



VINEXPO

AMERICAS

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An event by

VINEXPOSIUM



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Vinexpo Americas: a long-term commitment to the U.S. market

The U.S. market remains, today as tomorrow, an essential pillar for wines and spirits. It is not a market that can be overlooked, representing a consumer base of nearly 450 million people, regardless of current uncertainties.

Economic conditions evolve rapidly and may shift in the short term. However, these fluctuations should not obscure a more structural reality: trade relationships with the United States are built over the long term.

By nature, the wine and spirits industry is one of patience, rootedness, and continuity. It is through sustained engagement, long-term investment, and consistent presence—even in more uncertain periods—that strong and lasting dynamics are built. This long-term, strategic vision is precisely what Vinexposium promotes through its development across the American continent. The choice of Miami for Vinexpo Americas reflects this approach: a continental platform designed to bring together all market players. It aims to strengthen positions in the United States, diversify market approaches, and open new opportunities toward Latin America and the Caribbean.



These markets now offer complementary prospects, both through their growing role in global production and the dynamism of their consumption. For industry stakeholders, they represent a key lever for development and diversification in a rapidly evolving international environment.

It is in this spirit that Vinexposium continues its mission: to connect industry players, anticipate opportunities, and support the sector in meeting today's challenges.

Rodolphe Lameyse,
CEO of Vinexposium





FROM AMERICA TO AMERICAS: A STRUCTURAL SHIFT



In 2026, Vinexpo America becomes 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.

This evolution mirrors the changing dynamics of the beverage trade in the region. While the United States remains a central market, Latin America and the Caribbean are gaining strategic importance, creating new opportunities for producers seeking to expand their presence across the continent.

Vinexpo Americas positions itself as a central business platform supporting these growing interconnections.

● Miami: a strategic crossroads for the Americas

The choice of Miami is central to this positioning. As one of the most international business hubs in the United States, **the city acts as a natural gateway linking North America with Latin America and the Caribbean.**

The 2025 edition confirmed the relevance of this location, welcoming **2,106 trade participants** from **46 countries** and generating more than **1,000 scheduled business meetings**. Notably, **40% of attendees came from Latin America and the Caribbean**, reinforcing Miami's role as a commercial crossroads for the region.

Beyond its geographic position, **Miami plays a key role in the region's trade infrastructure.** The city has developed into a major center for international logistics and distribution, facilitating the circulation of goods and professionals across the Americas.

Its strong connectivity with Latin America and the Caribbean makes it a natural meeting point for industry stakeholders looking to expand their presence across the continent. With one of the busiest international cargo airports in the United States and a major cruise port serving global travel routes, **Miami also occupies a strategic position within premium beverage distribution channels, including travel retail and cruise hospitality.**

By bringing together producers, importers, distributors and hospitality professionals from across the continent, Vinexpo Americas creates a focused environment where decision-makers can meet and shape the industry.

THREE EVENTS IN ONE

Vinexpo Americas brings together three complementary events under one roof, reflecting the evolving structure of the global beverage market.

By combining **Vinexpo Americas**, **Be Spirits** and **Be No**, the event creates a comprehensive trade environment where professionals can explore the full diversity of the drinks industry — from wine to premium spirits, mixology and the fast-growing no- and low-alcohol segment.



● 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 Latin America and the Caribbean.

“

What stands out this year is the diversity and balance of the wine offer, bringing together established regions alongside emerging origins. From major international groups to independent producers, Vinexpo Americas creates a dynamic environment where buyers can strengthen partnerships and uncover new opportunities.”

Grace Ghazalé,
Director of International Events



● 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 Spirits is far more than an exhibition – it is a community of creative stakeholders who are bringing change to the industry. Our mission is to promote expertise, independent channels and human interaction.”

Audrey Marqueyssat,
Director of Be Spirits and Be No



● Be No

Be No Miami, a content and networking platform dedicated to non-alcoholic beverages. Through sessions at The Academy and targeted meetings, it brings together buyers, distributors, and experts to analyze market trends and identify new opportunities.

“

With Be No, we are creating a universe of its own, an open space for creativity and exploration, where buyers and distributors can discover new ways of approaching no-alcohol consumption. This category complements existing ranges and opens up new prospects for professionals.”

