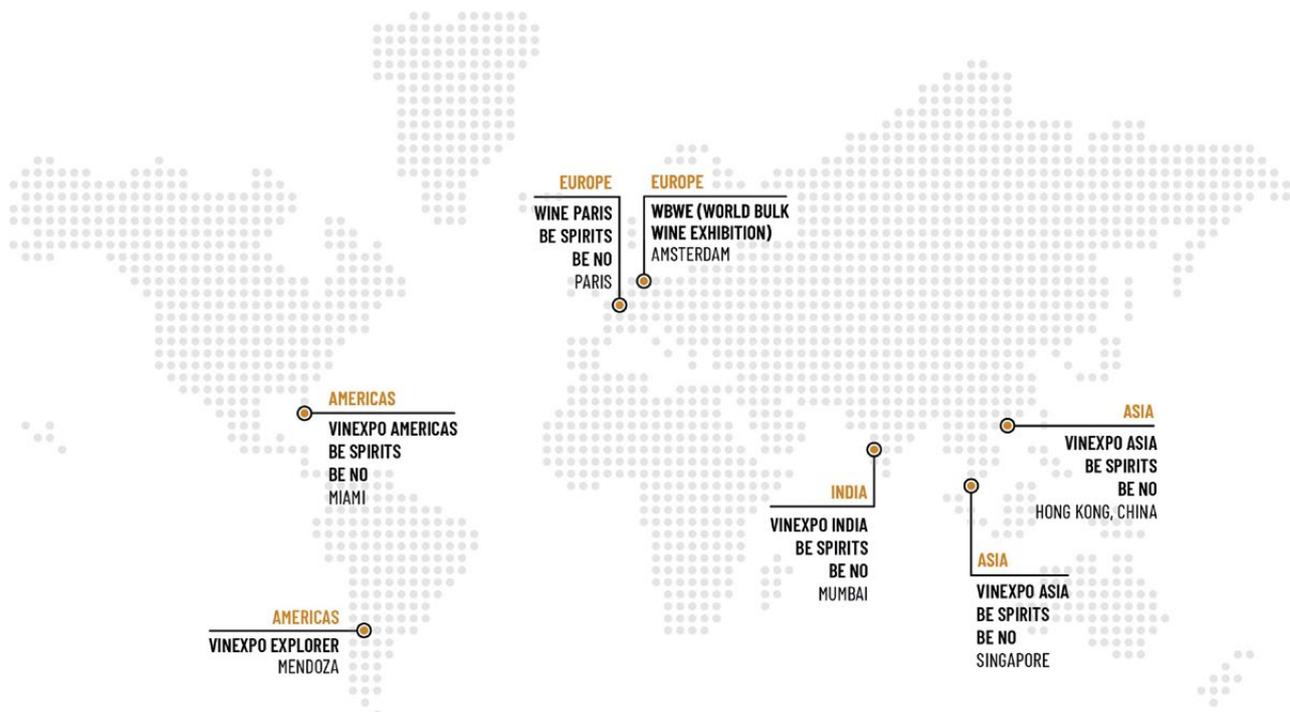
# GLOBAL PRESENCE

France remains the leading exhibitor country, followed by Italy, which is posting an 18% increase compared with 2025. Spain is also gaining strong momentum, with a 250% expansion of its footprint at Be Spirits, now placing it among the top ten countries represented.

The United Kingdom has extended its exhibition area by 138%, confirming its pivotal role in the spirits and mixology industry. Germany has become the benchmark country in the alcohol-free category with more than ten exhibitors at Be No, making it the most represented nation after France.

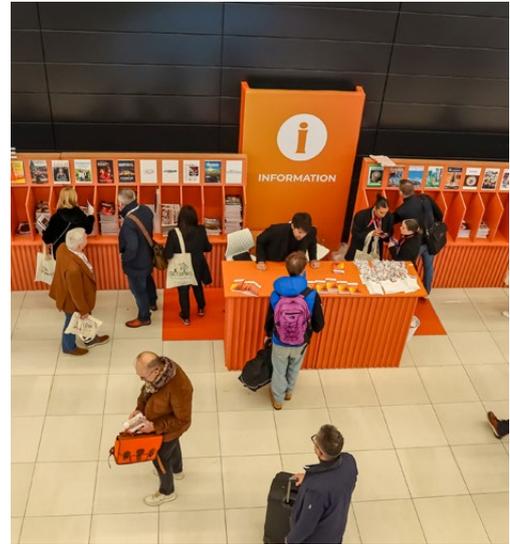
Several national pavilions are enhancing the exhibition's international visibility, notably Scotch whisky, the Irish food industry, American distilleries and Australian innovations. The arrival of new pavilions in 2026 – including Mexico, Ireland, Scotland, the United States and Australia – confirms the expanding global footprint and structuring of the spirits and Nolo beverages landscape.

Loyal attendance since 2020 by iconic companies is a testament both to their long-term commitment and to Wine Paris' deep-rooted position within the industry.



## THREE EXHIBITIONS IN ONE

In 2026, Wine Paris enters a new era. Guided by Vinexposium's vision, the event is consolidating its position as the leading international gathering for wine, spirits and no-alcohol beverages. **The upcoming exhibition will bring together three distinct yet complementary shows**, co-located over three days to foster dialogue across all segments of the drinks space, from terroir to innovation.



