

REPORT 2020



Twice the business, twice the experience



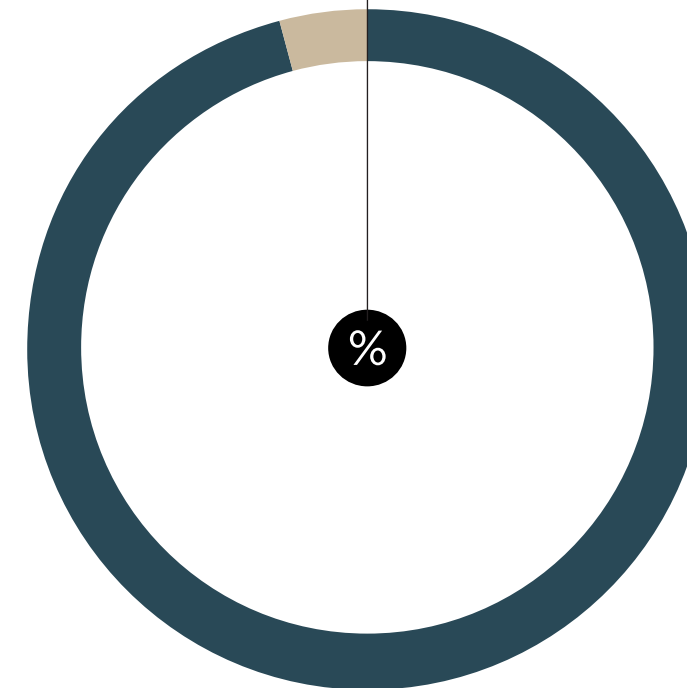
The leading event for the global wine and spirits industry in 2020

2,800
producers

29,280
visitors

2,800 producers and 29,280 visitors attended the exhibition and enjoyed outstanding conditions for sharing ideas, tasting the latest vintage and doing some great networking. Wine Paris & Vinexpo Paris was a highly anticipated event which allowed all attendees to meet up in the centrally located capital city of Paris, whose cultural and gourmet food reputation is unrivalled, in a time frame and venue that maximised opportunities for doing business.

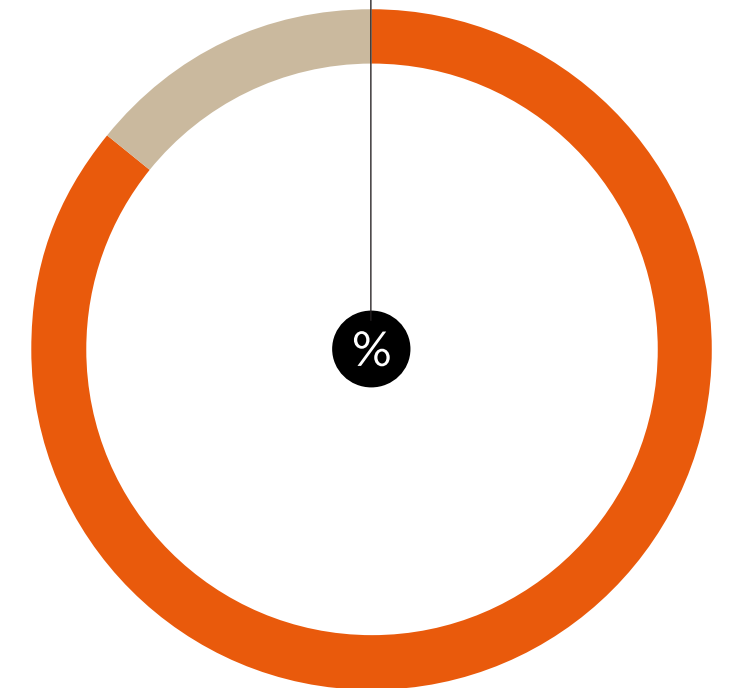
96%
of visitors
were satisfied
with the jointly-held
event



“*Vinexpo Paris was a really useful show to visit, we were able to meet our key suppliers at an ideal time of year to taste new vintages. The size of the show meant it was easy to navigate but also had lots to see.*”