Audrey Marqueyssat,
Director of Be Spirits and Be No

3 QUESTIONS TO GRACE GHAZALÉ



Grace Ghazalé,
International Events Director

● 1. How has Vinexpo Americas become a must-attend event?

The event has established itself as a central business platform for the Americas, reflecting the growing interconnectedness between North America, Latin America, and the Caribbean. More than a trade show, it acts as a regional hub to understand market shifts, identify opportunities, and adapt strategies in a competitive environment.

As the U.S. remains a mature yet essential market and Latin America continues to gain momentum, Vinexpo Americas offers direct access to these complementary dynamics and connects brands with decision-makers across the continent.

Over two days, Vinexpo Americas brings together at the Miami Beach Convention Center key players from across the wine, spirits, and no- and low-alcohol sectors.

● 2. What's new at Vinexpo Americas 2026?

Vinexpo Americas continues to expand its scope with a multi-category approach that reflects the evolution of the industry. Alongside wine, the event integrates two dedicated segments: Be Spirits, showcasing premium spirits as well as beer, cider, sake, mixology and innovation, and Be No, a platform dedicated to non-alcoholic beverages.

These formats reflect key structural shifts, including category diversification and changing consumption patterns. Bringing them together under one roof offers a more complete and forward-looking view of the beverage market.

● 3. What are the key highlights to expect at Vinexpo Americas this year in Miami?

What stands out this year is the diversity and balance of the event. Vinexpo Americas brings together a broad range of origins, from established producing regions in Europe and South America to emerging players such as Kazakhstan, Lebanon, and Japan in spirits, reflecting an increasingly global industry.

The Academy programme is another highlight, addressing key industry shifts — from premiumisation to climate, mindful drinking, and evolving consumer behaviour — supported by insights from organisations such as IWSR.

Overall, the event provides a concise snapshot of today's market and its future direction.



MARKET INSIGHTS AND NEW TRENDS

In a rapidly evolving global environment, the beverage industry is undergoing significant structural changes. Shifts in consumption patterns, geoeconomic dynamics and supply chains are reshaping how producers approach international markets.

Against this backdrop, Vinexpo Americas 2026 positions itself as a **strategic platform** for **understanding market developments and identifying new growth opportunities** across the Americas. The event offers professionals the opportunity to **engage directly with producers, experts and decision-makers** while exploring the trends shaping the industry's future.

● Navigating a shifting global economic environment

Trade policies, currency fluctuations and evolving distribution regulations continue to influence the global wine and spirits market. Producers and distributors are increasingly reassessing their international strategies to adapt to these changing conditions.

“In an evolving economic environment, the industry needs structured platforms that provide clarity and continuity. 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.”

Rodolphe Lameyse,
CEO of Vinexposium

● The rise of spirits, cocktails and mixology culture

The global beverage landscape is also being shaped by the growing influence of spirits and cocktail culture. Premiumization, experimentation and the rise of craft production continue to drive momentum across the category, while bars, restaurants and hospitality groups play a key role in introducing new brands and shaping consumer preferences.

At Vinexpo Americas, **this evolution is reflected through Be Spirits, a dynamic showcase spanning spirits, beer, cider, sake, RTDs and mixology.**

Be Spirits brings together a diverse mix of exhibitors from the United States, France, Japan, Kazakhstan and beyond, ranging from established players to emerging brands and innovative beverage concepts. **This diversity of origins and product categories reflects the rapid transformation of the sector**, offering a business-focused environment to **identify new trends, explore category extensions and connect with key players** shaping the future of the beverage industry.

● Emerging producing countries gaining visibility

This evolution reflects a broader shift in the global wine & spirits landscape, where buyers are looking to diversify their portfolios and meet consumer expectations.

Vinexpo Americas and Be Spirits act as complementary platforms, **bringing emerging producers into a broader international marketplace** where they can expand their visibility and develop new distribution opportunities across the Americas.

A growing number of these countries are establishing themselves on the global stage, with Ecuador, Chile, Kazakhstan and Moldova among those represented, attracting increasing interest from importers and distributors seeking distinctive origins and new styles.

Vinexposium actively supports this dynamic through Vinexpo Explorer, a programme designed to highlight emerging regions and connect local producers with international buyers. By organising immersive trade events directly in producing countries, it enables professionals to discover new markets, meet producers on site and gain a deeper understanding of their terroirs.