Wine Paris 2026 embodies the transformations reshaping the industry and, in turn, is undergoing its own evolution with the introduction of two iconic new features that reflect the vitality of the beverage industry:

- **The full independence of Be Spirits Paris**, which this year becomes a stand-alone exhibition within the event. In response to the unprecedented rise of premium spirits, craft beverages, sake, beer and cider, and the growing influence of mixology, **Be Spirits Paris will once again benefit from its own dedicated space where exclusive tastings will run alongside live demonstrations.**
- **The launch of Be No Paris, a new signature area entirely dedicated to no-alcohol beverages** and designed as a fully-fledged experience. This new space showcases the **no-alcohol segment**, highlighting a structural trend that can no longer be overlooked in the global drinks market. With **projected annual value growth of 10% by 2028** (source: IWSR), no-alcohol beverages are developing well beyond a simple trend and have become **one of the sector's most dynamic diversification levers.**

These developments illustrate Vinexposium's ambition to broaden its scope by **connecting every part of the value chain, creating bridges** and **offering every stakeholder the tools to build a resilient future.**

*"Wine Paris is a crucial business hub. At Vinexposium, our priority is to offer a practical forum for dialogue within an industry diversifying its products and markets, all within a living ecosystem that evolves alongside its stakeholders and supports them in addressing their challenges", explains **Rodolphe Lameyse**, CEO of Vinexposium.*

# NICOLAS CUISSARD'S VISION: UNITY, RESILIENCE AND TRANSFORMATION

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**Nicolas Cuissard, Director of Wine Paris, confirms that new generations are reshaping consumption habits, choosing to drink less but better.** They value authenticity and seek meaning, aiming to reconcile pleasure, creativity and responsibility. These evolving expectations now guide Wine Paris' strategy, from reframing its narrative to investing in new visual cues and reinventing the visitor experience. Immersive tasting zones, mixology battles and a rich content programme led by the Academy reflect this commitment to openness and sharing, offering a contemporary and inspiring perspective on beverages.



Positivity and optimism are at the core of this strategic vision. The rise of non-alcoholic beverages is a particular opportunity to broaden the industry's horizons. For Nicolas Cuissard, the challenge for the wine and spirits sector lies in reaching out to new markets, supporting evolving consumer needs and embracing these innovations in a spirit of complementarity. This renewed momentum invites the industry to rethink experiences, engage with generations whose drinking habits are more diverse and widen the spectrum of beverages on offer.

**MEETING THESE EMERGING EXPECTATIONS REQUIRES A CLEAR BALANCE: INNOVATION AND TRADITION, OPENNESS AND IDENTITY MUST BE GIVEN EQUAL WEIGHT TO GUIDE THE INDUSTRY TOWARDS A SUSTAINABLE AND INCLUSIVE FUTURE.**

Today's wine and spirits industry has demonstrated remarkable resilience in the face of climatic, economic and cultural changes. From the wildfires in California and Aude to frost in Bordeaux, its ability to adapt remains consistent. At the same time, new stakeholders are emerging and reshaping the global landscape. Among others, Turkey will attend for the first time with a national pavilion whilst China continues its ascent. **This vitality points to an ecosystem that is now fully interconnected, where dialogue, curiosity and collaboration transcend borders.**

In this shifting environment, Vinexpo's role is to serve as a catalyst, fostering exchanges between markets, expertise and generations. **The 2026 exhibition embodies this collective momentum, bringing together Wine Paris, Be Spirits Paris and now Be No Paris under one banner to shape the contours of an industry in motion.**

*"The sector's diversity – from production to marketing – gives its stakeholders powerful levers to develop new strategies and broaden their portfolios, all while building on the very foundations that underpin their strength. Here, tradition and innovation move forward together", emphasises **Nicolas Cuissard.***

Paris represents a decisive asset for the industry. As both an economic and international capital, it offers exceptional accessibility, a high level of connectivity and a recognised business environment supported by a world-class gastronomic ecosystem. Every year, this central position allows Vinexpo to bring together producers, distributors and buyers from across the globe and provide them with a professional setting where they can advance collectively.



# THE V D'OR, VINEXPOSIUM BUSINESS AWARDS



Launched by Vinexposium in 2024, the V d'Or awards recognise excellence and innovation within the global wine and spirits industry each year.

In 2026, five awards will be presented across three main categories, along with a Jury's Special Mention:

- **V d'Or for the Best Sustainability Initiative:** two awards – one for wine and one for spirits – recognising initiatives aimed at reducing environmental impact
- **V d'Or for the Best Education & Transmission:** two awards – one for wine and one for spirits – rewarding mentorship, education or professional knowledge transfer programmes;
- **V d'Or for the Best Innovation:** one award recognising an innovative approach (product, service, campaign, market, etc.).

**OPEN TO PROFESSIONALS FROM AROUND THE WORLD AND JUDGED BY AN INDEPENDENT INTERNATIONAL JURY, THE V D'OR AWARDS PROVIDE A CLEAR PERSPECTIVE ON EMERGING PRIORITIES WITHIN THE SECTOR AND HIGHLIGHT PROJECTS OFFERING CONCRETE SOLUTIONS TO TODAY'S INDUSTRY CHALLENGES.**

Open to professionals from around the world and judged by an independent international jury, the V d'Or awards provide a clear perspective on emerging priorities within the sector and highlight projects offering concrete solutions to today's industry challenges.

For this third edition, the winners will be announced on Sunday 8 February 2026. The ceremony will take place at **Le Trianon**, the historical Parisian theatre and monument in Montmartre, featuring an immersive culinary experience crafted by the most Michelin-starred chefs in the world, **Yannick Alléno**.

In 2026, the V d'Or take on a new dimension by being showcased at the heart of Wine Paris from 9 to 11 February, in front of more than 6,500 exhibitors and 60,000 visitors, reaffirming their role as an international benchmark and a barometer of initiatives shaping the future of the industry.