ELIZABETH KELLY
WINE CUSTOMER MANAGER
MARKS & SPENCER
UNITED KINGDOM

86%
of exhibitors
were satisfied
with the jointly-held
event



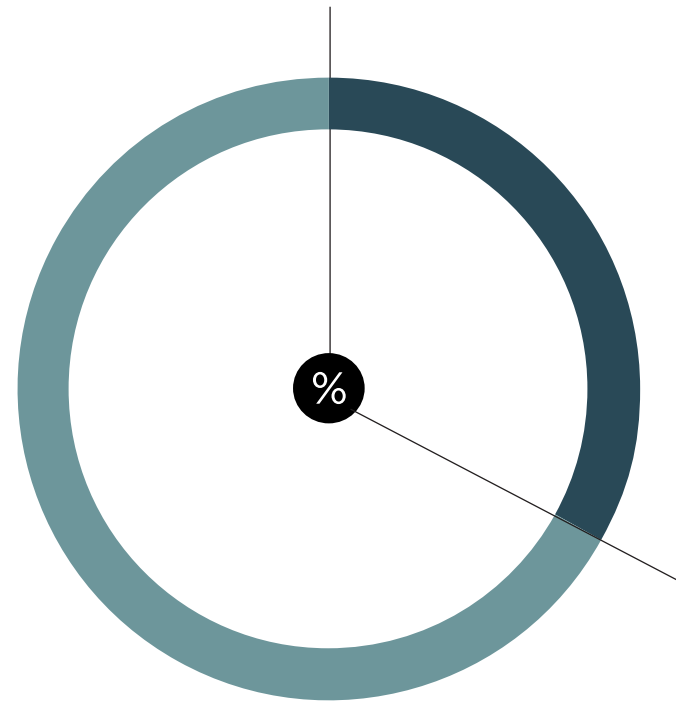
“*At last, an international wine show in Paris. That is definitely a very strong, positive point!*”

ANNE MOREAU
DIRECTOR
DOMAINE LOUIS MOREAU
FRANCE

“*The timing and diversity of French Producers / Suppliers were convincing. This fair has potential for the future.*”

PATRICK DONATH
BUYING DIRECTOR
ALDI, GERMANY

Unique appeal for a variety of national and international visitors



29,280
trade
visitors
including
1/3
international attendees
from
126 markets

93%

of visitors view
Wine Paris & Vinexpo Paris
as important to
their business

98%

of visitors were satisfied
with their visit

94%

of exhibitors were satisfied
with the quality of visitors

“Wine Paris & Vinexpo Paris is a highly international exhibition which allowed us to meet many visitors from the United States, Asia and Europe. We are very satisfied with its organisation and we reached our objectives in terms of meeting new contacts”.

SILVIO TSCHANG
MANAGING DIRECTOR
LAMBORGHINI
ITALY

“Superb location for an event that attracts a very substantial range of potential buyers”.

