WINE PARIS 2027: SUPPORTING INDUSTRY TRANSFORMATION, UNLOCKING OPPORTUNITIES

Paris, 28 October 2026 – As trade and geoeconomic tensions persist, some markets slow and consumer habits evolve, the wine and spirits industries must adapt their strategies and identify new sources of growth. From 15 to 17 February 2027, Wine Paris will leverage its international reach to address these challenges, increasing its efforts to attract buyers, facilitate trade connections and provide market intelligence while also fostering dialogue between industry and institutional stakeholders.

"*Expectations of Wine Paris among the wine and spirits industry have never been higher. We see it as our responsibility to meet them. Wine Paris' mission is to serve its exhibitors and provide a platform for the industry to make its voice heard. Our strength is measured solely by what we deliver: deals concluded, better-informed decisions and positions that carry weight. These principles will guide the 2027 edition*". **Nicolas Cuissard, Director of Wine Paris**.

WINE PARIS: ADDRESSING INDUSTRY PRIORITIES TO CREATE BUSINESS OPPORTUNITIES

With **6,537 exhibitors and 63,541 trade visitors from 169 countries** attending in 2026, Wine Paris intends to leverage its international reach to open up new business opportunities and provide greater insight into global markets. The 9th edition will once again be held under the High Patronage of the President of the French Republic.

Enhanced market access through qualified buyers

Wine Paris is stepping up international buyer recruitment, particularly across Asia. A dedicated team, which maintains close, year-round ties with the 10 to 15 leading buyers in each country through Vinexposium events, will be expanding the **Club** and the **Hosted Buyers programme**. This approach attracts high-potential buyers whose profiles match exhibitors' needs. More broadly, **70% of Wine Paris visitors are decision-makers with purchasing intent**, underlining the exhibition's business focus.

The Business Matching service is evolving, with enhanced profiles and more refined search criteria. Exhibitors will be able to showcase up to three product references in their catalogue profiles, helping them identify the most relevant contacts and arrange more targeted meetings ahead of the event.

Understanding market changes to future-proof businesses

Through its **Academy** programme and Vinexposium's editorial platform ***Voice of the Industry***, Wine Paris provides market analysis and expert insights to help industry professionals make informed decisions.

Launched in 2026, the ***Morning Market Briefings*** will return in 2027. These morning gatherings provide exhibitors with targeted insight into international markets and future trends to help guide business strategies.

Conferences and panel discussions will also address changes in consumption patterns and trade, environmental and regulatory issues.

Bringing the industry and public policymakers together

Officially opened by the President of the French Republic, Emmanuel Macron, the 2026 exhibition brought together over **400 French, European and international public sector representatives**, including six ministers, 21 ambassadors, representatives of the European Commission and diplomatic delegations from 37 countries.

Now part of the **Academy**, the *Room 8* will once again bring together industry members and institutions to discuss the economic, trade and regulatory issues facing the sector, with the aim of fostering dialogue and developing joint proposals.

Leveraging international reach to unlock business opportunities

In 2027, Wine Paris will give greater prominence to major European exhibiting nations. Italy and Spain will come together in Hall 1, while international exhibitors will also be represented in Halls 4 and 6, and French exhibitors will be hosted in Hall 7.

Asian attendance will continue to grow, with China set to have two pavilions (Hall 6). This growth builds upon Vinexposium's presence in Asia through **Vinexpo Asia**, strengthening ties between markets and opening up new business opportunities.

The exhibition will also welcome Brazil and Canada for the first time.

BE SPIRITS: A BROADER INTERNATIONAL LINE-UP FOR A CHANGING SPIRITS MARKET



Launched in 2020, Be Spirits continues to expand in Hall 5.2 with a broader international line-up tailored to new buyer sourcing strategies.

The 2027 exhibition will welcome **nine new countries**: Armenia, Greece, India, Moldova, Norway, the Czech Republic, Sweden, Turkey and Ukraine. They will join key exhibiting regions Ireland, Japan, Mexico, Quebec, Scotland, the United States. To date, **54% of exhibitors are international**, compared with 44% in 2026.

From leading Cognac, Armagnac and Calvados houses to whisky, tequila, mezcal, grappa, rum, sake and shōchū producers, Be Spirits gathers established businesses, independent producers and new brands, giving buyers a comprehensive overview of the spirits market.

The **Be Spirits Stage** will host conferences, masterclasses and demonstrations illustrating an evolving marketplace and consumption patterns. Sake and shōchū will be a particular focus, in partnership with the Japan Sake and Shōchū Makers Association.

The **Infinite Bar**, a 40-metre-long bar staffed by 20 top Parisian bartenders, will return in 2027. The **Cocktail Pairing Experience** will explore how cocktails can complement food, while a new format, The **Spirits Travel Experience**, will showcase different cultures through drinks crafted by three international bartenders.

