



VINEXPO AMERICAS 2026 BUILDS MOMENTUM AS MIAMI PREPARES TO HOST THE INDUSTRY THIS APRIL

Miami, 7 April 2026 – As the global wine and spirits industry adapts to evolving consumption patterns and distribution dynamics, Vinexpo Americas 2026 is set to bring together key decision-makers from across the continent in Miami on April 29–30. Held at the Miami Beach Convention Center, the event will unite Vinexpo Americas, Be Spirits and Be No under one roof, creating a structured, cross-category business environment aligned with the realities of today’s beverage market.

Positioned at the crossroads of North America, Latin America and the Caribbean, Miami offers a uniquely efficient platform for professionals seeking to strengthen existing partnerships, identify new sourcing opportunities and expand their presence across multiple markets.

“In a market environment that continues to evolve rapidly, bringing together the right decision-makers in a focused and efficient setting is essential,” says Grace Ghazalé, Director of International Events at Vinexposium. “Miami offers a unique gateway to the Americas, allowing professionals to engage with multiple markets at once and accelerate their business development.”

STRONG INTERNATIONAL PARTICIPATION DRIVING BUSINESS

Vinexpo Americas continues to build international momentum, with producers from over **21 countries** already confirmed, including Argentina, Austria, Chile, Ecuador, France, Georgia, Germany, Greece, Hungary, Italy, Japan, Kazakhstan, Lebanon, Moldova, New Zealand, Portugal, Republic of North Macedonia, South Africa, Spain, the United Kingdom, the United States and Uruguay.

This diversity of origin reflects both established and emerging markets, offering buyers a broad and curated selection aligned with current demand.

The event is designed for a highly targeted professional audience, including importers, distributors, retailers, sommeliers and hospitality operators, all seeking actionable opportunities for sourcing and growth.

Among the new exhibitors confirmed for 2026, several leading international players will be present, including **Les Grands Chais de France, Baron Philippe de Rothschild, Peter Mertes** and **Yealands**, further reinforcing the event’s positioning as a key sourcing platform for the Americas.

THE ACADEMY: MARKET INTELLIGENCE TAILORED TO THE AMERICAS

Beyond business meetings, Vinexpo Americas delivers strategic insight through **The Academy**, a focused program addressing the key challenges and opportunities shaping the industry across the continent. Among the highlights:

Masterclasses include:

- *High-Altitude Precision: The Mountain's Influence on New Freshness of Wines* (ASI)
- *Prosecco DOC: Defining Quality & Selling Styles* (Taste The Difference)
- *What Makes Provence Rosés the Benchmark for Consumers?* (CIVP)
- *The Riedel Wine Glass Experience* (Riedel)
- *Europe's Volcanic Terroirs* (European Union)
- *Italy Poured: The Many Lives of Italian Wine* (Colangelo & Partners & Taste The Difference)

Quick Talks will address key market dynamics, including:

- *Alcohol on the Rocks: What's Chilling the Industry — and What's Heating Up* (IWSR)
- *No Alcohol Wine: From Trend to Transformation* (Irem Eren & Vinexposium)
- *Importing and Distributing in the US: Finding Opportunities in 2026* (MHW Ltd.)

A couple of sessions led by Irem Eren, Be No Ambassador at Vinexpo Americas, will further explore the rapid development of no- and low-alcohol within the wine industry. An internationally recognised advisor, she specializes in the strategic integration of these categories into the modern wine landscape.

Highlights also include *Wine Talks Miami: Success in a Competitive Florida Market*, hosted by Sarah Phillips McCartan, offering practical insight into one of the most dynamic U.S. markets.

Additional sessions will explore market access, brand positioning and growth strategies across the Americas, providing professionals with concrete tools to adapt and make informed business decisions in a rapidly evolving environment.

The [full program](#) is available online.

ADDITIONAL LEVERAGE FOR U.S. PRODUCERS

Further reinforcing its role as a business platform, **Vinexpo Americas and Be Spirits** have been officially designated as **USDA MAP-approved trade shows**.

This certification enables eligible U.S. producers to apply for financial support through State Regional Trade Groups or Market Cooperators, helping offset key participation costs such as booth space, freight and promotional materials.

This initiative provides an additional pathway for American producers to strengthen their export strategies and expand their international reach.

For more information, visit the [Vinexpo Americas website](#) and its [media corner](#)

View photos from the 2025 edition [here](#)



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Vinexposium’s Next Events

- [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.