The most recent Vinexpo Explorer took place in Mendoza, Argentina, illustrating this commitment to showcasing dynamic wine regions.

Building on this momentum, ProMendoza will be exhibiting at Vinexpo Americas, reinforcing the presence of Argentine producers within this global trade environment.



THE ACADEMY

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

The Academy returns in 2026 with a focused programme designed to decode the key challenges and opportunities shaping the beverage industry across the Americas.

Bringing together leading voices from across the sector, The Academy reinforces Vinexpo Americas' role as both a **business platform** and a **space for knowledge-sharing**, equipping industry professionals with the insights needed to **anticipate trends and make informed strategic decisions**. Content will be delivered through **two complementary formats**: in-depth **one-hour masterclasses**, offering detailed exploration of specific topics, and **30-minute Quick Talks**, designed to provide concise and actionable perspectives on market trends, business strategy and emerging opportunities.

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

The programme will also feature Americas-focused data and analysis from IWSR, providing valuable insights into **evolving consumption patterns, category performance** and **market outlooks** across the region.



WEDNESDAY 29

● Quick Talks - Conference. 10:00 am - 11:00 am

“Alcohol on the Rocks: What’s Chilling the Industry – and What’s Heating Up”

Organised by: IWSR

Speaker: Koryn Ternes - Consulting Director Americas, IWSR

[Learn more](#)

● Masterclass. 10:00 am - 11:00 am

“High-Altitude Precision: The Mountain’s Influence on New Freshness of Wines”

Organised by: Association de la Sommellerie Internationale (ASI)

Speaker: Matias Prezioso - VP Americas, ASI

[Learn more](#)

● Quick Talks - Conference. 11:30 am - 12:00 pm

“No Alcohol Wine: From Trend to Transformation”

Organised by: Irem Eren & Vinexposium

Speaker: Irem Eren - Founder, Irem Eren Consulting

[Learn more](#)

● Masterclass. 12:00 pm - 1:00 pm

“Prosecco DOC: Expanding the Category - Styles, Origin, and Placement”

Organised by: Taste The Difference

Speaker: Matthew Citriglia MS - Director of Wine Education - East Region, Southern Glazer’s

[Learn more](#)

● Quick Talks - Panel Discussion. 1:30 pm - 2:00 pm

“Women in Wine: Redefining Success”

Organised by: Aldea Hospitality

Speakers: Jacqueline Coleman - Wine Columnist, Professional Writer & Beverage Industry Investor, Vino & Voyage; Rachel Martin - Founder, Oceano Wines, AFNA Wine Certified; Liz Mendez - Founder, Aldea Hospitality

[Learn more](#)

● Masterclass. 2:00 pm - 3:00 pm

“What Makes Provence Rosés the Benchmark for Consumers?”

Organised by: Conseil Interprofessionnel des Vins de Provence

Speaker: Sarah Phillips McCartan - Founder, Wine by Sarah

[Learn more](#)

● Quick Talks - Conference. 2:30 pm - 3:00 pm

“Importing and Distributing in the US: Finding Opportunities in 2026”

Organised by: MHW

Speaker: Michelle Street Beaudette - Director of Business Development - MHV

[Learn more](#)

● Quick Talks - Conference. 3:30 pm - 4:00 pm

“The Last Yard: Where Recommendations Become Revenue”

Organised by: Knowbie

Speaker: Crystal Hamilton - Founder & CEO, Knowbie

[Learn more](#)

● Masterclass. 4:00 pm - 5:00 pm

“The Art of Cognac: Heritage, Quality, and Modern Mixology”

Organised by: Academy of Wine and Spirits x Vinexposium

Speaker: Christian Esser - Founder, Academy of Wine and Spirits

[Learn more](#)

● Quick Talks - Panel Discussion. 4:30 pm - 5:00 pm

“From Cellar to Spotlight: Luxury Wine as a Miami Culinary Experience”

Organised by: FIU Chaplin School of Hospitality & Tourism Management

Speakers: Mitchell Meredith - Moderator; Anthony Peñas - Alumni Panelist; Katia Ponomareva - Alumni Panelist

[Learn more](#)