The V d'Or jury has also chosen to award a Jury's Special Mention, recognising a particularly inspiring initiative with strong potential to shape the future of the sector. The ceremony will benefit from the exceptional presence of Kylie Minogue, who will present the Jury's Special Mention Award. Kylie Minogue will also be present at the exhibition as an exhibitor, with her brand **Kylie Minogue Wines**.

## THE JURY



## SPECIAL MENTION



### **Calvados Christian Drouin SAS (France)**

Nominated in the *Panel Special Awards* category, **Calvados Christian Drouin** has been recognised for its ability to combine digital creativity, humour and community engagement by reinventing the way a multigenerational company is promoted, while strengthening its connection with new audiences.



### **Bhutan Wine Company (Bhoutan)**

Also nominated in the Panel Special Awards category, the **Bhutan Wine Company** has been honoured for its pioneering project that aims to open up new and extreme frontiers for winegrowing, placing sustainability at the core of its model in a unique and challenging natural environment.



### **Sustainability In Drinks (Royaume-Uni)**

The **Sustainability in Drinks** collective is recognised for its role in promoting sustainability industry-wide through educational, outreach and advocacy activities that help structure the sector's narrative on environmental and social issues.



### **Terra Vitis (France)**

Nominated in the *Panel Special Awards* category, **Terra Vitis** has been singled out for its commitment to responsible, sustainable and traceable viticulture practices, defending a production model that shows respect for vineyard sites, producers and consumers.

The 2026 winners will be announced on the evening of 8 February during the V d'Or ceremony, published on 9 February on the V d'Or website, and promoted throughout the exhibition in a dedicated corner.  
(To find out who the winners are, visit the V d'Or page [here](#).)

# WINE PARIS 2026 : FIGURES, EXPANSION AND NEW TRENDS

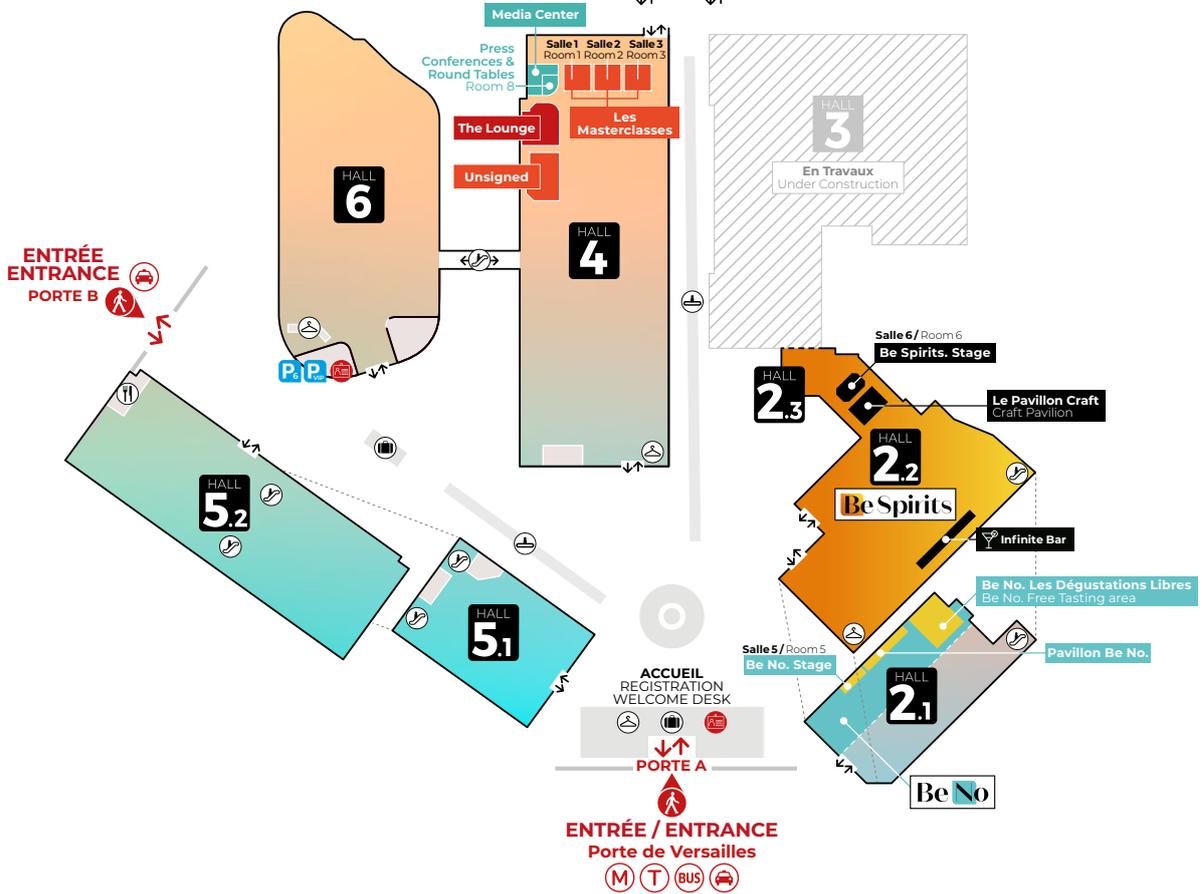
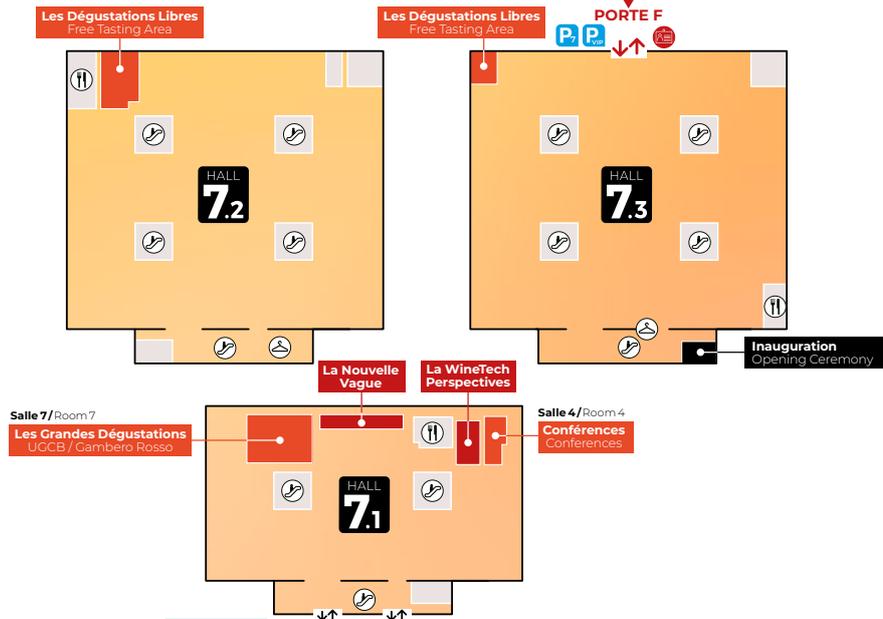
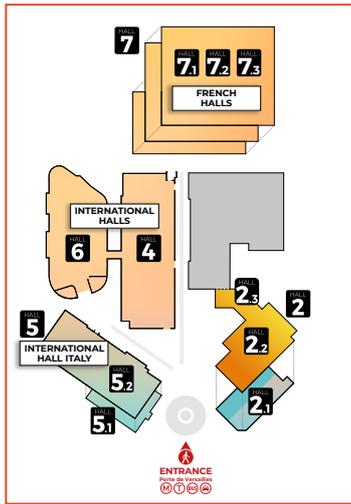
The 2026 edition of **Wine Paris** is set to be the most ambitious yet, uniting all beverage categories – Wine Paris, Be Spirits and Be No – under a single banner. **With more than 6,500 exhibitors from 60 countries and more than 60,000 trade visitors representing 155 markets**, the exhibition is consolidating its role as a global crossroads for the wine, spirits and emerging beverage industries. The upcoming show will welcome almost **30% new exhibitors**, a testament to the event's appeal and capacity for constant renewal.