GINETTE THOMAS
PRODUCER
DOMAINE THOMAS ET FILS
FRANCE



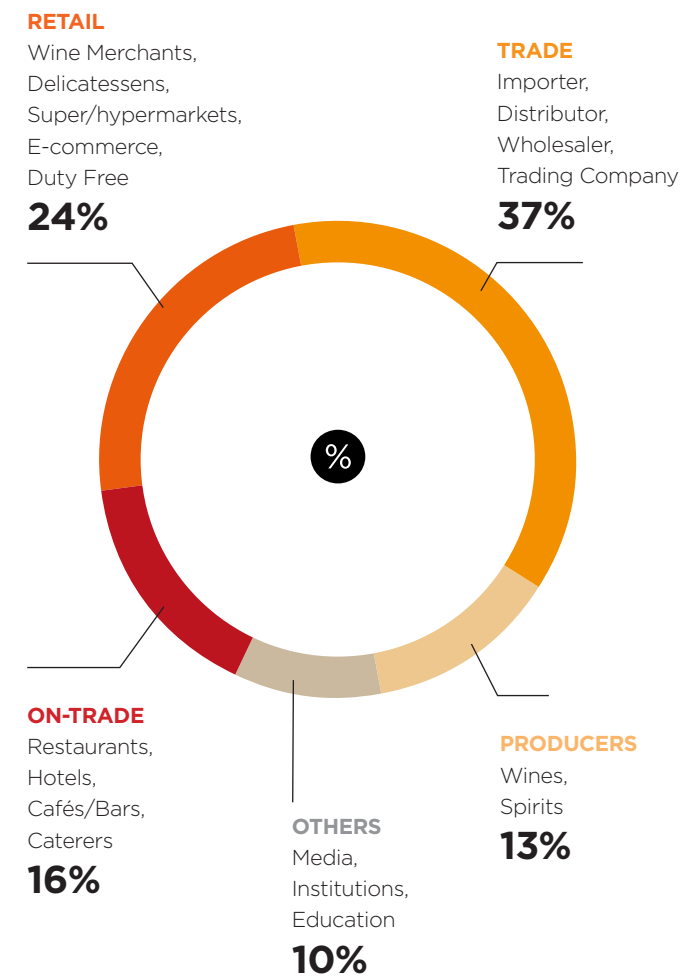


BUSINESS VISITORS

A diversified range of quality visitors

- 70%** have direct responsibility for purchasing
- 72%** have direct decision-making power within their company (CEO, MD, Functional Management, Manager)
- 9/10** exhibitors were satisfied with the quality of visitor attendance

BREAKDOWN BY LINE OF BUSINESS



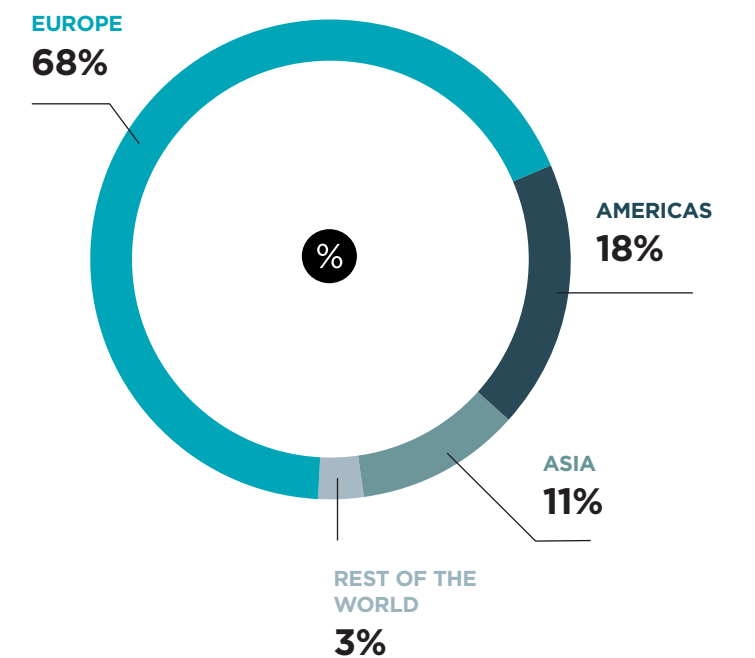
FRANCE TOP-5 REGIONS

- 1 Île-de-France including Paris 61%
- 2 New Aquitaine
- 3 Occitania
- 4 Greater Est
- 5 Burgundy-Franche-Comté

INTERNATIONAL TOP-10 COUNTRIES

- | | |
|------------------|-----------|
| 1 Belgium | 6 Sweden |
| 2 United Kingdom | 7 Italy |
| 3 United States | 8 Canada |
| 4 Germany | 9 China |
| 5 Netherlands | 10 Norway |

INTERNATIONAL % PER CONTINENT



Developing tools to promote quality business contacts

ONE2WINE MEETINGS & WINE MATCH Networking solutions ahead of the exhibition to prepare and target meetings more effectively.

3,000
scheduled
meetings

33%
of **exhibitors**
used the **solution**

25%
of **visitors**
used the **solution**



95%
of users were **satisfied**
with the service

“ I had an incredible time discovering many artisan producers from Portugal and Spain, as well as diving deeper into tastings with the one to one meetings which I found very beneficial to create new relationships.”

COURTNEY OLSON
BEVERAGE DIRECTOR
CRENN DINING GROUP
USA

HOSTED BUYERS PROGRAM Major international buyers, welcomed to Paris in the best possible conditions.

A selection of major international buyers took part in the optimised business meetings, the **World Wine Meetings**, ahead of Wine Paris

100%
of buyers taking part in the **World Wine Meetings** stayed on for Wine Paris

A **customised welcome** as part of a **VIP program** by a dedicated international team

“ The efficient organization, the broad diversity of exhibitors and not to forget the friendliness.... all together a very convincing package. I will definitely visit the fair again in 2021!”

