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Global Bulk Wine Trade Converges in Amsterdam for Expanding WBWE Summit

More than 240 exhibitors and visitors from over 60 countries prepare for a pivotal edition of the WBWE

Friday, November 14, 2025



The World Bulk Wine Exhibition (WBWE) will hold its 17th edition on November 24 and 25 at the RAI Amsterdam convention center. The event is organized by Vinexposium, a global leader in professional wine and spirits events. This year, more than 240 exhibitors and professionals from over 60 countries are expected to attend, making it the largest international gathering for the bulk wine and spirits sector.

Spain will again play a leading role at the exhibition. The country remains the world’s top exporter of bulk wine, accounting for nearly 40 percent of global exports in this category. In the first half of 2025, Spanish wineries exported six million hectoliters of bulk wine, valued at 302 million euros. This figure reflects a 12 percent increase in prices compared to last year, following a smaller global harvest in 2024. While New Zealand and Italy compete for second place in export value—New Zealand surpassing two euros per liter—Australia has also seen a recovery, with a 15 percent increase in exports to the United States.

Spanish producers have managed to maintain stable export volumes while improving profitability. Their export model combines competitiveness, sustainability, and quality, which has helped them consolidate their position in a changing market.

Bulk wine has become a strategic pillar for global trade in recent years. The WBWE has supported the development of this segment for more than 15 years. Bulk wine is now seen as a competitive and responsible solution by both large international buyers and premium brands. Its growth is driven by new packaging formats such as bag-in-box, cans, and kegs, as well as by the rising popularity of no- and low-alcohol beverages and ready-to-drink products. In Spain, bag-in-box packaging is gaining ground as it meets consumer demand for home use and adapts to new lifestyles.

The WBWE offers wineries concrete alternatives to maintain and develop their business in an increasingly complex international market. The event features several key spaces this year. The Silent Tasting Room allows visitors to sample a selection of bulk wines and spirits at their own pace. The Academy program includes conferences and master classes on current industry priorities such as logistics, innovations in dealcoholization, reducing the carbon footprint of packaging, and the role of oak in winemaking.

Another highlight is the International Bulk Wine Competition (IBWC), held before the main event. This competition recognizes excellence among bulk wines and spirits, with entries judged blind by a panel of buyers and specialized journalists.

In 2024, the WBWE hosted 245 exhibitors from 25 countries and attracted nearly 2,000 visitors from 70 countries. Ten conferences and master classes were held during last year’s event.

The opening ceremony for this year’s exhibition will feature a keynote address by Giorgio Delgrosso from the International Organisation of Vine and Wine (OIV), Rafael Del Rey from Del Rey Analistas de Wine Markets (AWM), and Laurent Bos from Vinexposium. The program begins at 9:15 am with the arrival of official guests, followed by the keynote conference at 9:30 am. Afterward, there will be an official ribbon-cutting ceremony and a tour of the exhibition hall.

The WBWE continues to serve as an important platform for business networking and knowledge exchange within the bulk wine industry. As global markets face new challenges, Spain’s leadership in bulk wine exports highlights its ability to adapt to changing conditions while maintaining quality and sustainability standards. The event in Amsterdam is expected to reinforce these trends and provide new opportunities for producers, buyers, and industry professionals worldwide.