



## WINE PARIS 2026: THE GLOBAL INFLUENCE EPICENTRE FOR WINES AND SPIRITS

Paris, 13 February 2026 - Wine Paris 2026 has established itself as the global influence epicentre for wines and spirits, now open to all drinks categories, including no- and low-alcohol segments. A crossroads of attendance and influence, the event strengthens its structuring role for the industry on an international scale. With 63,541 trade visitors from 169 countries, 51% of whom were international – up 20.75% – and 6,537 exhibitors from 63 countries (51% international), representing a 20% increase, the 2026 edition confirms the event's growing global reach.

*"Wine Paris 2026 reaffirms its central role for the global drinks industry. As both a marketplace, a platform for influence and a space for dialogue, the event has become a structuring meeting point to support the sector's transformations and help shape its future,"* says **Nicolas Cuissard**, Director of Wine Paris.

### THE LEADING GLOBAL MARKETPLACE FOR THE INDUSTRY

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In a challenging economic environment marked by market unpredictability and trade tensions, **Wine Paris** has more than ever positioned itself as the place and the moment where global business opportunities converge.

Business momentum resulted in **25,958 pre-scheduled meetings** arranged through the business matching platform – **up 28%** – and a **20% increase in the presence of top buyers**. Over three days, **112,462 industry professionals** crossed paths throughout the exhibition halls, reflecting the exceptional density of its ecosystem.

Producers, merchants, importers, distributors and international buyers found in Wine Paris a unique **convergence point** for business development. The renewed commitment of major industry players, combined with the arrival of new international exhibitors, further strengthens the event's growing appeal.

All drinks categories are now included within the ecosystem deployed by **Vinexposium** – wines, spirits, beers, ciders, cocktails, RTDs and no/low – reflecting evolving consumption patterns and market dynamics.



# A GLOBAL INFLUENCE PLATFORM OBSERVED BY ECONOMIC AND POLITICAL DECISION-MAKERS

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**Wine Paris** has reached a new strategic milestone by establishing itself as a major influence platform for the drinks industry.

The 2026 edition brought together more than **400 French, European and international public sector representatives**. For the first time ever, the event was inaugurated by the **President of the French Republic, Emmanuel Macron**.

The show also welcomed **former President François Hollande, two serving French ministers, four foreign ministers, and members of Parliament** from across the political spectrum. Embassies from **37 countries** were represented, including **21 ambassadors**, alongside representatives of the **European Commission** (DG Trade and DG Agri).

This mobilisation now clearly demonstrates that Wine Paris has become a structured space for dialogue between the industry, **national governments and European institutions**.

Wine Paris is no longer solely a trading venue; it has become a strategic platform where the collective vision of the sector is shaped.

## AN INTERNATIONAL FORUM FOR DIALOGUE AND REFLECTION

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The growing prominence of geo-economic issues and societal developments resulted in a **strengthened content programme**.

Three round tables were dedicated to the recently concluded **free trade agreements between the European Union and Mercosur** on the one hand, and **between the European Union and India** on the other, as well as to **US tariffs**.

Through the **Academy programme**, the show delivered **239 sessions** over three days – conferences, round tables and masterclasses – focusing on innovation, brand strategies, consumption trends, mixology, emerging market dynamics and the development of no/low.

New for 2026, the **Be Spirits Stage** and the **Be No Stage** introduced dedicated content programmes focused respectively on spirits and alcohol-free alternatives, enhancing the clarity and specialisation of the offer.

These discussions reinforced the event's role as an international **forum for reflection**, where economic analysis, adaptation strategies and forward-looking perspectives are openly debated.

With **1,894 media representatives from 49 countries – 57% international – up 25%**, Wine Paris demonstrates the global reach of the debates and industry dynamics taking place at the show.



## BE SPIRITS AND BE NO: KEY PILLARS OF THE VINEXPOSIUM ECOSYSTEM

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The continued success of **Be Spirits** and the launch of **Be No** illustrate Vinexposium's ability to support structural market developments through clearly identified and sustainable formats. Both further consolidate their long-term role within the Vinexposium portfolio.

**Be Spirits** brought together **370 exhibitors from 39 countries (53% international)**, up **28%**, with a strong presence of national pavilions. The visitor profile reflected increased internationalisation, the strong presence of leading trade buyers and, for the first time, a significant attendance of international bartenders, signalling a broadening of professional audiences.

**Be No**, a new space entirely dedicated to alcohol-free alternatives, gathered **64 exhibitors from 13 countries** and featured more than **250 labels** presented within a highly attended free-tasting area.

*"In seven years of existence, we had never had the opportunity to meet so many people from such a wide range of countries – including Indonesia, Argentina and Canada – in such a short time. The show operates as a true one-stop shop, allowing us to present our brand internationally and meet potential distributors from around the world in one place,"* said **Ian Thomson, Founder of Thomson & Scott Naughty** (United Kingdom).

**Be No**

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



## SEE YOU IN FEBRUARY 2027

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**Wine Paris** will return from **15 to 17 February 2027**, with the ambition to continue strengthening its international momentum, support market transformations and consolidate its role as a global reference platform.

*"In a rapidly changing world, the industry needs places capable of combining commerce, influence and collective reflection. Wine Paris has established itself as that global platform, bringing together economic, institutional and political stakeholders to build the future of wines and spirits. The 2026 edition marks a decisive new step in this trajectory,"* concluded **Rodolphe Lameyse, CEO of Vinexposium**.





For more information, visit the [Wine Paris website](#) and its [media corner](#).  
To view the 2026 exhibition photo gallery, [click here](#).

#### ABOUT VINEXPOSIUM:

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.



#### VINEXPOSIUM MEDIA CONTACTS

Camille Cordasco | Cloé Seban | Salimata Sarr  
[media@vinexposium.com](mailto:media@vinexposium.com)

#### FOLLOW OUR NEXT EVENTS:

- [Vinexpo Americas](#), Be Spirits and Be No (Miami, 29-30 April 2026)
- [Vinexpo Asia](#), Be Spirits and Be No (Hong Kong, 26-28 May 2026)
- [Vinexpo Explorer](#) Bulk edition (Mendoza, 8-10 June 2026)
- [Word Bulk Wine Exhibition](#) (Amsterdam, 30 November-01 December 2026)
- [Wine Paris](#), Be Spirits and Be No (15-17 February 2027)