WBWE



WORLD BULK WINE EXHIBITION

30 NOV. - 1 DEC. 2026

Quality, new markets, diversification: the new trends driving the bulk wine and spirits market

PRESS PACK

worldbulkwine.com

An event by VINEXPOSIUM

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KEY FIGURES IN 2025

240 exhibitors

60 markets

17 diplomatic delegations

25 producer countries

39 IBWC medals at last year's exhibition

2 150 rade visitors

+1000 wines and spirits tasted

+1000 business meetings

TOP 5
exhibitor countries: France, Italy, Spain, Argentina (+12% exhibitors vs 2025) and South Africa (+38% vs 2025)

+45% French exhibitors in 3 years

+25% exhibitors from the USA in 3 years

30% exhibitors from outside Europe



EDITORIAL
BY CATERINA TUCCI, DIRECTOR OF THE WBWE

The global bulk wine market is undergoing profound change. Declining international trade, market contraction and changing drinking patterns are reshaping industry dynamics. The latest global trade data show the trend accelerating: in the first quarter of 2026, exports of bulk wine fell by nearly 19% in both volume and value. Against this backdrop, industry members must, more than ever, reassess their strategies, identify new markets and adapt their approach.

Yet, these transformations also unlock new opportunities. By diversifying sourcing, adopting more flexible procurement strategies and responding to a broader range of requirements, the bulk trade can pivot more easily. The industry is well equipped to meet the market's changing needs and tap into fresh opportunities, from developing new segments to evolving wine styles, responding to the growth of no- and low-alcohol drinks and implementing new ways of creating value.

The World Bulk Wine Exhibition (WBWE) stands at the crossroads of these trends. Since 2024, Vinexposium has driven the continued growth of this international event, now an essential meeting point for producers, traders, importers and buyers of bulk wines and spirits. Every year, Amsterdam gathers key industry stakeholders with a single goal: to spotlight sales opportunities, exchange expertise and forge new business relationships.

These issues will take centre stage at the 2026 edition. Through our international business meetings, the International Bulk Wine Competition and the Academy programme, we aim to give industry members the tools to better understand market developments, explore new avenues for growth and enhance the value of their offering. Opportunities are no longer confined to traditional markets: West Africa, Asia and Central Europe are among the regions showing real potential.

In an environment defined by fast-moving market dynamics, the ability to stay ahead of the curve, innovate and build the right partnerships will make all the difference. **More than ever, the WBWE brings together the players shaping today's market and preparing for tomorrow's.**

I wish you all a very successful 2026 edition.



A MARKET UNDER PRESSURE,

BUT RICH IN OPPORTUNITIES

Declining global trade, steady average prices

From July 2025 to July 2026, global bulk wine exports fell by **11.5% in volume and 11.4% in value*.** Over the same period, average prices held broadly steady at **€0.78 per litre**, pointing to relatively stable unit pricing, despite the decline in trade. The context is prompting businesses to rethink their commercial strategies and adapt their sourcing policies.

Spain: a key bulk supplier

Spain ranks as the third-largest exhibiting country at the WBWE after France and Italy, with 25 exhibitors to date. The world's leading exporter, it shipped 10.2 million hectolitres over the period. Volumes fell by 5.2%, but value rose by 0.9%. These figures show how national dynamics can differ and how important commercial positioning is in an increasingly competitive marketplace.

New opportunities for market expansion

The WBWE continues to broaden its international reach and strengthen the links between the major producer regions and destination markets. On the African continent, South Africa is a good example, while China and Japan reflect growing interest from Asian markets. Central Europe is also represented by Austria, Germany and Hungary.

With **19 exhibitors**, Argentina has a strong presence at the exhibition. Its participation builds on Vinexposium's growing engagement with the region, following Vinexpo Explorer – The Bulk Chapter, held in Mendoza in June 2026. The first bulk-focused event of its kind brought together 50 Argentine bodegas and 25 international buyers for a programme of B2B meetings, tastings, visits and seminars. The initiative reflects Vinexposium's commitment to working directly with producer regions, connecting producers and buyers and opening up new trade opportunities.

Categories and formats that broaden market access

White wines, varietal wines, bag-in-box formats and no- and low-alcohol segments all help drive market diversification. Businesses need to factor these developments into their commercial strategies to meet increasingly diverse demand and adapt to changing conditions.

Logistics also underpins competitiveness

Sourcing options, costs and freight issues are encouraging industry members to rethink their procurement strategies and trade flows. Flexible supply chains and data management offer complementary tools for improving both competitiveness and environmental performance.









