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Lisbon Wine Fair Draws Record Crowd

Lisbon Wine Fair Boosts Internationalization and Wine Tourism

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The 2024 edition of the Grandes Escolhas Vinhos & Sabores wine fair in Lisbon, held from October 19 to 21, attracted 16,000 visitors, including 3,100 professionals, and placed a spotlight on the themes of internationalization and wine tourism. Organized by Grandes Escolhas in collaboration with Turismo de Portugal and ViniPortugal, this year's fair demonstrated a strategic effort to broaden Portuguese wine's global reach and to highlight Portugal's wine tourism offerings.

A key feature of the event was the attendance of 20 international buyers from 14 different markets across and beyond the EU, invited by the organizers to connect directly with local producers. These meetings, totaling over 140, are expected to drive business opportunities and underscore the value of such targeted international engagement. João Geirinhas, the business director at Grandes Escolhas, emphasized the importance of this initiative, particularly in light of current challenges within the sector. According to Geirinhas, early feedback from buyers showed strong interest in the quality and diversity of Portuguese wines, with many potential deals likely to materialize in the coming months.



This year's fair hosted 360 exhibitors and featured a rich program of 14 masterclasses, each highly attended, showcasing rare and historic vintages not available commercially. The event also included 25 guided tasting sessions, where producers introduced their latest releases to the public, and six live cooking demonstrations. Notable chefs, including Michelin-starred André Cruz and João Sá, created culinary pairings that highlighted Portugal's diverse gastronomic offerings, enhancing the experience of wine and flavors.

In addition to the emphasis on export opportunities, wine tourism was a central theme, supported by a dedicated colloquium featuring insights from industry professionals, agencies, and travel organizers. João Geirinhas highlighted the relevance of wine tourism for both international and domestic markets, which comprises roughly 40% of wine tourism activity in Portugal. The event encouraged producers to expand their presence in the tourism sector, leveraging their estates and the unique cultural attributes of their regions to attract global visitors.

As Grandes Escolhas Vinhos & Sabores concluded for 2024, the event successfully connected industry professionals and consumers in a comfortable setting that allowed for both business and enjoyment. The fair previewed a range of new products set to launch ahead of the holiday season and into 2025, underscoring Portugal's commitment to maintaining high-quality standards while expanding its influence in international markets.