**Be Spirits Paris** continues its strong momentum, adding **more than 200 new exhibitors compared with 2025. 19 pavilions are confirmed** and **8 new countries** are due to participate: Bulgaria, Finland, Indonesia, Madagascar, Monaco, Panama, Porto Rico, the Philippines, Sri Lanka and Taiwan. These figures highlight the rise of premium spirits, craft beverages, sake, beer and cider, and the growing influence of mixology.

**Be No Paris** – the new space dedicated to the no-alcohol segment – will honour producers from **13 countries**: Germany, Australia, Austria, Belgium, Denmark, France, Italy, Lithuania, Netherlands, United Kingdom, Spain, Sweden and Switzerland. The free tasting area will feature over **250 labels** so that visitors can explore the diversity of the category. For this edition, **Meininger's International** is a partner of the Free Tasting Area at **Be No** and will open the **Be No Talks** programme.

The breadth of exhibitors and visitors demonstrates Wine Paris' ability to unite an international ecosystem, champion innovation and support evolving drinking patterns, whilst providing every stakeholder with a dynamic platform for meetings, networking and strategic development.

*"The strength of Wine Paris lies in the diversity of its participants – from winegrowers, bartenders and distributors to start-ups. Every strand of the industry crosses paths there. The exhibition illustrates the development of a world where expertise, innovation and new techniques converge",* notes **Nicolas Cuissard**.



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## AN EXHIBITION WHERE TRADITION MEETS INNOVATION: **LEADING BRANDS AND EMERGING LABELS**

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One of Wine Paris' foremost strengths lies in its ability to reconcile heritage with modernity. Wine Paris brings together both prominent, historic companies – the pillars on which the reputation of French and European wine regions is based – and an upcoming generation of entrepreneurs, producers and beverage creators helping the industry move forward.

**This coexistence reflects a core belief at Vinexposium – that building the future of the sector is a collective enterprise.** By uniting established stakeholders and the catalysts for change under the same roof, Wine Paris becomes the living reflection of an industry in motion, able to reinvent itself without disavowing its roots.

The "[La Nouvelle Vague](#)" programme focusing on young producers highlights this spirit of openness. Designed for professionals that have been in the business for less than five years, it offers them the opportunity to showcase their maiden labels, meet distributors from around the world and enhance their visibility in a fast-moving market. With young, innovative talents driving change within the world of wine, La Nouvelle Vague supports this renewal by providing a proper showcase for this upcoming generation.

*"Wine Paris brings together complementary worlds. By uniting established stakeholders and new profiles from the wine, spirits and no-low spaces, we create an environment where everyone can develop their projects and move forward with the industry",* comments **Rodolphe Lameyse**, CEO of Vinexposium.

## UNSIGNED WINE + SPIRITS: DISCOVERING EMERGING TALENTS

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UNSIGNED Wines + Spirits is a dedicated area within Wine Paris showcasing independent wine and spirits producers from around the world. Formerly known as 'Wines Unearthed', the concept retains its original ambition – to foster meaningful connections between winegrowers and craft distillers with strong international potential and trade buyers seeking authentic, distinctive drinks with a compelling narrative. Organised by UNSIGNED Wines + Spirits and hosted by Wine Paris, the space celebrates diversity, innovation and singular origins, while offering trade members preferential access to new business and marketing opportunities.