ALEXANDER WENDT
HEAD OF PURCHASING
WEIN & VINOS GMBH
GERMANY



Impactful media and institutional resonance in France and worldwide

600
journalists attended
Including **27%**
international
from **27 countries**

3,600
press articles
64% France
36% International

Vinexpo was awarded the **patronage of Emmanuel Macron**, President of the French Republic

Wine Paris, Les Wine Talks were awarded the **Patronage of OIV** (International Organisation of Vine & Wine)

Wine Paris & Vinexpo Paris were officially opened on February 10 by **Didier Guillaume**, French Minister of Agriculture

Wine Paris & Vinexpo Paris welcomed **20 official delegations**

“ *I enjoyed Paris, the good media coverage, ease of access for all and attendance by both French and foreign visitors.”*

PASCAL GITTON
PRODUCER
VIGNOBLES GITTON PÈRE & FILS
FRANCE

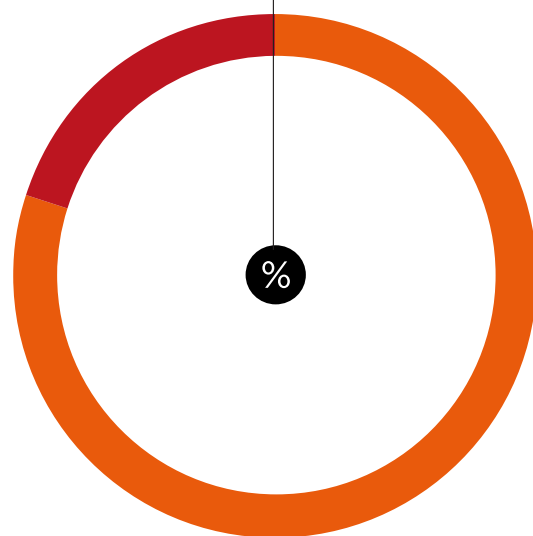
Over 120 general interest, specialist, TV and web media reported on the event

AGENCE FRANCE PRESSE FIL ECO - AGRA ALIMENTATION - AGRAFIL - AGRAPRESSE HEBDO - ANOUSPARIS.FR - AUJOURD'HUI EN FRANCE - BEVERAGE MEDIA - BFM BUSINESS - BFM PARIS - BK WINE MAG - CANAL+ - CAVISTES & E-COMMERCE - CHALLENGES.FR - DECANTER - DECISION BOISSONS - DELWINE - DM.VINO ! - DRINKS BUSINESS - DRINKS INTERNATIONAL - DRINKS+ - EL CORREO DEL VINO - ENOLYTICS - ENOVITICULTURA - ESSENTIEL VINO - EUROPE 1 - EVOUS.FR - FRANCE 2 - FRANCE 24 - FRANCE 3 REGION - FRANCE BLEU - FRANCE INTER - FRANCE TV INFO - GAMBERO ROSSO - GUILD DES SOMMELIERS - HARPERS - HORECA MAGAZINE - IL CORRIERE VINICOLO - LA CROIX.COM - LA DEPECHE DU MIDI - LA LETTRE CHR-CHD - LA LIBRE.BE - LA PROVENCE - LA REVUE DES COMPTOIRS - LA REVUE DU VIN DE FRANCE - LA TRIBUNE - LA VIGNE - L'AGRI - L'Auvergnat de Paris - LE FIGARO - LE MOCI.COM - LE PARISIEN.FR - LE POINT.FR - LE PROGRES.FR - LES ECHOS - L'EXPRESS.FR - L'HOTELLERIE RESTAURATION - L'INDEPENDANT - LSA - MIDI LIBRE - MON-VITI.COM - NEO RESTAURATION - OUEST FRANCE.FR - PERSWIJN - PROEFSCHRIFT - RAYON BOISSONS - RELAXNEWS - REUSSIR VIGNE - RFI - RFM - RMC INFO - RTL RVI - REVUE VINICOLE INTERNATIONALE - SELECTUS WINES - SEMANA VITIVINICOLA - SEVENFIFTY DAILY - SOMMELIERS INTERNATIONAL - SUD OUEST - SUD RADIO - TERRE DE VINS - THE BUYER - THE WORLD OF FINE WINE - TV5 MONDE.COM - V&S NEWS - VINAVISEN - VITI LEADERS - VITISPHERE.COM - VSB - VINS SPIRITUEUX & BOISSONS - WANDS - WEIN +MARKT - WEINWIRTSCHAFT - WIJN PLEIN - WINE BUSINESS INTERNATIONAL MAGAZINE - WINE ENTHUSIAST - WINE WISE - WINEBUSINESS NL - WINEINDUSTRYADVISOR.COM - WINENEWS.IT - WINE-SEARCHER - ZEPROS ...



