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2024 World Bulk Wine Exhibition Draws Record Participation and Innovation

Over 70 Countries Represented, Showcasing Global Importance of Bulk Wine

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Rodolphe Lameyse, CEO of Vinexposium

The 16th World Bulk Wine Exhibition (WBWE), held in 2024 under the auspices of the Vinexposium group, marked a significant milestone for the global bulk wine and spirits industry. Taking place in a year defined by economic and environmental challenges, the event underscored its role as a pivotal platform for addressing pressing industry concerns. Representing 70 countries, 245 exhibitors, and nearly 2,000 visitors, the WBWE has cemented its status as a cornerstone for the sector.

A key focus of the exhibition was the growing importance of bulk wine amid declining global wine production. Initial estimates from the International Organisation of Vine and Wine (OIV), presented during the event, highlighted steep declines in crop volumes from major producers like France, Italy, and Argentina, primarily attributed to extreme weather conditions. Bulk wine, which constitutes 30% of production volumes, has emerged as a critical solution to mitigate market pressures, catering to the evolving demands of the beverage alcohol industry.



The event drew a diverse international audience, with strong participation from traditional wine powerhouses such as France, Spain, and Italy, alongside significant representation from the New World, including Argentina, Chile, South Africa, Australia, and New Zealand. France led in participation, with Inter Rhône and Coop de France pavilions showcasing the robust presence of French wine regions. A noteworthy addition was the increased engagement of buyers and producers in business meetings facilitated by Vinexposium's service, which organized over 500 targeted appointments.

Education and innovation were prominent at the WBWE, with the Academy program hosting 10 sessions attended by more than 300 participants. These sessions addressed critical themes such as sustainability, supply chain optimization, and the rising interest in low and no-alcohol wines. Notable presentations included logistics strategies by Kuehne+Nagel and sustainability insights by The Vine Strategy Group. Complementing the academic offerings, the Silent Tasting Room provided attendees with the opportunity to sample over 350 bulk wine labels, highlighting the quality and diversity of the sector.

The exhibition also expanded its focus to spirits and ready-to-drink products, reflecting changing consumer preferences. This included growing interest in bulk spirits and cocktails like margaritas and espresso martinis. According to Carrie Meslar of Endless West, this diversification presents new opportunities for producers and buyers to explore emerging categories within the bulk segment.



Another highlight of the WBWE was the International Bulk Wine Competition (IBWC), where 25 judges evaluated over 150 entries. Six products received Grand Gold Medals, recognizing their excellence, with winners hailing from France, New Zealand, Italy, and Argentina.

As the WBWE moves forward, Vinexposium plans to enhance the exhibition's impact through new resources and operational strategies beginning in 2025. CEO Rodolphe Lameyse emphasized the group's commitment to reinforcing the WBWE's leadership role in the bulk wine and spirits industry while addressing the complex challenges it faces.