Located at the heart of Wine Paris, UNSIGNED continues to expand, becoming a discovery destination that is even more dynamic and diversified than ever. Launched in 2024 with 24 producers, the space has grown rapidly, welcoming 47 producers in 2025 and a predicted 61 in 2026 across 55 stands. Representing 17 countries, UNSIGNED provides buyers with a unique opportunity to explore a truly international selection of innovative producers, ranging from emerging talents to highly entrepreneurial projects. This sustained growth reflects both the energy of the space and its growing value as a platform for discovery within the global marketplace.



# AUDREY MARQUEYSSAT'S VISION

## **BOLDNESS, CREATIVITY AND EMERGING TRENDS**

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**Audrey Marqueyssat, Director of Be Spirits and Be No, oversees two rapidly expanding sectors fuelled by creativity, new consumption trends and the rise of categories driven by younger generations.**

Her perspective resonates with those of producers, mixologists, brands and other players in the alcohol-free sector to support an industry that is exploring new avenues without compromising its core values.

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### **BE SPIRITS 2026: A STAND-ALONE EVENT POWERED BY SYNERGIES**

# Be Spirits

In 2026, Be Spirits becomes a stand-alone event while remaining fully embedded within the Wine Paris ecosystem, and benefitting from its strategic timing. Its independent organisation underscores the vitality of a fast-growing drinks sector, bringing together spirits, beers, ciders, sake and RTDs under one umbrella.

*"Be Spirits Paris is much more than an exhibition: it is a community of creative stakeholders who are pushing industry boundaries. Our mission is to promote expertise, independent sales channels and human interaction",* explains **Audrey Marqueyssat**.

Visitor profiles at Be Spirits Paris underline this positioning. In 2025, **40% of attendees represented import and distribution, 18% retail** (trade, supermarkets, e-commerce, duty-free), **11% the on-trade** (hospitality, restaurants, cafés), **8% service providers** and **23% other stakeholders** (producers, media, institutions...). The figures highlight Be Spirits' ability to attract a broad-ranging, business-oriented audience conducive to trade development and innovative partnerships.

Be Spirits Paris pursues a very clear ambition: to unite trade members around major global trends, from the resurgence of craft spirits to the powerful upswing in low-alcohol mixology, while further consolidating its role as a key segment within the Wine Paris ecosystem.

For many brands, Be Spirits also serves as a strategic gateway to export markets. Examples include the Pegasus distillery, founded in Burgundy in 2021, which has chosen Wine Paris 2026 for its official European launch. Pegasus will be leveraging the full range of resources provided by Be Spirits Paris, including a dedicated stand, a masterclass and a presence on the Infinite Bar – illustrating the exhibition's ability to provide tangible, practical support for brands on their international journey.

## KEY STRENGTHS OF BE SPIRITS PARIS 2026

### 1 - OUTSTANDING VISIBILITY

- **Enhanced visibility: 360+ exhibitors** from **39 countries**, confirming the exhibition's appeal and international reach.
- A surge in **international attendance**: 54% international this year vs. 44% in 2025 and **200 new exhibitors** compared with 2025,
- **19 pavilions** confirmed so far,
- **National and regional pavilions** maximising collective visibility,
- A dedicated environment, designed to enhance product exposure to qualified buyers.



### 2 - A BUSINESS-CENTRIC EVENT

- **The Craft Pavilion**: an area reserved for distilleries, craft breweries and start-ups
- **The Infinite Bar**: France's longest pop-up bar spanning 40 metres and featuring countless brands such as **Grand Marnier** (Campari Group) and **Brown Forman**,
- **Be Spirits Stage programme**: live mixology sessions and conferences focusing on category growth, hospitality innovation and brand activation. Two highlights have already been confirmed:
  - **Monday 9 February 2026, 10.30 – 11.30 am**: *The Spirits Business conference – Spirits Market Intelligence: What the Data is Telling Us*, moderated by Melita Kiely, editor of *The Spirits Business*,
  - **Tuesday 10 February 2026, 6.00 – 7.00 pm**: *Vinexposium Masterclass and the French Bartenders Association – "The Cocktail Pairing Experience"*, a demonstration showcasing the creativity and expertise of bartenders, with Pierre Munier, 2025 World Cocktail Champion.



### 3 - AT THE FOREFRONT OF TRENDS AND INNOVATION

- **The mixologists battle**: a flagship event revolving around the 'Pairing Perfection' theme, exploring new synergies between cocktails and gastronomy,
- **Rediscovering time-honoured spirits** (Cognac, Armagnac, liqueurs, brandies) which are increasingly appealing to younger generations,
- **The emergence of new international influences** with spirits from Asia – like Chinese baijiu and Korean soju – which aim to appeal to the European market.



## ACADEMY PROGRAMME: A FORUM FOR INSIGHT AND KNOWLEDGE SHARING

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The Academy Programme lies at the heart of Wine Paris' content, serving as a dedicate forum for reflection, dialogue and perspective on the profound transformations reshaping the industry. Structured around a robust, coherent programme, it brings together experts, industry members, institutions and key stakeholders from across the sector.

The conferences and panel discussions explore the economic, cultural and environmental challenges currently affecting the markets for wine, spirits and emerging drinks categories. Through these exchanges, the Academy equips industry players with deeper insight into ongoing shifts, helping them anticipate change and navigate the future.

The programme also sheds light on the rising importance of food and drink pairing (*Pairing Perfection*), which has become a strategic lever for promoting products, the consumer experience and differentiation in the gourmet food space. Several sessions are exploring the new frontiers for pairing, delving into innovation, culinary cultures and sensory exploration. These include:

["The new pairing frontier: Enhancing cheese pairing through the lens of sake"](#)

**Monday 9 February 2026, from 12:00 pm to 1:00 pm**

["Centre-Loire wines & Crottin de Chavignol: A journey through the terroirs"](#)

**Monday 9 February 2026, from 11:00 am to 12:00 pm**

These sessions illustrate evolving consumer practices, where food and drink pairings become a medium for creativity, cultural expression and marketing. They help strengthen the connections between beverages, gastronomy and lifestyle.