A comprehensive range of wines and wine regions

2,800
exhibitors
including **20%**
from outside France



100% OF FRENCH WINE REGIONS REPRESENTED

Alsace, Beaujolais, Bordeaux, Burgundy, Champagne, Corsica, Jura, Languedoc, Provence, Roussillon, Savoy, South-West, Loire Valley, Rhone Valley.

AN INTERNATIONAL RANGE OF PRODUCTS FROM 20 COUNTRIES REPRESENTING 60 WINE REGIONS FROM ACROSS THE GLOBE

South Africa, Germany, Argentina, Austria, Spain, United States, Georgia, Greece, Italy, New Zealand, Portugal, Romania, United Kingdom, Switzerland, Turkey, etc.

94%

of exhibitors view Wine Paris & Vinexpo Paris as important for their business

92%

intend to exhibit at the next fair

99%

of visitors were satisfied with the range of wines on offer and the quality of French and international exhibitors

“Wine Paris & Vinexpo Paris was very good. It was refreshing to see the vast number of producers with new and exciting wines. Presentation has become important to the product and in particular, the French seem to have captured it on this occasion. It was also easy to navigate through the various halls, and transport to and from the event was efficient.”

DAVID MCDONNELL
HEAD OF PURCHASES/IMPORTS
FEBVRE WINES
IRELAND





L'AVENUE, a timeless area hosting **eight major** French and international wine and spirits **brands**. A new and prestigious experience in an outstanding setting exuding Parisian elegance.

ADVINI FRANCE | **ARAEX** SPAIN | **BOISSET FGV** FRANCE | **CHAMPAGNE DEUTZ & DELAS FRERES** FRANCE | **CHAMPAGNE NICOLAS FEUILLATTE** FRANCE | **GRUPO PEÑAFLO** ARGENTINA | **LES DOMAINES PAUL MAS** FRANCE | **MARQUES DE CACERES** SPAIN

“L'Avenue is beautiful and ideally situated with a nice atmosphere. It is the ideal venue for a prestige brand such as ours.»

PABLO GHIORZI
EXPORT DIRECTOR
GRUPO PEÑAFLO TRAPICHE
ARGENTINA

“L'Avenue gave us wonderful exposure and Paris is an ideal location for meeting people. We hope that this exhibition is just the start of a great story.”

JAVIER RUIZ DE GALARRETA
MANAGING DIRECTOR
ARAEX RIOJA ALAVESA
SPAIN



LA NOUVELLE
VAGUE

LA NOUVELLE VAGUE, an area reserved for **young winegrowers** who bought an estate after 2015 and are looking for their first distribution networks!

30

talented young French growers took part

“LA NOUVELLE VAGUE is a friendly place with buyers looking for something new!”

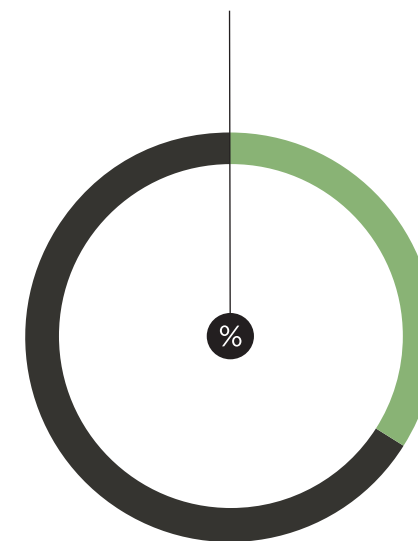
VINCENT CUILIER
WINEMAKER & EXPORT MANAGER
CHAMPAGNE CUILIER
FRANCE



WOW! An area dedicated to **organic and biodynamic wines**. **110 certified** organic or biodynamic **wine producers** from Lebanon, South Africa, Chile, Italy, Spain, and Germany, along with an extensive range of French wines.

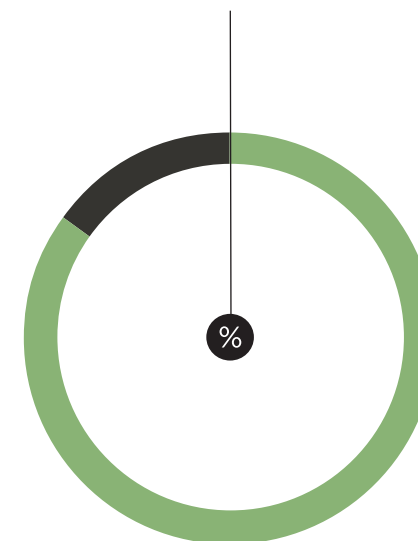
34%

of visitors toured WOW!



