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Global spirits take center stage at Wine Paris 2025

A must-attend event for spirits enthusiasts and industry professionals

Thursday, February 6, 2025



Wine Paris 2025, set to take place from February 12 to 14 in Paris, will feature a strong presence in Be Spirits, the section dedicated to spirits, non-alcoholic beverages, beers, and ciders. Located in Hall 5.2, this area will cover 2,678 square meters and is expected to attract 18,000 visitors eager to explore the latest industry trends driven by innovation and cocktail culture.

This edition of Be Spirits will bring together 300 exhibitors, with 76% participating for the first time and 43% representing international companies, marking a significant increase from 2024. The event will showcase businesses from 34 countries, including 10 new markets such as Australia, Austria, South Korea, Mauritius, and China (Hong Kong). Additionally, four new national and regional pavilions will be introduced, featuring exhibitors from Chile, Moldova, Wallonia, and the Concours Mondial de Bruxelles.

The spirits selection will include a wide variety of products, from baijiu to tequila, pisco, mezcal, rum, umeshu, and gin. Participating producers include La Cepa, specializing in Mexican mezcals; Grace O'Malley, an Irish distillery known for premium whiskeys; Bottega, an Italian house with four centuries of experience in grappa and liqueur production; Moutai, a leading name in high-end baijiu from China; and Tennessee Distilling, offering a range of Sour Mash, bourbon, rye, corn, and malt whiskeys. The Japan Sake and Shochu Association will also be present, representing 1,400 sake producers and 300 shochu distillers from Japan.

The United Kingdom will have a notable presence with companies such as Isle of Barra Distillers, a Scottish distillery founded in 2019 on the Isle of Barra; Wemyss Family Spirits, specializing in malt whisky; and Boutique Brands Ltd, a London-based distributor of premium beverages, including alcohol-free options. France will strengthen its representation with the French Whisky Federation, 48 cognac houses, and 23 armagnac producers, along with well-known brands such as Delord, Hine, Le Philtre, Armorik, and Château du Breuil. Agricole rum producers such as Saint James and Charrette will also participate.

The non-alcoholic beverage sector will continue to grow at Be Spirits, with the number of exhibitors doubling for this edition. Companies like Moderato, Neobulles, JNPR, 0.0% Sober Spirits, and Levin 0% will present alternatives in dealcoholized wines, non-alcoholic spirits, and craft beers. The cider sector will include Cidres de France and the Normandy Cider Designation Institute, which represent more than 300 cider and perry producers, promoting a category known for its low alcohol content and reduced calorie intake.

Wine Paris 2025 will also showcase ready-to-drink (RTD) beverages, including hard seltzers, canned cocktails, and non-alcoholic spirits. The Craft Pavilion will feature emerging brands such as Distilleria Marzadro, Broken Bones, Dejoy, and Baccae, alongside No/Low category producers like Yoleau, Force Majeure, Djin Spirits, and OSCO.

The Be Spirits program at Wine Paris 2025 will include conferences and tastings at the Speakeasy, with sessions focused on iconic drinks such as shochu, baijiu, soju, and agave spirits. The World of Zero Tasting Area, in collaboration with Meininger's International, will offer a selection of dealcoholized wines. The Infinite Bar, spanning 40 meters with 20 Parisian bars, will bring together mixologists from renowned establishments such as Vieux Carré, Moonshiner, CopperBay, and Le Syndicat.

One of the most anticipated moments will be the Mixologists Battle, where four cocktail experts will be challenged to create the perfect pairing for African cuisine by chef Kalala. Mixologists Maxime Candel, Alceste Siobhan Von Holtz, Pauline Renard, and Fabien Fouassier will compete in this event on Tuesday, February 11, at the Speakeasy in Hall 5.2.

Wine Paris 2025 continues to expand, with more than 5,300 exhibitors from 54 countries, reflecting a 29% increase from 2024. The fair, occupying six halls at Paris Porte de Versailles, expects 50,000 visitors from 143 countries, with 45% international participation. Be Spirits will strengthen its role as a platform for industry trends, promoting diversity and creativity in the beverage sector.