THE OTHER SIP: A NEW IDENTITY FOR THE NO/LOW MARKET



In 2027, Be No becomes **The Other Sip**. Launched in 2026 and initially designed for alcohol-free drinks, the event is now open to low-alcohol beverages.

Driven by consumers moderating their alcohol intake, changing drinking patterns and product innovation, no/low is becoming a stand-alone category. The Other Sip is designed to support its development by bringing together brands, producers and international buyers in Hall 5.1

For its second edition, **17 countries are represented to date**, including **six newcomers**: Argentina, China, Estonia, Hong Kong, Norway and South Korea. Visitors in 2026 are returning as exhibitors, while other companies are stepping up their attendance, signalling growing momentum in the market.

"*With The Other Sip, we are supporting growth of the no/low segment, driven by changing consumer habits, innovation and the emergence of new players. By bringing together brands, buyers and experts, we aim to give the segment its rightful place and promote its commercial development*". **Audrey Marqueyssat – Director of Spirits, Non-Alcoholic Beverages, Beers and Ciders**.

The changes being introduced at Wine Paris, Be Spirits and The Other Sip reflect a shared ambition: to ensure each event meets the needs of its market and helps the industry grow.

"*The wine, spirits and food industries are reinventing themselves, so the events that bring them together need to change with them. At **Comexposium's Food & Beverage division**, our ambition is to make each event a genuine business enabler, fostering engagement and creating opportunities internationally. From **SIAL Paris** to **Wine Paris**, we are driven by the same conviction: that our role extends beyond the exhibition itself to support industry transformation and market development. Wine Paris 2027 is part of this broader vision*". **Rodolphe Lameyse – CEO of Comexposium's Food & Beverage division**.

2026 IN REVIEW: KEY FIGURES

6,537 exhibitors | **63,541** trade visitors | **169** countries represented

25,958 scheduled business meetings | **239** Academy sessions | **400** public officials

For more information, visit the **Wine Paris website** and its **media corner**

Access to our Media Library **here**

VINEXPOSIUM MEDIA OFFICE

media@vinexposium.com

OUR NEXT EVENTS

Vinexpo Explorer Chile (23 – 26 November 2026, Chile)
World Bulk Wine Exhibition (30 November – 1 December 2026, Amsterdam)
Wine Paris – Be Spirits – The Other Sip (15 – 17 February 2027, Paris)
Vinexpo Americas – Be Spirits – The Other Sip (11 – 12 May 2027, Miami)
Vinexpo Asia – Be Spirits – The Other Sip (8 – 10 June 2027, Hong Kong)

ABOUT WINE PARIS

Wine Paris is the international event for wine professionals. Held in February at a pivotal moment in the buying calendar, it serves as a key meeting point for the global wine industry, offering a comprehensive and inclusive showcase of wine-producing regions from across the world. The event is held alongside Be Spirits and The Other Sip, which focus respectively on spirits and no-alcohol beverages.

ABOUT VINEXPOSIUM

Vinexposium is the year-round ally to the global wine and spirits trade. Through international business events and editorial content, it creates momentum and brings together every segment of the industry to foster growth and visibility. 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 is part of the Food & Beverage division of **Comexposium**, a global leader in events.

ABOUT COMEXPOSIUM

Comexposium is one of the world's leading organisers of professional and consumer events. The Group organizes 400 trade shows & consumer exhibitions, convention-exhibitions, and one-to-one events, across 80 major cities in 24 countries around the world.

Through its **Food & Beverage division**, Comexposium operates leading brands such as SIAL, the world's largest network of food industry events (including SIAL Paris, SIAL China and Food & Drinks Malaysia by SIAL…); Vinexposium (wine and spirits events such as Wine Paris, Vinexpo Asia and Vinexpo Americas); the Salon du Chocolat et de la Pâtisserie, Gourmet Selection, the Cheese and Dairy Products Show, and Djazagro. Comexposium's Food & Beverage Division brings together 1.5 million participants and 26,000 exhibitors across 35 events held in Paris, Amsterdam, Shanghai, Hong Kong, Ho Chi Minh City, Mumbai, Dubai, New York, Montreal, Toronto, Algiers, Istanbul and Lima.

Comexposium also operates leading brands such as Milipol (security), NRF Retail's Big Show Europe and One to One Retail E-commerce (retail), IMCAS (healthcare), Les Assises de la cybersécurité (digital), Foire de Paris (leisure), as well as Rétromobile, GIIAS and Top Transport (transport & mobility).

Having implemented a responsible engagement strategy recognized with the Positive Company® CSR label in 2025, the Group is headquartered in Courbevoie, near Paris, and employs 1,200 people across its various subsidiaries.