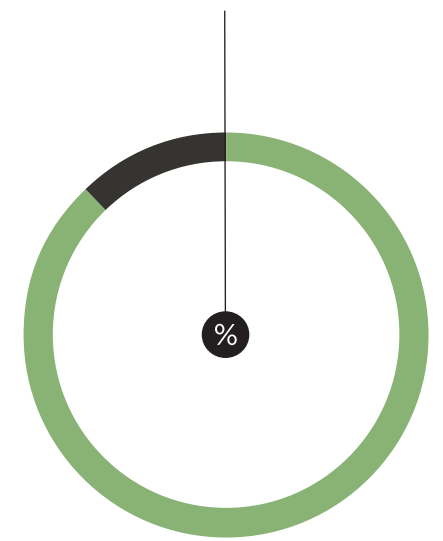
85%

of visitors were satisfied with their visit



88%

feel that WOW! is a good way of finding new organic listings



“Le concept WOW! est unique et bien pensé, c'est la solution parfaite pour exposer nos vins. Ces trois jours furent très intenses et intéressants, nous avons rencontré des sommeliers et des importateurs venant du monde entier. Nous reviendrons sans hésiter.»

STEPHANIE VAN AERDE
EXPORT MANAGER
VIGNONESI
ITALY

“WOW!, the organic wines area is a brilliant idea.”

MIKE FARRELLY
PURCHASING MANAGER
FEBVRE WINE
IRELAND

DIVERSITY

SPIRITS

“The choice at Be Spirits meets present-day spirits trends, which are ultra dynamic. The range is well-suited, it's carefully selected, offers on-trend colours and the level of service meets current expectations in the world of bars, services and retail. We met a lot of interesting people from many continents. All the spirits industry members were there!”

OLIVIER HIDIER
SALES DIRECTOR
SPIRITIQUE
FRANCE

BE SPIRITS

By Vinexpo

An event within the event to create a spirit-focused experience that fully aligns with trends in the global marketplace.



100 brands provided a diversified and extensive choice of spirits from 14 countries

(United Kingdom, Tibet, Canada, Portugal, Italy, Spain, United States, Belgium, Germany, Poland, Guatemala, China, Mexico and France).

... ARMAGNAC STYLE - BBC WINE & SPIRITS - CIROC - COGNAC TESSERON - DECANTER PORTUGUESE SPIRITS - HENNESSY - GLENMORANGIE - BELVEDERE - G'VINE - CASAMIGOS CIROC - TARIQUET - ITALICUS - COGNAC LHERAUD - WHITLEY NEILL MONIN - COCA COLA ...

“The first Be Spirits exhibition provided the opportunity to meet export distributors, French agents, brand customers and journalists, both through organised meetings and fortuitous encounters. This overarching eco-system is essential for a young brand such as Le Barteleur to carve out a niche for itself alongside the big guns.”

NICOLAS VARNIER
CO-FOUNDER
LE BARTELEUR
FRANCE

20 influential bars and mixologists partnered with the Infinite Bar

1802

1905

APICIUS

CAFÉ MODERNE

CASTOR CLUB

DIRTY DICK

DIRTY LEMON

FITZGERALD

FRÉQUENCE

HÔTEL DE CRILLON

HOUSE GARDEN

ISTR

JEFREY'S

LE COMPTOIR DES FABLES

MANKO

OFFICINE DU LOUVRE - HÔTEL
DU LOUVRE

ROXO (LES BAINS)

SAPE BAR (25 HOURS HOTEL)

SHAKE N' SMASH

SOLERA

45%

of visitors were looking
for spirits

93%

of visitors were satisfied
with Be Spirits

90%

of visitors were satisfied
with the range of spirits
on offer

“Our experience is very positive, the organisation was professional with good quality visitors. The Be Spirits Pods solution is simple, effective and elegant, every exhibitor gets the same visibility and can therefore find their place.”