THURSDAY 30

● Quick Talks - Conference. 9:30 am - 10:15 pm

"The Brazil Opportunity"

Speaker: Julio Cesar - KUNZ National Vice President

[Learn more](#)

● Masterclass. 10:00 am - 11:00 am

"The Riedel Wine Glass Experience"

Organised by: Riedel

Speaker: Anne Koziara - Senior Vice President of Hospitality North America, Riedel Crystal

[Learn more](#)

● Quick Talks - Conference. 11:30 am - 12:00 pm

"The Ethical Vintage: Climate, Culture & Accountability for a New Generation"

Organised by: FIU Chaplin School of Hospitality & Tourism Management

Speakers: Emma Harrington - Student Panelist; Durell Jackson - Graduate Student Moderator; Jade Johnson - Student Panelist; Bailey Quintero - Student Panelist

[Learn more](#)

● Masterclass. 12:00 pm - 1:00 pm

"Europe's Volcanic Terroirs"

Organised by: The European Union

Speaker: Sarah Phillips McCartan - Founder, Wine by Sarah

[Learn more](#)

● Quick Talks - Conference. 1:30 pm - 2:00 pm

"US Wine and Spirit Trends: Retail, Ecommerce and Beyond"

Organised by: MHV & Beverage Alcohol Consultants

Speaker: Gary Schneidkraut - Founder, BAC

[Learn more](#)

● Masterclass. 2:00 pm - 3:00 pm

"Italy Poured: The Many Lives of Italian Wine"

Organised by: Colangelo & Partners & Taste The Difference

Speaker: Allegra Angelo - Managing Partner of Vinya and co-founder of Fifth Pour, Vinya

[Learn more](#)

● Quick Talks - Panel discussion. 2:30 pm - 3:00 pm

"Mindful Drinking Meets Fine Dining"

Organised by: Irem Eren & Vinexposium

Speaker: Irem Eren - Founder, Irem Eren Consulting

[Learn more](#)

● Quick Talks - Panel discussion. 3:30 pm - 4:30 pm

"Wine Talks Miami: Success in a (competitive) Florida Market"

Organised by: Wine Talks Miami

Speaker: Sarah Phillips McCartan - Founder, Wine by Sarah

[Learn more](#)



PRACTICAL INFORMATION



● Dates

Wednesday 29 to Thursday 30 April 2026

● Venue

- Miami Beach Convention Center (Hall D)
- 1901 Convention Ctr Dr, Miami Beach, FL 33139

● Access

The MBCC is easily accessible from three major causeways:

- I-395 McArthur Causeway
- I-195 Julia Tuttle Causeway
- Venetian Causeway

Parking:

- Miami Beach Convention Center Parking Garage
- Multiple Municipal Parking Garages near the MBCC

● Opening times

- Wednesday 29 April | 9:30am-6:30pm
- Thursday 30 April | 9:30am-5:30pm

● Visitors badge

- Online purchases until April 29 2026: **\$65**
- Online purchases or at the door from 29 to 30 April 2026: **\$90**

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

Online accreditation at [vinexpo-americas.com](https://www.vinexpo-americas.com): [HERE](#)

● Follow the event

Visit our social media pages:

Live event photos: [HERE](#)

To access information, exhibitor news and download visuals: [OUR WEBSITE](#)

VINEXPOSIUM NEWS

Voice of the Industry by Vinexposium

Voice of the Industry, Vinexposium's media platform, provides in-depth analysis and expert perspectives on the global wine and spirits industry. Through interviews, market insights and opinion pieces, the platform highlights the trends, innovations and strategic developments shaping the future of the beverage sector.



“

Voice of the Industry is designed to fill a gap in the media landscape. It is a collaborative effort by and for the industry, offering a platform where leaders share stories and insights drawn from their expertise and experience. The goal is to bring the industry together and inspire it, by highlighting our shared passion and mission.”