**Bulk Wine Markets Evolution up to March 2026, Rafael del Rey Analysts of Wine Markets (AWM), March 2026. View the full report here*

3 QUESTIONS FOR



MARKET EXPERT RAFAEL DEL REY,

DEL REY ANALYSTS OF WINE MARKETS (AWM)

1

Global bulk wine exports fell by 11.5% in volume and 11.4% in value between July 2025 and July 2026. What do the figures reveal about the current market situation?

The global bulk wine market is contracting, but results vary significantly by origin. South Africa is a notable exception: of the ten leading exporting countries, it is the only one to report growth over the period. This contrast shows that not all producers are affected by falling trade in the same way. Beyond the overall economic climate, performance also depends on each origin's ability to respond to demand and stay competitive.

2

The geography of trade is also changing. Which markets best reflect the new dynamics?

Côte d'Ivoire illustrates the emergence of new destinations for the international bulk wine trade. Between 2025 and 2026, it rose from fourth to third place as a destination market for Spanish exports. This shift points to a reshuffling among markets and underlines the value of looking beyond traditional export destinations. The challenge for producers and sellers is to identify these trends, understand the underlying drivers and assess their potential over the medium term.

3

Varietal and vintage-labelled wines seem to fare better over the long term. Has differentiation become a key driver of the bulk market?

Long-term data underscore the value of differentiation. Among European wines traded in bulk, those labelled with a grape variety and vintage are the only major category to have grown since 2017, up 16.4% in volume and 19.3% in value. These results suggest that product differentiation can help sustain trade volumes and prices.

The 2026 WBWE opens on Monday 30 November with a keynote session on trends in the global bulk wine market. WBWE director Caterina Tucci and Rafael del Rey, an analyst at Del Rey Analysts of Wine Markets, will launch the two-day event.

MONDAY 30 NOVEMBER, 9.30 AM – 10.00 AM
ENTRANCE HALL

A DIVERSE INTERNATIONAL OFFERING

REFLECTING A MARKET IN MOTION

In an economic environment that is compelling market players to rethink their strategies and explore new routes to market, engagement and dialogue among professionals are essential. Through the World Bulk Wine Exhibition, Vinexposium supports the industry by hosting an international event designed specifically to foster exchange and reflection on market developments. In 2025, the WBWE brought together producers, traders, importers and buyers from across the globe. The edition drew over **240 exhibitors from 25 countries and trade visitors from 60 markets.** The event aims to promote business opportunities, encourage new collaborations and provide key market insights through the Academy conference programme.



The exhibition embraces both the major producer areas and up-and-coming regions, including the Netherlands, which has now joined the event. This diversity of origins is one of the defining strengths of this year's exhibition. Alongside the traditional European exhibitors, producers from Oceania, the Americas and South Africa are helping to widen the event's geographical reach. The arrival last year of first-time exhibitors from countries such as Mauritius, Panama and Lebanon continues to expand opportunities for engagement and partnerships. Rising participation by several producer countries over the past few years also points to growing industry interest in the market and its outlets.

This breadth is reflected in the range of categories on offer, from red, white and rosé wines to sparkling, appellation, varietal and organic wines, alongside spirits and no- and low-alcohol beverages. Buyers can thus explore a broad offering, compare origins and product profiles, and find new solutions for their markets.

With international trade under pressure on volumes, prices and sourcing, diversification has become a key issue. Bulk gives professionals the tools to adjust their sourcing, expand their portfolios and gain flexibility. It also meets the need for more efficient logistics models, primarily by cutting the transport of packaging. By bringing together such a varied range of market players, origins and categories, the WBWE fosters business connections and supports the industry's strategic shift.

BULK WINE IS ALSO A MATTER OF TASTE: **FROM A VOLUME-BASED APPROACH TO THE PURSUIT OF VALUE**

From quality and varietal diversity to international recognition, bulk wine is proving its potential to create value. The International Bulk Wine Competition puts the spotlight on the wines and spirits that are changing perceptions of the market and opening up new trade opportunities.

The bulk market was long viewed as a volume-driven category built on competitive pricing. Now it is revealing another side: quality. A growing diversity of origins, a wide array of aromatic profiles and demand for wines tailored to increasingly specific requirements are opening up new avenues for differentiation. Premiumisation reflects these shifts in a market where value also lies in typicity, consistency and the ability to meet buyers' expectations.