ISABELLA ANTOLLINI
QUALITY AND EXPORT MANAGER
AURIAN
FRANCE



Approximately 100 events attracted an audience in excess of 8,000 visitors

Aiming to inform, educate, promote idea-sharing and inspire, the programme of events got the thumbs up from visitors! It provided an opportunity to understand industry dynamics more effectively, discover new products, test and taste a wide variety of wines and spirits, learn and share ideas about all the strategic and exciting topics involving wine markets and distribution.

OUR PARTNERS ASI | AVS | ÉCOLE DES VINS & SPIRITUEUX | IFV | IWSR | KEDGE BUSINESS SCHOOL | LA REVUE DU VIN DE FRANCE | LES GRAPPES | ŒNOLOGUES DE FRANCE | PAIN VIN & COMPANY | SCP | SOWINE | THE INSTITUTE OF MASTERS OF WINE | UDSF | WINE MOSAIC | WINETECH | WSET

54**masterclasses**

offering an in-depth introduction to wine regions and their specific features

36**discussions, round-table debates and conferences**

for a broader understanding of topical industry issues

3

areas dedicated to tasting where **over 2,800 products** could be discovered at leisure

88%

visitor satisfaction across the range of events hosted

3 DAYS, 3 THEMES**MONDAY 10 FEBRUARY**

DELICIOUS DAY or The myriad aspects of taste. An impactful topic echoing the role played by wine merchants, restaurateurs and sommeliers.

TUESDAY 11 FEBRUARY

WONDERFUL DAY or the entire industry's commitment to organic and environmentally-friendly issues. A multi-faceted deciphering of organic, sustainable and ethical trends.

WEDNESDAY 12 FEBRUARY

CREATIVE DAY or innovation dynamics to improve the tasting and sales experience for wine.

150 international speakers, personalities, experts and renowned wine enthusiasts

Marc ALMERT,

ASI 2019 World's Best Sommelier, Germany

Alban de BELLOY,

Digital Director, Advini, France

Gérard BERTRAND,

Winegrower, France

Werner BOUWKNEGT,

Sales Director for Europe, Vivino, Netherlands

Andrew CATCHPOLE,

Editor, Harpers Wine & Spirit, United Kingdom

John CHAPMAN,

Purchasing Director, The Oxford Wine Company, United Kingdom

Béatrice COINTREAU,

Board member of WOTVS International Foundation, France

Cyril CONIGLIO,

Wine merchant, France's 2018 Best Wine Merchant, France

Alain DUTOURNIER,

Chef Carré des Feuillants, France

Philippe FAURE-BRAC,

ASI 1992 World's Best Sommelier, Chairman of UDSF, France

Antoine GERBELLE,

Journalist, Tellement Soif / France Inter, France

Maggie HENRIQUEZ,

CEO, Krug / Moët Hennessy, France

Nina JENSEN,

ASI 2019 World's Runner-Up Best Sommelier, Denmark

Pascaline LEPELTIER,

2018 France's Best Sommelier, MOF Sommelier and partner sommelier at the Racines bistro, United States

Markus del MONEGO,

Master of Wine, ASI 1998 World's Best Sommelier, Switzerland

Virginie MORVAN,

Selection and Purchasing Director, Lavinia, France

Guillaume MULLER,

Restaurateur and sommelier, Garance Restaurant, France

Pietras PIOTR,

Master Sommelier, ASI 2019 World's 6th Best Sommelier, United Kingdom

Olivier POELS,

Deputy Editor-in-Chief, La Revue du Vin de France, France

Olivier POUSSIER,

ASI 2000 World's Best Sommelier, France

Denis SAVEROT,

Editorial director, La Revue du Vin de France, France

Loïc TANGUY,

Founder and Managing Director, Les Grappes, France

Raimonds TOMSONS,

ASI 2019 World's 3rd Best Sommelier, Latvia

Gabrielle VIZZAVONA,

Journalist and Critic, France ●●●



So International

A series of forward-looking panel discussions on future issues for wine internationally, echoing topical industry news. Bringing together leading figures in their respective markets, the discussions aim to inform, shed new light on and share information that is useful to producers as well as importers, distributors and retailers.

