



VINEXPO AMERICAS 2026 DELIVERS HIGH-VALUE BUSINESS CONNECTIONS ACROSS THE AMERICAS

Miami, 12 May 2026 – Vinexpo Americas 2026 closed its Miami edition with a clear message: in a more selective and opportunity-driven market, the value of a trade show lies not only in scale, but in the quality of the connections it creates.

Held on April 29–30 at the Miami Beach Convention Center, the event brought together 1,659 participants from 53 countries, including wine and spirits producers, importers, distributors, buyers and industry experts from across North America, Latin America and the Caribbean. With more than seven meetings per exhibitor on average, a targeted visitor profile and stronger regional participation, the 2026 edition underlined the relevance of a commercially focused platform designed to turn market interest into concrete business conversations.

QUALIFIED MEETINGS AT THE HEART OF THE 2026 EDITION

The 2026 edition confirmed Vinexpo Americas' positioning as a focused business event, built around qualified meetings and direct market access. In a demanding environment for wine and spirits, exhibitors came to Miami not only to gain visibility, but to meet the right professionals, generate meaningful conversations and identify tangible opportunities across the Americas.

This year, the show recorded **more than seven meetings per exhibitor on average**, reflecting the quality of the visitor base and the efficiency of the format. The presence of targeted buyers, importers, distributors, retailers and on-premise decision-makers reinforced the value of the event as a working platform for producers seeking to develop or strengthen their presence in the region.

“Vinexpo Americas proved to be a highly relevant platform for our development in the U.S. market. We met a broad range of qualified professionals, including distributors, importers, buyers, sommeliers, hospitality groups and convenience retail stakeholders. The format allowed us to take the time to present our products, support tastings and product education, and discuss concrete opportunities for future partnerships,” said **Laura Fargeo, U.S. Market Sales Representative for Nozeco, France.**

MIAMI AS AN OPERATIONAL GATEWAY TO THE AMERICAS

Miami once again proved its relevance as a practical and strategic meeting point for the wine and spirits industry across the Americas. Its geographic position, business infrastructure and strong connections with North America, Latin America and the Caribbean make it a natural hub for professionals working across regional markets.

The 2026 visitor profile reflected this regional reach, with participants from **53 countries** and a stronger international presence. The share of visitors from outside the United States increased by **5 points compared with 2025**, confirming Vinexpo Americas' ability to serve both the U.S. market and the broader Americas region.

Regional momentum was particularly visible across the continent, with **an 11% increase in visitors from South America and a 10% increase in visitors from Central America**. The top 10 visitor countries were **Argentina, Brazil, Canada, Chile, Colombia, Jamaica, Mexico, Peru, Puerto Rico and the United States**.

A STRONGER REGIONAL FOOTPRINT FOR FUTURE GROWTH

Beyond its visitor base, Vinexpo Americas continues to build its regional footprint edition after edition. The 2026 show confirmed the need for a platform that remains close to the realities of the market, while creating bridges between producers, buyers and institutions across the continent.

The U.S. remains central to this strategy. In the current geoeconomic context, maintaining a consistent presence in the market is essential for the wine and spirits industry.

Vinexpo Americas reflects Vinexposium's commitment to supporting the sector over time, staying connected to its needs and helping professionals navigate shifting commercial conditions.

This local and regional anchoring will remain a key development priority for future editions, with opportunities to further strengthen the presence of U.S. exhibitors, producers from the Americas and regional institutions. Programs such as the **USDA MAP** may also represent useful tools to support this dynamic and encourage broader participation in the coming years.

MARKET INSIGHT AS A CORE PART OF THE VISITOR EXPERIENCE

Vinexpo Americas 2026 also placed market intelligence at the center of the visitor experience through its Academy program. More than a conference schedule, the Academy offered practical insights into the issues currently shaping the wine and spirits business across the Americas.

Among the key sessions, the **MHW presentation on importing into the United States** provided concrete guidance for international producers looking to understand regulatory, logistical and commercial requirements in the U.S. market.

The show also highlighted the growing relevance of **alcohol-free products**, with dedicated content addressing the development of the no-alcohol category and its implications for producers, distributors and buyers. This focus was illustrated through sessions led by **Irem Eren, “Be No” brand ambassador at Vinexpo Americas**, including a discussion on the no- and low-alcohol category with a focus on wine, as well as a session dedicated to fine dining. Together, these conversations reflected the broader evolution of **consumer expectations** and the need for trade professionals to better understand **emerging categories** alongside traditional **wine and spirits segments**.

“Vinexpo Americas provided an important platform to address the opportunities and challenges shaping the no- and low-alcohol category. While overall alcohol consumption is decreasing, no- and low-alcohol remains one of the few areas of growth within the wine industry. In the Americas, the category is still emerging, but it is growing quickly and offers real opportunities across on-trade and off-trade channels, from alcohol-free wine and spirits to RTDs and functional beverages. For producers ready to innovate, this market is definitely a place to explore,” said Irem Eren, “Be No” brand ambassador at Vinexpo Americas.

INSTITUTIONAL PRESENCE REINFORCING THE SHOW’S INTERNATIONAL DIMENSION

The international dimension of Vinexpo Americas was also reflected in the presence of **diplomatic and institutional representatives** throughout the show. Delegations and consular representatives from **Chile, France, Germany and North Macedonia** attended the 2026 edition, highlighting the event’s ability to bring together business development, market access and institutional dialogue.

Their presence reinforced Vinexpo Americas as a meeting point where business, market development and international cooperation converge. It also underscored Miami’s strategic position as a gateway for countries and regions seeking to strengthen their visibility, expand their networks and build commercial connections across the Americas.

LOOKING AHEAD: CONSOLIDATING VINEXPO AMERICAS’ ROLE IN THE REGION

With its 2026 edition, **Vinexpo Americas** confirmed the relevance of a focused, business-driven format for wine and spirits professionals operating across the Americas. Beyond the results of this edition, the show is progressively establishing itself as a long-term industry meeting point, designed to support market development, regional dialogue and strategic connections across the continent.

*“Vinexpo Americas continues to grow with a clear purpose: to provide the industry with a focused and efficient platform in one of the most strategic regions for wine and spirits,” said **Grace Ghazalé, Director of International Events at Vinexposium**. “In today’s geoeconomic context, remaining present in the U.S. market is essential. Our role is to support the sector over time, to stay close to its challenges and to create the right conditions for meaningful business connections across the Americas. This edition confirms that anchoring Vinexpo Americas locally, while opening it to the wider region, is the right path forward.”*

The next edition of **Vinexpo Americas** will continue to build on this momentum, with a focus on qualified business exchanges, regional development and stronger connections between North America, Latin America and the Caribbean.

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

View photos from the 2026 edition [here](#)

ABOUT VINEXPO AMERICAS

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

ABOUT VINEXPOSIUM

Vinexposium is the leading year-round partner for wine and spirits professionals worldwide. Through its flagship international events and editorial content, including *Voice of the Industry*, it brings the entire sector together to drive business growth and deepen market knowledge. By fostering connections and sharing strategic insights, Vinexposium supports the global industry in tackling key challenges around innovation, sustainability, and shifting consumer expectations.



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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)
- [**Vinexpo Discover India**](#) (15-16 October 2026 - Mumbai)
- [**World Bulk Wine Exhibition**](#) (30 Nov.-1 December 2026 – Amsterdam)
- [**Wine Paris, Be Spirits and Be No**](#) (15-17 February 2027 – Paris)