vinetur

WBWE Cements Role as Global Bulk Wine Hub

Over 245 wineries from 25 countries gather to chart the course of the bulk wine sector

Tuesday, November 26, 2024



The World Bulk Wine Exhibition (WBWE), held in Amsterdam and concluded on Tuesday, has cemented its role as a pivotal event in the international bulk wine and spirits sector. In its 16th edition, the fair gathered 245 wineries from 25 producing

countries, including approximately 25 from Castilla-La Mancha, establishing itself as a crucial platform for business opportunities and trend analysis shaping the industry.

Bulk wine, historically viewed primarily as a base for blends or secondary products, is now emerging as an economic driver. The exhibition highlighted not only the rise of high-quality bulk wines but also the increasing demand for unbranded wines, particularly for private label production. According to Rodolphe Lameyse, CEO of Vinexposium, the initial results of the event are positive, with the completion of commercial agreements standing out as a key indicator of success.

In a context marked by declining wine consumption and challenges from climate change, such as droughts and floods, the industry is compelled to diversify its markets and focus on exports. Lameyse emphasized that the era when wineries could rely solely on domestic markets is over, underlining the importance of international agreements and the dynamism of global trade.

Otilia Romero de Condés, CEO of Pomona Keepers, highlighted the WBWE as a platform for showcasing bulk wine and spirits, describing this edition as a testament to the effort and professionalism of all participants. She also noted the fair's role in exploring niche markets, including alcohol-free wines, which are gaining popularity among consumers seeking lower-alcohol options without compromising quality.

The NOLO (No & Low Alcohol) category, which includes wines with low or no alcohol content, had a significant presence at the event. This category responds to the preferences of younger generations and health-conscious consumers who aim to reduce alcohol consumption while still enjoying premium experiences. Well-attended conferences during the fair delved into these and other trends, reinforcing the WBWE's reputation as a hub for analysis and innovation.

The exhibition served not only as a business showcase but also as a networking venue to strengthen existing commercial relationships and establish new ones. According to Alberto Marcilla, head of Rural Banking at Globalcaja, the event featured high participation from buyers and exhibitors, highlighting evolving consumption trends, such as the growing demand for white wine, which signals significant market changes.

Jesús Julián Casanova, president of Grupo Vidasol, and Juan Miguel del Real, director of Agro-Food Cooperatives of Castilla-La Mancha, both emphasized the strategic value of the WBWE. They noted its importance in building contacts and laying the groundwork for future campaigns, particularly in a year when sales of both bulk and bottled wines have shown promising signs.

Anselmo Álamo, representative of San Dionisio wineries in Fuente Álamo, remarked on the increased attendance of buyers and the quality of connections made, reporting that many wines showcased received a positive reception from attendees.

Overall, the 16th edition of the WBWE has not only strengthened its position as the world's largest bulk wine showcase but also proven to be a barometer for the sector, highlighting opportunities that will shape its future.