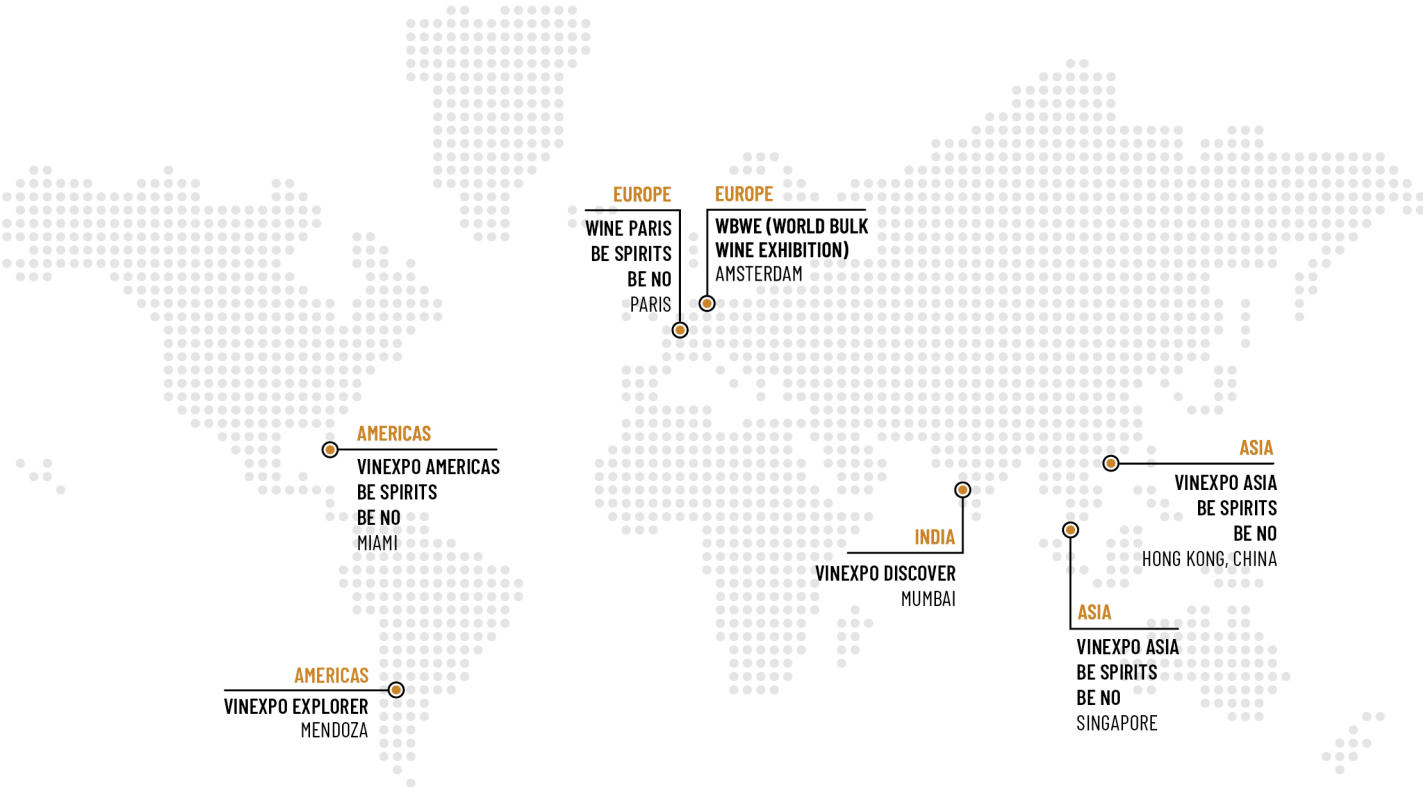
Rodolphe Lameyse,
CEO of Vinexposium



Key articles from Voice of the Industry include:

- **Trade & tariffs outlook** [READ THE ARTICLE](#)
Understanding how evolving trade policies are impacting global wine and spirits flows.
- **Florida's economic dynamics** [READ THE ARTICLE](#)
A closer look at one of the most strategic markets in the Americas.
- **Miami lifestyle & consumption patterns** [READ THE ARTICLE](#)
Explore the iconic Florida city's top spots for food, wine, and cocktails during Vinexpo Americas.
- **New consumption trends & occasions** [READ THE ARTICLE](#)
From festivals to experiential drinking, decoding emerging consumer behaviours.

Vinexposium all around the world





VINEXPO

AMERICAS



ABOUT VINEXPOSIUM

Vinexposium is the year-round ally to the global wine and spirits trade. 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.

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.

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