## A PROGRAMME OF CONTENT SPECIFICALLY DEDICATED TO THE STRATEGIC ISSUES FACING THE SECTOR

This year, Vinexposium is placing public policy and regulatory issues at the heart of its programme, dedicating several key events to the major economic, commercial and institutional issues shaping the future of the wine and spirits sector.

In this context, a series of institutional round tables has been designed as key moments in the programme, promoting dialogue between institutions, professional organisations and experts:

- **Evolving international markets**
- **Sustainability and responsibility issues**
- **Industry alignment with new consumption patterns**
- **Medium to long-term economic prospects**



**12:30 PM to 1:45 PM – PANEL DISCUSSION - ROOM 8 – HALL 4**  
"EU–Mercosur FTA: Where Trade Policy Meets Market Reality"  
Organised by **Vinexposium**

**2:30 PM to 3:30 PM – CONFERENCE - ROOM 8 – HALL 4**  
"Global Wine Consumption: Structural Shifts, New Geographies & Trade"  
Organised by **International Organisation of Vine and Wine (OIV)**

**5:30 PM to 6:30 PM – CONFERENCE - ROOM 8 – HALL 4**  
"Non-Tariff Barriers: The True Cost of Wine Trade"  
Organised by **Wine Origins Alliance**



**10:00 AM to 11:00 AM – PRESS CONFERENCE - ROOM 8 – HALL 4**  
"2025 Review of French Wine and Spirits Exports"  
Organised by **Federation of Wine & Spirits Exporters (FEVS)**

**11:30 AM to 12:30 PM – PRESS CONFERENCE - ROOM 8 – HALL 4**  
"Champagne: Navigating Challenges, Shaping the Future"  
Organised by **Comité Champagne**

**1:00 PM to 2:00 PM – PANEL DISCUSSION - ROOM 8 – HALL 4**  
"Trade Disrupted: Tariffs, Non-Tariff Barriers & the New Competitive Landscape" - Organised by **FIVS – The International Wine Federation**

**4:00 PM to 5:00 PM – PANEL DISCUSSION - ROOM 4 – CONFERENCES HALL 7.1**  
"Tariffs: The Spirits Industry Under Pressure"  
Organised by **Vinexposium**

**4:00 PM to 5:00 PM – PANEL DISCUSSION - ROOM 8 – HALL 4**  
"No/Low Wines and Oenotourism: Could the New EU Legislation help Companies?"  
Organised by **CEEV – European Committee of Wine Companies**

**5:30 PM to 6:30 PM – PANEL DISCUSSION - ROOM 8 – HALL 4**  
"Alcohol, Moderation and Public Conversation"  
Organised by **Drinks Insider**





**10:00 AM to 11:00 AM – PANEL DISCUSSION - ROOM 8 – HALL 4**  
"How Global Discussions Shape Every Sip: Demystifying Multilateral Organizations"  
Organised by the **World Spirits Alliance**

**11:30 AM to 12:30 AM – CONFERENCE - ROOM 8 – HALL 4**  
"Appellations Leadership: Staying a Benchmark in a Changing Wine World"  
Organised by **FIJEV – International Federation of Wine and Spirits Journalists and Writers**

**1:00 PM to 2:00 PM – PANEL DISCUSSION - ROOM 8 – HALL 4**  
"UE-India FTA: Powering the Next Growth Chapter"  
Organised by **Vinexposium**

**2:30 PM to 3:30 PM – PRESS CONFERENCE - ROOM 8 – HALL 4**  
"Soft Power & Competitiveness: Wine as a Tool of Global Influence"  
Organised by **Vinexposium**

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## **EU-MERCOSUR AGREEMENT**

This panel discussion will examine the free trade agreement between the European Union and Mercosur, analysing its implications for the wine and spirits industries. Particular attention will be given to market access, sales dynamics and broader economic relations between Europe and South America.

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## **EU-INDIA FREE TRADE AGREEMENT**

At a pivotal moment in EU-India trade relations, this panel discussion explores the Indian market through the lens of the free trade agreement. Bringing together a European Commission representative, an expert on the Indian market and a European trade organisation representing the spirits sector, the discussion will assess how the EU-India free trade agreement redefines access to the wine and spirits market in India – and what insight can be gained from existing trade agreements.

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## **US TARIFFS AND TRANSATLANTIC TRADE RELATIONS**

Held one year after Donald Trump's return to the presidency of the United States, and several months after new tariff measures were introduced, this panel focuses on transatlantic trade relations. Discussions will examine the impact of the tariffs on the spirits industry, their consequences for international trade balances and the prospects of a change in American trade policy, with insights from American and British industry voices.





## BE NO – AN EYE ON THE FUTURE



Officially launched at Wine Paris 2026, the **Be No** event marks the advent of a third themed space for Vinexposium, alongside Be Spirits and Wine Paris. Be No is designed for **alcohol-free beverages** and is a stand-alone area with its own exhibitors, visitors, masterclasses, conferences and sensory experiences, **reflecting a dramatic shift in usages and market expectations**. The free-pour tasting area will welcome **more than 250 samples**, offering a representative overview of the diversity and creativity of this newcomer to the drinks scene.



### HIGHLIGHTS – BE NO STAGE CONFERENCE (HALL 2.1)

**5:00 PM to 5:45 PM – BE NO ROOM – ROOM 6, HALL 2.1**

**"Adult drinks: an opportunity for 0% wines and spirits"** - A conference on the opportunities created by the European trend for alcohol-free wines and spirits, examining the boom in 0% drinks, new consumer expectations and prospects for developing this fast emerging segment.

