

VINEXPO DISCOVER INDIA 2026: A NEW EVENT FORMAT TO UNLOCK OPPORTUNITIES IN THE INDIAN MARKET

Mumbai, 5 November 2026 – At a decisive moment in EU–India trade relations, Vinexpo Discover India is contributing to a new phase of opportunity and growth for India's wine and spirits market. On 15 and 16 October 2026, the event brought together international producers and Indian wine and spirits professionals in Mumbai through a new, meeting-driven format focused on targeted business connections, dialogue and a deeper understanding of local market realities. The inaugural edition was designed to foster meaningful business relationships and help industry players build a foundation for long-term growth.

Organised by **Vinexposium** in partnership with **Sonal C Holland** at Taj Lands End in Mumbai, Vinexpo Discover India brought together over **40 exhibitors from eight countries**, showcasing **more than 60 brands.** India's first and only Master of Wine, Sonal C Holland is a leading figure in the country's wine and spirits industry, recognised for her market expertise and her work advising international producers on their development strategies in India. Conceived as a limited-scale, meeting-driven business forum, the event placed the emphasis on quality connections, relevant business conversations and the development of long-term commercial relationships.

"India's wine and spirits industry is entering a new chapter, opening up opportunities for international producers. To make the most of these opportunities, it is essential to understand the local market dynamics and build strong relationships with Indian trade professionals. With Vinexpo Discover India, we wanted to create a focused platform, purpose-built for India, bringing together international producers and local industry players for meaningful business conversations. This first edition has demonstrated the value of this approach, creating new connections and laying the foundations for long-term business growth." – Sonal C Holland, Master of Wine

A BUSINESS FORUM WHERE QUALITY CONNECTIONS MATTER MORE THAN NUMBERS

The inaugural edition welcomed producers from eight countries: **Australia, France, Greece, Italy, Portugal, Spain, the United Kingdom and the United States.** Among the participating companies were **Baron Philippe de Rothschild, Boisset – La Famille des Grands Vins, Jackson Family Wines, Trinchero Family Estates, Vinarchy and Kopke Group** in the wine category, alongside **Maison de la Mirabelle, Distillerie de Rozelieures and Tomatin Distillery** in spirits.

An open, harmonised exhibition layout encouraged easy circulation and spontaneous conversations between professionals, while a **dedicated business matching tool** enabled participants to identify relevant contacts and schedule meetings ahead of the event. Discussions focused on market access, distribution channels, pricing and potential partnerships.

For some exhibitors, these initial conversations led to commercial agreements, highlighting the format's ability to translate business discussions into tangible opportunities.

"India is a rapidly evolving market, offering real opportunities for our brands. Vinexpo Discover India gave us the opportunity to have meaningful discussions with local industry professionals and see first-hand the interest in Mouton Cadet and Escudo Rojo. This was a promising first edition, strengthening our ambitions in this market."– **Véronique Hombroekx, Managing Director of**

Branded Wines at Baron Philippe de Rothschild.

UNDERSTANDING THE INDIAN MARKET TO BUILD LASTING RELATIONSHIPS

Beyond facilitating business connections, Vinexpo Discover India placed market intelligence and an understanding of India's evolving wine and spirits landscape at the heart of its programme. How can Indian and international wines grow together? Which consumer trends and distribution channels will shape the market over the coming years? These questions were explored in two panel discussions featuring Sonal C Holland alongside **Rajeev Samant, CEO of Sula Vineyards**, in the first session, and **Gauri Devidayal, Co-founder and CEO of Food Matters Group**, in the second. The latter generated particular interest, with discussions continuing beyond their scheduled time in front of a full audience.

The discussions were complemented by **four masterclasses** exploring wine regions, terroirs and winemaking expertise, from Champagne and Burgundy, including Chablis, to Portugal.

The event also stood out for its **B2B2C format**, combining a strong trade focus with **curated consumer discovery**. Following a strictly B2B first day and a trade-only morning on the second day, Vinexpo Discover India opened to a selected audience of wine and spirits enthusiasts on Friday afternoon, offering opportunities to meet producers through tastings and educational experiences.

INDIA WINES AND SPIRITS RATINGS: EXTENDING CONNECTIONS BEYOND THE BUSINESS FORUM

The networking momentum continued beyond the business forum during the **India Wine and Spirit Ratings by Sonal C Holland** evening. The 2026 edition marked the evolution from a traditional awards competition to a new **100-point rating system**, based on individual assessments of wines and spirits by Sonal C Holland. Bringing together producers, importers, distributors, hospitality professionals and industry representatives, the evening combined recognition of product quality with informal networking opportunities across the sector.

"Vinexpo Discover India 2026 successfully built bridges between international expertise and the Indian market. The India Wine & Spirit Ratings evening was a highlight of the event, combining professional networking and celebration in a particularly welcoming atmosphere." – **Love Jain, Founder and Director of Mohan Brothers**

AN INAUGURAL EDITION OPENING UP NEW OPPORTUNITIES

With its inaugural edition, Vinexpo Discover India laid the foundations for a new business forum **designed around the specific realities of the Indian market.** Vinexposium now aims to build on this first edition and its key learnings to support the event's future development.

"This inaugural edition confirmed the relevance of a targeted format built around quality connections and a deeper understanding of the Indian market. Our ambition is now to take this further by strengthening our knowledge of local distribution channels and consumer behaviour, so that we can better respond to the needs of Indian trade professionals and support international producers as they develop their presence in this market." – **Laurent Bos, Deputy CEO of Vinexposium**

For more information, visit the **Vinexpo Discover India website**
Access to the photo gallery **here**

VINEXPOSIUM MEDIA OFFICE

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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 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.