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Wine Paris 2026 to Feature Over 250 Alcohol-Free Labels and 180 Academy Activities

Event highlights industry innovation with new formats, global trade talks, and expanded focus on alcohol-free and technology trends

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Wine Paris 2026 is set to open its doors with a renewed focus on industry-wide engagement and innovation. Organized by Vinexposium, the event will take place in Paris and aims to serve as a central meeting point for professionals across the wine,

spirits, and alcohol-free beverage sectors. The Academy program, a core feature of the event, will offer more than 180 activities, including 50 masterclasses and 20 conferences. These sessions are designed to address current challenges in the industry and anticipate future trends.

This year’s Academy introduces new formats such as interactive tasting workshops, high-level panel discussions, and trade meetings. The program brings together experts, sommeliers, mixologists, producers, and artisans to discuss market trends and share expertise. The event’s inclusive approach is reflected in its coverage of all market segments, from traditional alcoholic beverages to the growing alcohol-free category.

A key theme for 2026 is “Pairing Perfection,” which shapes the content of masterclasses and workshops. These sessions go beyond classic food and wine pairings to explore harmony between products, cultures, and industry visions. Highlights include mixologist competitions, cocktail pairing experiences, cognac-focused sessions, cheese and sake pairings, and agave distillate tastings with Mexican cuisine. Chef Mercedes Ahumada will participate in the agave pairing session.

The Be No Talks are a new addition this year, offering 45-minute discussions focused on the alcohol-free market. These talks will cover topics such as the evolution of alcohol-free wine from trend to strategic category, responsible drinking in gastronomy, and debates on whether alcohol-free beverages complement or compete with traditional wines and spirits.

The Be Spirits Stage will host workshops and demonstrations led by international mixologists. Sessions will cover global trends in spirits, innovative distillation methods, cask aging techniques, and food pairings with spirits like cognac and agave-based drinks. The Infinite Bar, located at the center of Be Spirits, will feature 20 mixologists from leading Parisian bars who will demonstrate cocktail-making using exhibitors’ products.

International trade and public policy are also central to this year’s agenda. Vinexposium has organized conferences on topics such as free-trade agreements, regulatory policies, and transatlantic trade relations. Key sessions include analysis of the EU-Mercosur agreement’s impact on European and South American markets, opportunities

in the Indian market through new trade agreements, and a debate on recent American tariffs affecting the spirits industry.

Free-pour tasting areas will allow visitors to sample a wide range of wines before meeting producers. These spaces are organized by region and category: French and international wines in Hall 7.1; Loire wines in Hall 7.3; and over 250 alcohol-free labels in Hall 2.1. Major tastings include Bordeaux vintages presented by the Union des Grands Crus de Bordeaux on February 9-10 in Hall 7.1, featuring over 100 wines from 2023 and 2019. On February 11, Gambero Rosso will showcase its Tre Bicchieri selection with wines from 60 Italian producers.

Wine Tech Perspectives is another highlight for industry professionals interested in digitalization and technology adoption. This area will present solutions related to artificial intelligence, new business models, neuromarketing, and start-ups aiming to transform the sector.

The OFF program extends Wine Paris beyond the exhibition halls into more than 140 selected Parisian venues—restaurants, wine bars, cocktail bars, and wine merchants—chosen for their unique offerings. A printed guide will be available during the event to help visitors explore these locations.

Vinexposium continues its mission as a global partner for wine and spirits professionals by providing platforms for business growth and knowledge sharing throughout the year. The organization emphasizes innovation, sustainability, and adaptation to changing consumer expectations as key priorities for the industry’s future. For more details about Wine Paris 2026 or to access the full Academy program, information is available on the official Wine Paris website.