WBWE

30 NOV. — 1 DEC. 2026
Amsterdam RAI | Hall 5



THE WORLD OF BULK

Wine & Spirits

BULKBUZZ 2

worldbulkwine.com

An event by VINEXPOSIUM

BULK WINE: ACCELERATING THE ENVIRONMENTAL TRANSITION





Transporting wine differently, reducing packaging weight and bottling closer to consumer markets: bulk wine offers new opportunities to decarbonise the wine industry. At the World Bulk Wine Exhibition, sustainability and innovation are emerging as two complementary drivers of change, helping to rethink distribution models.

As the wine industry faces growing pressure to reduce its environmental footprint, bulk wine transport offers a tangible solution. By separating the transport of wine from that of its final packaging, it allows for more efficient shipments, reduces the need to transport glass bottles and enables bottling to take place closer to consumer markets.

This addresses a major environmental challenge: packaging weight and transport distances both have a significant impact on the carbon footprint of wine and spirits. By prioritising large-volume shipments, particularly by sea, industry players can improve the logistical efficiency of their supply chains while reducing associated emissions.

30

THE KEY FIGURE



More than 30% lower transport-related emissions when wine is shipped in bulk rather than transported in bottles from the country of production.

This estimate, based on WRAP research cited by the Sustainable Wine Roundtable, highlights the environmental benefits of bulk wine transport. The use of flexitank-equipped containers, in particular, makes it possible to ship large volumes of wine without transporting glass bottles, which are then filled in the destination country.
The transition does not stop at transport. It also extends to the development of alternative packaging solutions beyond the traditional glass bottle, including next-generation Bag-in-Box formats, lightweight bottles, recycled PET packaging and recyclable materials.
Their environmental benefits stem in particular from reduced packaging weight, more efficient use of transport capacity and more responsible use of raw materials.

Innovation in the wine industry is no longer just about the product itself; it also encompasses packaging and distribution. At FirstGlass, we have developed a 100 ml single-serve format that offers a new way to experience premium wines. Rethinking packaging formats also means exploring smarter logistics solutions, optimising transportation and reducing the industry's environmental footprint. Innovation is a powerful driver of change, opening up new consumption patterns while helping accelerate the wine sector's transition.

Federico Garcea, founder and CEO FirstGlass (Italia)

A study published in 2023 in Science of the Total Environment, analysing the life cycle of eight wine packaging systems, identified Bag-in-Box and aseptic cartons among the best-performing solutions. Single-use glass bottles, by contrast, had the least favourable environmental footprint among the systems studied.



WHAT THE WBWE BRINGS **INTO FOCUS**

Bulk wine is much more than a logistical solution: it is becoming a tool for transforming the industry. By bringing bottling closer to consumer markets and encouraging the development of new packaging formats, it is helping reshape distribution models towards greater efficiency and resource efficiency.
The World Bulk Wine Exhibition is supporting this shift by bringing together producers, traders, buyers and industry professionals to address the challenges shaping the future of the market. It provides a platform where logistics solutions, packaging innovations and new business models can be explored in light of the real needs of international markets.

The next World Bulk Wine Exhibition will take place on 30 November and 1 December 2026 in Amsterdam.