PARTNERS ADRIAN CHALKS SELECTIONS | BUSINESS FRANCE | ENOLYTICS | FEVS | FORBES | HARPERS | IWSR | SOPEXA_HOPSCOTCH GROUP | THE OXFORD WINE COMPANY | WINE INTELLIGENCE | WINE & SPIRIT TRADE ASSOCIATION

9/10

visitors who attended a So International conference were satisfied

6 MAJOR THEMES ADDRESSING THE TOP MARKETS FOR WINE, WITH A FOCUS ON THE UNITED KINGDOM AND THE UNITED STATES

GLOBAL

- IWSR: Global trends in the wine and spirits market
- Wine Trade Monitor by SOPEXA: Key worldwide trends in 2020-2021 in 7 major markets
- FEVS: Results of the wine and spirits exports in 2019

AMERICAS

- The future of French wines in the US

EUROPE

- Will there be a Winexit in the UK?
- Brexit: what changes does this imply for businesses in 2020 and beyond?



The Moët Hennessy Forum, a world-class sustainable forum on the environmental challenges facing vineyards, wines and spirits.

MAJOR PROGRAMME THEMES

- Biodiversity, how to preserve resources, how to adapt to climate change
- Certifications: organic, natural, biodynamic, HVE
- New technologies as a response to environmental challenges
- The significance of transparency and ethics
- The future of the luxury goods industry

16 conferences | 40 speakers

Philippe SCHAUS, President of Moët Hennessy, France

Marc ALMERT, ASI 2019 World's Best Sommelier, Germany

Jean-Marie BARILLÈRE, Union des Maisons de Champagne, France

Violaine BASSE, Director of Marketing & International Communications, Ruinart, France

Sylvie BÉNARD, Environmental Director, LVMH, France

Alain DUCASSE, Three-Star Michelin Guide Chef, France

Angel HSU, Professor of Environmental Studies, Yale University – National University of Singapore

Elin McCOY, Journalist and Author, Bloomberg and Decanter, United States

Dr. Simon NYECK, Professor and Director, Luxury Arts & Culture Centre of Excellence (ESSEC), France

Bernard PEILLON, Non-Executive Chairman of Hennessy and advisor to the Chairman of Moët Hennessy, France

Hélène SOUBELET, Director of the Foundation for Research into Biodiversity, France

Ronald VARGAS, Soil Scientist and Secretary of the Global Soil Partnership, Food and Agriculture Organisation of the United Nations (FAO), Italy ●●●



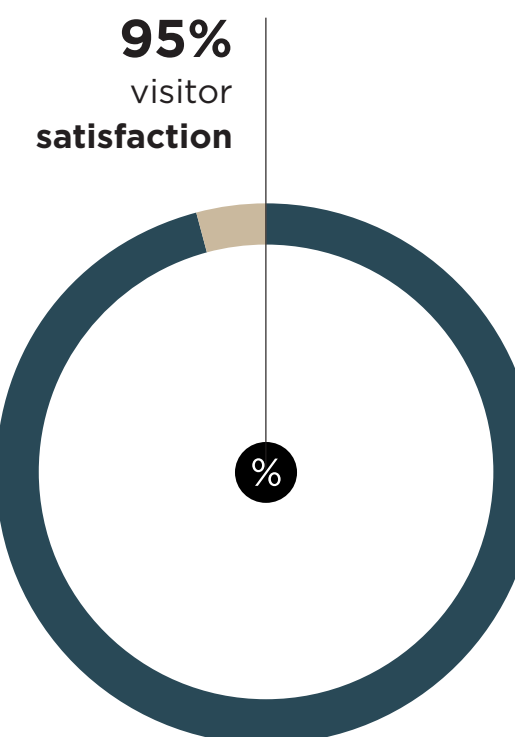


Paris celebrates wine & mixology!

Wine Paris & Vinexpo Paris spilled out over into the capital city by launching LE OFF in conjunction with Parisian restaurants and bars illustrating the diversity of Paris and its gastronomy and celebrating its incredibly talented chefs, restaurateurs, sommeliers and mixologists.

Each restaurant was painstakingly selected for the quality of its wine list, but also that of its cuisine, atmosphere and hospitality.

The bars were selected among some of the most fashionable and enterprising venues in Paris!



65
restaurants

20
bars

“ Fantastic feedback! We welcomed 80% trade visitors and winegrowers over the 3 days who had very specific ideas about the wines they were looking for!”

BENOÎT GAUTHIER
LE GRAND PAN
PARIS, FRANCE

The story continues...

All of our teams are rallying round to make sure the next
Wine Paris & Vinexpo Paris is a success!

**15-17
February
2021**

**PARIS EXPO
PORTE DE VERSAILLES**

Contact us at:

wineparis-vinexpo@vinexposium.com

+33 (0) 1 76 77 17 80

