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Bulk Wine Industry to Converge at WBWE 2024

World Bulk Wine Exhibition 2024, a Global Hub for Industry Trends and Networking

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The World Bulk Wine Exhibition (WBWE), scheduled for November 25-26, 2024, in Amsterdam, promises to be an essential meeting point for buyers and sellers navigating the complex yet growing global market for bulk wines and spirits. This 16th edition of the WBWE, organized by Vinexposium and supported by Spanish partner Pomona Keepers, will highlight the industry's latest developments and provide

networking opportunities for producers, buyers, and industry influencers seeking to tap into new international markets. As the industry faces increasing demand and ongoing shifts in consumer preferences, the WBWE stands out as a vital resource for professionals who want to stay on the cutting edge of bulk wine trends and insights.

One of the event's focal points will be its "Academy" sessions, designed to cover critical industry topics and upcoming trends. Participants will have the opportunity to explore rising demand for no- and low-alcohol wines and spirits, as well as innovations in de-alcoholization processes that are transforming product offerings. The WBWE will also address the challenges and strategies around sustainability within the bulk wine sector, highlighting practices aimed at reducing the environmental footprint of bulk production, packaging, and transportation. Logistical challenges will be another key focus, with speakers set to discuss the evolving requirements and strategies needed to optimize transport and distribution in a growing, competitive market.



This year's WBWE will bring together bulk wine and spirits producers from 25 countries, providing a global perspective that enriches the event's offerings. Participating countries include leading wine-producing nations such as France, Italy, Spain,

Argentina, and Australia, along with a range of emerging and established markets like Germany, Chile, Canada, China, and the United States. The event's international scope will enable buyers and sellers to gain valuable insight into market dynamics across regions, making it easier for them to forge strategic connections with producers whose products align with market trends in their home countries.

The WBWE serves as a critical networking hub for key figures in the bulk wine industry, allowing participants to discuss trends and strategies that could drive the future of bulk wines and spirits. With a growing emphasis on sustainability, innovative product formulations, and efficient logistical practices, the event aims to help participants understand the competitive landscape and anticipate shifts in consumer preferences. As demand for bulk wine grows worldwide, the WBWE 2024 is positioned to play an essential role in supporting the industry's growth by fostering connections, offering practical knowledge, and presenting new business opportunities for bulk wine and spirits producers and distributors worldwide.