Held as part of the WBWE, the **International Bulk Wine Competition (IBWC)** is dedicated to bulk wines and spirits. Products are blind-tasted to assess their intrinsic qualities, and the list of winning entries serves as a useful guide for buyers. Since its inception, wines from over 63 grape varieties have won awards, illustrating the broad range of commercially available styles in the bulk market. The 2026 awards list will be published the day before the exhibition opens, once the panel has deliberated. Winners will receive their digital medals and can start promoting their awards as soon as the exhibition opens.

39 award-winning wines, 10 countries and 4 Grand Gold medals: the 2025 IBWC results reflect the diversity and quality potential of bulk products

With many new judges joining the panel in 2026, the IBWC brings fresh perspectives and a broader range of expertise to the assessment of entries. Journalists, buyers and industry specialists help ensure the products are judged accurately, fairly and consistently.

> Since 2019, panel members have come from more than 40 countries, spanning Europe, the Americas, Asia, Africa and Oceania.

> Each edition welcomes representatives from 15 to 25 countries, ensuring global representation.

This diversity is a testament to the excellence of this international competition.

The International Bulk Wine Competition (IBWC) is introducing an interactive, free-pour tasting so that visitors and exhibitors can discover wines awarded Gold and Grand Gold medals, score their favourites and receive a customised summary.

> "Winning a medal at the IBWC serves a dual purpose. Firstly, it brings tangible benefits at the exhibition: potential buyers went through the list of award-winning wines and came to see us, not just to taste them but also to discover the winery's wider range. In the longer term, the accolade also gives us a genuine selling point with local buyers. We met several buyers who specifically asked to taste our award-winning wines, and ended up discovering the rest of our range as well."
>
> **MATHILDE BROTO**
> Managing Director of the Montbrun Co-operative Winery (Aude, France).

> "As a buyer, what I find particularly interesting about judging at the IBWC is the chance to assess bulk wines with a truly international, commercial outlook. The 2025 edition showed just how far the quality of bulk wines has come. We were able to compare styles, consistency and value for money in wines across origins, all under one roof."
>
> **NEVIL SHAH**
> Sourcing, Sustainability and Compliance Manager, Australian Liquor Marketers (Australia).

2026 PANEL MEMBERS



FLORIAN BLEREAU

Contract Bottling Director
Les Grands Chais de France
France



KYUNGSUN CHOI

Purchasing Team Manager
Hitejindro Co., Ltd
South Korea



LORIS DEL VAI

Wine Development Director
Mack & Schühle Italy
Italy



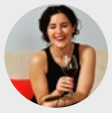
BARRY DICK

Master of Wine (MW)
Head of Wine - Fero
Ireland



ANTONIA DOMINGUEZ

Wine Buyer - O'Briens Wines
Ireland



IREM EREN

Wine and Low-Alcohol Beverages
Expert - Irem Eren Advisory
Turkey



LUCA ETTINGHAUSEN

Wine Buyer
Reh Kendermann
Germany



KATHRYN GLASS

Purchasing Manager and Wine
Educator - Kingsland Drinks
United Kingdom



ROBERT JOSEPH

Wine Brand Creator, Wine Industry
Consultant and Analyst
The Wine Thinker
United Kingdom



GIUSEPPE MINISSALE

Wine Buyer - Porters Liquor
Australia



JOSE LUIS MURCIA

President of the Jury
Vitipress - Spain



ROBERTO PEPE

Œnologist - Pirovan - Italy



DIEGO PINILLA

Director of Winemaking and
Operations - Raventos Codorniu
Spain



MICHEL REEB

Wine Buyer - Hauser Wine
France



TORBJÖRN ROLANDER

Wine and Alcoholic Beverages
Product Manager - Kivik Musteri
Sweden



JOSE SERRANO

Wine Buyer - Peter Riegel
Germany



NEVIL SHAH

Sourcing, Sustainability and
Compliance Manager - Australian
Liquor Marketers - Australia



DUNCAN SHOULER

Co-founder and Chief Winemaker
Paragraph - United Kingdom

View the full list of jury members **here**

Bulk wine moves upmarket

Long associated with competitive pricing and volume-driven shipments, bulk wine is shifting towards greater value creation. The search for new market opportunities is incentivising producers to look beyond generic wines and embrace more clearly defined profiles catering to the needs of buyers and target markets. Clear varietal identification, in-demand sensory characteristics and the development of premium own-label ranges all help change perceptions of bulk products. According to Rafael del Rey, varietal wines are an especially effective way to appeal to new customers and secure better prices.

Bulk is therefore no longer defined solely by its shipping format, but also by the quality of the product and its ability to meet specific needs.

