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Wine Paris & Vinexpo Paris 2024: A Global Stage for Evolving Trends and Innovations in the Wine and Spirits Industry

Global Wine Industry's Rendezvous

Wednesday, January 24, 2024



The much-anticipated Wine Paris & Vinexpo Paris 2024 is set to transform Paris Expo Porte de Versailles into a vibrant hub for the wine and spirits industry from February 12 to 14, 2024. Organized by Vinexposium, this flagship exhibition is more than just a

trade show; it's a dynamic reflection of the industry's political and economic currents. This year, the event is expected to welcome an impressive 4,026 exhibitors and 40,000 trade visitors from around the globe, solidifying its position as a key international meeting point.

The Heart of the Event: The ON! Programme

Central to this year's buzz is the expanded ON! programme, designed to ignite conversations and stimulate reflection within the industry. This comprehensive programme includes 122 sessions, now available for viewing online, featuring conferences, debates, panel discussions, and masterclasses.

Tasting and Discovery: A Global Perspective

A cornerstone of the ON! programme is its world-class tastings and masterclasses. These sessions offer a deep dive into the unique characteristics of various regions, appellations, products, brands, and wineries. Highlights include:

- Masterclasses on regions like Alsace, Bourgogne, Champagne, and more, including sessions on specific grape varieties and terroirs.
- Focus on Italian wines, Australian icons, and emerging wines from New York and Türkiye.
- Conferences by prominent wine bodies like the California Wine Institute and the International Sommelier Association (ASI).

Addressing the No/Low Trend

This year, the no/low alcohol category takes center stage, with several conferences and masterclasses dedicated to this growing trend. Topics range from the future of alcohol-free Grands Crus to the role of alcohol-free drinks in sommelier competitions, highlighting the industry's response to changing consumer preferences.

Sustainability: A Key Focus

Sustainability remains a pivotal theme, reflecting its importance in the beverage alcohol industry. The ON! programme includes:

- Panels and conferences on biodynamics, climate impact on terroirs, and sustainable winemaking practices.
- Discussions on industry-wide sustainability efforts and innovative climate solutions.

Industry Developments and Innovations

The event also delves into the future of wines internationally, with panels and debates on global market trends, economic impacts, and consumer preferences. Additionally, the WineTech Perspectives area will host presentations on technology, digital communications, and e-commerce in the wine industry.

A Meeting Point for Industry Professionals

Wine Paris & Vinexpo Paris serves as an annual gathering for professionals in the wine and spirits sector. Scheduled at a strategic time of the year, the event aims to provide a comprehensive and inclusive platform, showcasing wine and spirits from around the world.

In conclusion, Wine Paris & Vinexpo Paris 2024 stands as a beacon for the wine and spirits industry, offering insights into current trends, fostering global connections, and showcasing the latest innovations. It's an unmissable event for anyone involved in this dynamic industry.