vinetur

Record Attendance at Amsterdam's WBWE 2024

Two-day event to feature conferences, tastings, and insights into the bulk wine market

Tuesday, November 12, 2024



More than 200 wineries and companies from 25 countries have confirmed their attendance at the World Bulk Wine Exhibition (WBWE), the international fair for bulk wine and spirits, which will celebrate its 16th edition on November 25 and 26 at the RAI in Amsterdam. The event, organized by Vinexposium, serves as a platform to boost the bulk wine and spirits market, enhance product positioning, explore new trends, and

highlight innovations while offering conferences and talks on the current state of the industry.

France leads the list of participating countries with over 70 wineries, followed by Italy with 43 and Spain with 37 exhibitors. The fair's extensive two-day program features a wide array of activities, making it a prime meeting point for bulk market buyers and operators. The sessions will begin on Monday, November 25, at 9:30 a.m. with the opening of the "Silent Tasting Room," where more than 500 international wines will be available for tasting.

The first conference will take place at 11:00 a.m., where Pablo Braydon, Head of Wine Development at Kingsland Drinks, and Muriel Chatel will discuss "How Bulk Wine Can Drive Sustainability, Reduce Carbon Footprint, and Optimize Global Supply Chains." Attendees will learn about cost savings, improved logistics, and the latest innovations in bulk wine, with insights on strategies to increase profitability and meet evolving market demands.

At 12:30 p.m., Marcos Cohen of Malesco Wines, Stephen Comporeale from the Australian Government, Barry Dick of Waitrose, and Wayne Ellis of Duxton Vineyards will address opportunities for Australian wine exports to the EU and UK. The session will cover supply, logistics, and importer perspectives, providing government-backed insights into the complexities of this export market.

At 2:00 p.m., Florian Ceschi of Ciatti Europe and Horts Mueller from Kuehne + Nagel's VinLog will lead a discussion on "The Bulk Wine Supply Chain," examining how freight costs impact buyer decisions and the evolving nature of bulk shipping logistics. Later, at 3:30 p.m., Alison Leavitt, Managing Director and Wine & Spirits Transporter, will present "Managing Freight Flows and Risk in Volatile Logistics Times." This session will emphasize the importance of comprehensive risk management strategies for products and offer industry tips for mitigating risks in today's unpredictable logistics environment.

The first day will close with a tasting session at 5:15 p.m., featuring Italian Pinot Grigio presented by Patric Lorenzon & Partners SRL. Carlo Flamini of the Unione Italiana Vini (UIV) will discuss Pinot Grigio specifications, and Mattia Bigolin, consulting enologist,

will guide the tasting.

On Tuesday, November 26, activities will start at 10:00 a.m. with a roundtable led by Irem Eren of BevZero and winemaker Peter Bright on "The Future of No and Low-Alcohol Wines," a rapidly growing market segment focused on sustainability. At 11:00 a.m., Eren and wine consultant Robert Joseph will host a tasting session featuring high-quality de-alcoholized wines and innovative non-alcoholic alternatives. They will share insights into production methods, flavor profiles, and consumer trends shaping this niche market.

At 2:00 p.m., Jean-Luc Favarel of Oenoprocess Pellenc-Pera will present "Smart WineLyse, the Innovative Pellenc De-alcoholization Method," which uses partial vacuum evaporation to reduce alcohol content in must. This session will address the socioeconomic and environmental benefits of the method. Finally, the day will conclude with Robert Joseph and sommelier Job Seuren exploring the relationship between hospitality, gastronomy, and bulk wine. They will discuss how sommeliers can play a crucial role in developing markets and creating trends for emerging regions and unconventional wine styles.