From Bulk to Buzz: How Brands, Packaging and Stories Create Value by Irem Eren Consulting

TUESDAY 1 DECEMBER
10.00-10.30 AM

New markets and new wine styles

Diversification is becoming a strategic priority for producers faced with falling international trade and overreliance on a few markets. It implies tapping into new markets, in particular in Africa, where bulk wine imports are growing in countries such as Côte d'Ivoire, Ghana and Morocco. It also means rethinking the product range. By offering Chardonnay, Verdejo, Malbec and Cabernet-Sauvignon, suppliers can meet more specific buyer requirements and position their wines at higher price points. Wine colours and styles, along with their intended uses, are part of this rethink. Diversifying origins, product profiles and customer bases also reduces reliance on a handful of established markets and aligns portfolios more closely with emerging opportunities.

Italian Bubbles: Sparkling Wines Made From The Charmat/ Martinotti Method, by Patric Lorenzon

MONDAY 30 NOVEMBER
3.45-4.30 PM

This conference will present key data on Italian sparkling and semi-sparkling wines produced by the Charmat or Martinotti method. All Italian wine regions make this style, using international grape varieties such as Chardonnay and Pinot noir as well as indigenous varieties. This diversity yields an extremely broad range of styles and products.





Bulk as a driver of new categories

Changing consumption habits are opening up new avenues for the bulk market, which is now geared towards developing products that fall outside the traditional wine categories. No- and low-alcohol wines, wine-based drinks and ready-to-drink cocktails illustrate this diversification. Bulk gives producers flexible sourcing options to supply the new segments, adjust product profiles and meet a wide range of needs across markets and drinking occasions. Progress in de-alcoholisation technologies, particularly in aroma recovery, is helping to improve the quality of these new products. While some categories are still at an early stage of development, markets call for a clear product strategy: the choice of base wine, market positioning and consumer insight are key to creating value.

No & Low: From Alcohol Removal to Relevance, Identity and Opportunity by Irem Eren Consulting

MONDAY 30 NOVEMBER
11.15AM – 12.00 PM

A fresh perspective on no-and low-alcohol beverages, seen as an opportunity for sourcing, technology, brand development and own-label products for bulk wine producers.

The supply chain: a core component of competitiveness

Transport and logistics are playing an increasingly important role in the economics of bulk wine. Freight cost volatility, sourcing constraints and ongoing supply chain disruptions are leading businesses to rethink their trade flows, storage capacities and packaging sites. Shipping bulk wine to bottling plants nearer to destination markets can streamline certain operations, particularly when local infrastructure is highly efficient. Sustainability is another consideration. Multimodal solutions, including rail and, increasingly, inland waterways, are being used to take freight off the road wherever possible. Last-mile optimisation is also improving efficiency throughout the supply chain. The benefits do, however, depend on distances, infrastructure and transport conditions. Increasingly, the competitiveness of bulk shipments is decided across the supply chain, where cost, flexibility, quality and environmental performance must be balanced.

The Competitive Journey: How Logistics is Reshaping the Global Bulk Wine Trade by the Wine & Spirits Shippers Association (WSSA)

MONDAY 30 NOVEMBER
10.00-10.45 AM

A panel of experts in logistics and the bulk wine market will discuss changing sourcing patterns and shipping challenges that producers and importers face worldwide. Geopolitical tensions, tariff instability and climate hazards continue to affect the industry. This panel discussion will provide the latest insights and practical guidance to help participants better understand and anticipate developments across the international landscape.



THE ACADEMY

PROGRAMME

Understand the market, navigate change, seize opportunities. Through tastings, conferences and masterclasses, the World Bulk Wine Exhibition serves as a hub of expertise and market insight that helps professionals stay ahead of trends, sharpen their strategies and turn industry transformations into tangible opportunities.

The Silent Tasting Room. Explore, compare, select.

The Silent Tasting Room is a sourcing resource in its own right, offering visitors a dedicated area where they can explore and taste on a free-pour basis. Industry professionals can discover a selection of wines and spirits presented by exhibitors, taste at their own pace, compare styles and identify products that match their needs. This self-guided tasting experience is designed to make products easy to identify and to help generate future business opportunities.

Conferences and masterclasses
Navigate change and inform decisions

From conferences and expert-led discussions to masterclasses, the WBWE Academy places key market challenges at the heart of the conversation. Covering international logistics, no- and low-alcohol product development, value creation through branding and packaging, and business resilience and profitability, the 10 sessions bring together international specialists to discuss the transformations reshaping the industry. The programme is designed to provide the tools to interpret market developments, inform business strategies and identify new opportunities for growth.