*«With Be No, we are creating a universe of its own, an open space for creativity and exploration, where producers and brands present new ways of approaching no-alcohol consumption. This category complements existing ranges and opens up new prospects for professionals»,* explains **Audrey Marqueyssat**.

**Vinexposium has designed Be No as a space for experimentation and engagement.** Visitors will discover immersive tastings, creative workshops and trade gatherings targeting the future of drinks, in an environment that showcases both craft expertise and technological innovation.

The programme will also welcome a [press conference for Kylie Minogue's wines](#) on 9 February 2026, presenting the star's range of products and the brand's international strategy, illustrating the increasingly prominent role played by public figures in promoting and distributing wines in global markets.

*«Be No embodies both cultural and commercial openness. We are uniting stakeholders who, until now, lacked a shared space for engaging at international level. This openness is what makes Be No strong»,* concludes **Audrey Marqueyssat**.



## WINE PARIS, WHERE THE WINE REGIONS OF THE WORLD CONVERGE

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### HISTORIC LEADING NATIONS REMAIN LOYAL

Wine Paris 2026 is further consolidating its position as a key meeting point for major wine, spirits and now no/low stakeholders. The **major exporting countries** that are France, Italy, Spain, Portugal and the United States form the cornerstone of this international event, joined by emerging countries like Cyprus, the Czech Republic, Croatia and Poland which reflect the shifting dynamics of international trade.

Italy, a participant since the first edition, now occupies nearly one-fifth of the total exhibition area. Portugal stands as the fourth-largest exhibitor country, just behind France, Italy and Spain. The vitality of Germany is also confirmed: it becomes the leading Be No exhibitor country after France, with over ten brands represented. Spain, meanwhile, continues to push forward with a remarkable 55% rise in floor space compared with 2025.

At the same time, new regions are garnering attention as major engines of growth, led by India, Africa and Latin America.

### INDIA, AFRICA AND LATIN AMERICA – THE NEW GROWTH DRIVERS

One of the defining features of Wine Paris 2026 is the emergence of new geographic frontiers. As long-standing trade heavyweights like the United States and China experience a slowdown due to the current economic situation, the global wine industry is pivoting to restore market balance. The priority is no longer the consolidation of mature markets but the pursuit of new growth opportunities – primarily in Latin America, Africa and India.

By 2030, India's middle classes are expected to number in the hundreds of millions, positioning the country as a significant market in the making. Wine Paris offers a prime meeting space for producers and institutional stakeholders aiming to harness the potential afforded by the future Free Trade Agreement with New Delhi.

Latin America and Africa have also emerged as choice destinations on the industry's newly redrawn global trade map. Nations like Argentina, Brazil and South Africa are evolving beyond their roles as major producer nations to become full-fledged consumer markets stoked by the emergence of urban middle classes.

Wine Paris 2026 welcomes these new players, creating propitious conditions for balanced business conversations between established producers and the next wave of entrants.



### **ALCOHOL-FREE IN THE GULF MARKETS: A PREMIUM STRATEGY**

In the Gulf countries, where the distribution of alcoholic drinks remains strictly regulated, the no/low segment is emerging as a strong driver of growth. Demand in these rapidly evolving markets is centred on premium products that offer innovative flavour experiences whilst aligning with local cultural norms.

The trend opens up new business prospects for Be No Paris exhibitors and highlights Wine Paris 2026's ability to stay ahead of the curve when it comes to industry developments and support changing consumer habits at international level.

# BEYOND SUSTAINABILITY TOWARDS A REGENERATIVE INDUSTRY

Sustainability is no longer enough. Climate crises have underscored the need to push the boundaries further: to restore, regenerate and safeguard resources for future generations. This thread is woven into Wine Paris 2026's CSR programme, illustrated by pioneering initiatives that reassert the logic of circularity across the wine and spirits industry.

In 2025, the exhibition collected **102,000 bottles and 30,000 corks for re-use, re-distributed 420 kg of materials to inclusive social organisations and recovered 20,800 litres of wine, part of which was distilled into bioethanol.** These tangible results illustrate a long-term commitment in action.

**In 2026, Wine Paris is taking this pledge even further.** It will introduce new initiatives to reduce the exhibition's environmental impact – by using low-carbon logistics – and addressing issues that particularly resonate with younger generations.



Similarly, **a strengthened partnership with La WineTech Perspectives** will showcase digital and ecological innovations supporting a more sustainable, connected industry, from soil sensors and AI to traceability and the circular economy. In practical terms, this will take shape in a dedicated innovation and digitalisation zone designed to help professionals pivot and adapt to new challenges in international markets. The guiding theme of the 2026 edition, 'Exiting the crisis and (re) connecting with the consumer', will structure the programme around three core pillars: **Tech, data and AI** (exiting through innovation), **Markets and Consumption** (understanding behaviours to restore connections) and **Brand, Communications and Retail** (enhancing appeal through reinvention).

This strategy echoes a broader global movement: **according to 2025 Nielsen research, 80% of consumers expect the brands they buy to take concrete action to protect the planet.** Wine Paris 2026 is therefore placing transparency and evidence-based impact at the core of its strategy, encouraging stakeholders to publicise commitments that are both measurable and verifiable.

## CSR COMMITMENTS: PRACTICAL INITIATIVES SERVING THE INDUSTRY

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As part of Vinexposium's holistic approach, Wine Paris places a spotlight on practical corporate social responsibility commitments by exhibitors. From reducing carbon footprints and designing eco-friendly stands to reuse strategies, logistics optimisation and knowledge-sharing initiatives, all these actions reflect a clear call to action embraced by the industry.

