

WBWE

30 NOV. — 1 DEC. 2026

Amsterdam RAI | Hall 5



THE OF WORLD BULK

Wine & Spirits

BULKBUZZ 1



worldbulkwine.com



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VINEXPOSIUM

BULK WINE: A MATTER OF TASTE



At the World Bulk Wine Exhibition, quality is becoming a powerful driver of visibility, as the International Bulk Wine Competition recognises the wines shaping the future of the global bulk wine market.

Long associated with volume and price competitiveness, the bulk wine market is moving upmarket. The premiumisation of products, the diversification of wine origins and the arrival of new players all point to a market that is gaining in value and recognition.

At the heart of this evolution, the World Bulk Wine Exhibition (WBWE) has established itself as the leading international meeting place for the global bulk wine industry. In 2025, 2,150 professionals from 60 markets and 240 exhibitors from 25 countries gathered in Amsterdam. Bringing together industry players representing 70 to 80% of global wine volumes each year, the WBWE has become a key meeting point for producers and international buyers.

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THE KEY FIGURE

39 award-winning wines from 10 countries at the 2025 IBWC, including 4 Grand Gold medals.

Held as part of the WBWE, the International Bulk Wine Competition (IBWC) is the only international competition dedicated to bulk wines and spirits. More than 63 grape varieties have received awards since the competition was launched, highlighting the diversity of a market in which quality, varietal character and origin are playing an increasingly important role.

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Remporter une médaille à l'IBWC a un Winning a medal at the IBWC brings two distinct benefits. First, it has a very tangible impact at the exhibition: potential buyers consulted the list of award-winning wines and came to meet us to taste them, but also to discover the rest of our cooperative winery's range. In the longer term, the award is also a valuable selling point with our domestic buyers. We met several buyers who specifically wanted to taste our award-winning wines and, in doing so, discovered other wines in our range.”

Mathilde Broto, Director of the Montbrun Cooperative Winery (Aude, France)

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Awards also provide a powerful boost to visibility. This year, Gold and Grand Gold medal winners will receive enhanced exposure at the WBWE, including through the Grand Gold Pitch and a dedicated tasting session.

The IBWC therefore serves as a true benchmark for bulk wine quality, bringing together excellence and commercial opportunities.

WHAT THE WBWE BRINGS INTO FOCUS

The premiumisation of bulk wine is no longer an emerging trend: it is becoming a defining feature of the market. The diversity of award-winning grape varieties, the international recognition gained by producers and the spotlight placed on outstanding wines through the IBWC all reflect a profound shift in the category.

The competition recognises the wines that are reshaping perceptions of bulk wine and gives producers additional visibility among international buyers.

Entries for the International Bulk Wine Competition are open until 9 November 2026: worldbulkwine.com/ibwc

The winners will be showcased at the World Bulk Wine Exhibition, taking place in Amsterdam on 30 November and 1 December 2026.