New for 2026:
The Academy has evolved beyond a traditional conference programme to become a central part of the visitor experience. Its prominent position makes content more visible and creates more opportunities for industry members to connect with one another.

THE 2026

PRO-GRAMME

MONDAY 30 NOVEMBER

Opening ceremony
9.30-10.00 am

The Competitive Journey: How Logistics is Reshaping the Global Bulk Wine Trade
10.00-10.45 am

No & Low: From Alcohol Removal to Relevance, Identity and Opportunity by Irem Eren Consulting
11.15 am-12.00 pm

Flavy FGCM: streamline your operations and maximise process efficiency sustainably, by Bucher Vaslin
12.30-1.30 pm

No and Low in the glass: Irem and Robert's Picks, by Irem Eren Consulting
2.00-2.45 pm

Italian Bubbles: Sparkling Wines Made From The Charmat/Martinotti Method, by Patric Lorenzon & Partners
3.45-4.30 pm

2026: an unusual year, or the new normal for the next 30 years? By Pellenc-Pera Oenoprocess
5.30-6.30 pm

TUESDAY 1 DECEMBER

From Bulk to Buzz: How Brands, Packaging and Stories Create Value by Irem Eren Consulting
10.00-10.45 am

Operating in Uncertainty: How Bulk Wine Can Build Resilience and Profitability by Hillebrand Gori
11.15 am-12.00 pm

Navigating the increasingly choppy waters of the wine industry
12.45-1.30 pm

View the full Academy programme by **clicking here**

TWO DAYS TO **SOURCE, TASTE AND DO BUSINESS**

At the World Bulk Wine Exhibition, every meeting has the potential to unlock new sales opportunities. Through its Business Matching platform and pre-scheduled meetings, the exhibition enables targeted conversations between producers, trading companies, importers and international distributors. The tastings and the Silent Tasting Room further enhance the experience by allowing buyers to assess products, compare profiles and identify products that suit their needs. At the 2025 event, the exhibition hosted nearly 1,000 business meetings, confirming the WBWE's role as an international sourcing and sales development platform.

"The WBWE is an excellent opportunity to meet international clients and establish new contacts. We meet our UK, Polish and Canadian partners, whom we rarely get the chance to see. Last year, our Marlborough Sauvignon Blanc won a Gold medal at the International Bulk Wine Competition, a fitting award for this intensely expressive single-vineyard wine. We have attended since 2018 and return every year without hesitation. In today's challenging market environment, these meetings are essential to developing our export sales."

HAMISH JACKSON
Managing Director, Groco Ltd (New Zealand)

"What makes the WBWE so worthwhile is its ability to bring together buyers with widely differing needs from Europe to Asia, all under one roof. For Endless West, this international dimension is matched by a very practical sales approach: with 'Build Your Own Bulk', our customers can design their own formula directly on our stand and leave with a sample. This customised experience makes technical conversations easier, speeds up purchasing decisions and turns meetings into sales opportunities. After attending three times, we still see real value in the event, which also lets us advance discussions that began at previous exhibitions."

CARRIE MESLAR
Country Manager, Averesti Estate (Romania).

"The WBWE allows us to expand our international markets, bulk wine sales for bottling programmes and own labels. We attended for the fifth time and won two awards at the International Bulk Wine Competition, with our Sauvignon Blancs taking a Gold and a Silver medal. On the organisational side, the online business meeting platform makes attending so much easier. It is intuitive and efficient, letting us plan our meetings ahead of the event and view our entire schedule at a glance on our phones."

FLORA RARES
Country Manager, Averesti Estate (Romania).



PRACTICAL INFORMATION

Monday 30 November

9.30 am -6.30 pm
Opening ceremony at 9.30 am
> Access from 9:00 a.m. upon presentation of a personalized invitation to the opening ceremony

Tuesday 1 December

9.30 am – 5.00 pm

RAI Amsterdam - Hall 5, Europaplein 24, 1078 GZ

Request press accreditation

worldbulkwine.com

Access the **media page**

MEDIA CONTACTS FRANCE

Fanny Knipper

fanny@marjorierousseau.com
+33(0)6 19 73 14 19

Marjorie Rousseau

pr@marjorierousseau.com
+33 (0)6 43 17 42 70

INTERNATIONAL MEDIA CONTACTS

media@vinexposium.com

VINEXPOSIUM



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PORTE DE VERSAILLES

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