They reflect a shared ambition to guide the sector towards a more responsible and sustainable future, in response to the expectations of markets, trade members and consumers alike.

One particularly striking example comes from François Lurton, who will present his wines and spirits on an all-new stand, designed as a fully circular structure. Crafted from an innovative organic material developed by MUSH Myco Design using vine canes, the project exemplifies a pioneering approach to eco-design inspired by the principles of the circular economy and the recovery of vineyard waste.

Specialising in bio-based material engineering, MUSH Myco Design has developed a sustainable alternative to plastic and wood by transforming vine pruning residues through fungal biotechnology processes. The resulting material is entirely natural, free from toxic substances, lightweight yet robust, fire resistant and recyclable as compost at the end of its lifecycle.

This collaboration marks the next step in François Lurton's pledge to grow vines organically and use environmentally-friendly techniques that show respect for vineyard sites and ecosystems. By reusing the vine canes from the vines that produced the grapes featured in the wines on display, the stand offers a tangible illustration of circular economy principles applied to the wine world, sending out a strong signal on the merits of responsible innovation.

Unveiled for the first time at Wine Paris 2026, the initiative demonstrates a new way of approaching the materials, scenography and the environmental footprint of trade events.



## PROSPECTS & AMBITIONS: WINE PARIS A DRIVER OF CHANGE

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Wine Paris 2026 is poised to mark a decisive turning point: exhibitor and visitor numbers continue to rise, international reach is rapidly expanding and the product range is broadening through the now-independent Be Spirits and launch of Be No.

Beyond these metrics, Vinexposium's strategic role is coming into sharper focus. The exhibition confirms its status as a global platform where decision-makers across the entire value chain – producers, importers, distributors, sommeliers, restaurateurs, media and institutional partners – can meet and engage.

Building on the **World Bulk Wine Exhibition** in Amsterdam, **Vinexpo Americas**, held in Miami, **Vinexpo Asia** in Hong Kong and **Vinexpo India** in Mumbai, Wine Paris lies at the centre of Vinexposium's global strategy, connecting European, American and Asian markets through a shared commitment to collaboration and international development.

Wine Paris is no longer simply a trade event – it is a space for ideas and transformation, a forum where the global industry collectively shapes its future. Innovation remains the driving force behind this transformation, expressed not only through technology but also formats, narratives and experiences. The launch of Be No reflects this boldness, demonstrating how a consumer trend can evolve into a fully fledged professional and creative space focused on the future.

*"No-alcohol is a way to reach new audiences. By structuring this category through Be No, we are giving it a clear and coherent space for expression within the Vinexposium ecosystem", concludes Rodolphe Lameyse.*

# VOICE OF THE INDUSTRY ENSURING THE SECTOR IS HEARD

*Voice of the Industry* has established itself as a benchmark editorial platform dedicated to supporting the wine and spirits industry in understanding and interpreting the profound transformations reshaping the sector. Published quarterly by Vinexposium, the magazine will be released as a special print edition for Wine Paris, delivering even sharper insight into the major challenges facing the industry.

Over the past year, **Vinexposium** has gone beyond launching a magazine to build a fully-fledged **media ecosystem** designed to give voice to those shaping the future of the industry. Through in-depth analysis, interviews, **podcasts**, expert perspectives and practical insight, Voice of the Industry decodes major economic, cultural and societal challenges with a clear ambition: to inform decision-making, inspire action and connect expertise.

Originally conceived as a print publication, the platform has since expanded into a comprehensive, always-on editorial programme combining exclusive content, a quarterly magazine and an extended digital presence.

## A STRONG INTERNATIONAL FOCUS WITH A LONG-TERM VISION

Wine Paris is part of a broader international community shaped by the full line-up of events hosted by Vinexposium. This international vision is a testament to the group's determination to provide enduring support for the industry in the world's foremost markets, through events that are both strategic and complementary.

The next international events include:

- **Wine Paris, Be Spirits & Be No (9–11 February 2026)**
- **Vinexpo Americas, Be Spirits & Be No (Miami, 29–30 April 2026)**
- **Vinexpo Asia, Be Spirits & Be No (Hong Kong, 26–28 May 2026)**
- **Vinexpo Explorer – Bulk Wine Edition (Mendoza, 8–10 June 2026)**
- **World Bulk Wine Exhibition (Amsterdam, 30 November – 1 December 2026)**





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# PRACTICAL INFORMATION

## DATES & TIMES

Monday **February 9: 9:00 AM–7:00 PM**  
Tuesday, **February 10: 9:00 AM–7:00 PM**  
Wednesday, **February 11: 9:00 AM–5:00 PM**

## ADDRESS

**Paris Expo Porte de Versailles**  
**1 Place de la Porte de Versailles**  
**75015 Paris – France**

## BADGES

### Visitors

From September 29  
to February 8, 2026: €80  
From February 9 to 11, 2026: €95

**Free entry for journalists and content creators** (subject to accreditation by the show's press office).

Online accreditation available on [wineparis.com](http://wineparis.com) (until Sunday, February 8 at 5:00 PM):

For students: €15 incl. VAT (subject to approval by the organizer)

### Priority Taxi Booking

A promotional code provides priority access when booking a taxi, making travel easier and more seamless for visitors.

### VIP Travel Assistance Service

A hands-free travel service is available, allowing luggage to be shipped directly to and from Wine Paris for a smoother, more relaxed journey.

The service can be accessed using the code WP2026VIP.



DISCOVER THE PHOTO GALLERY  
OF THE EVENT [HERE](#)

## MEDIA CONTACTS

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To access information, exhibitor news and download visuals, please visit the **Media page:**  
[wineparis.com](http://wineparis.com)