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Vinexpo Americas 2026 Selects Miami as Host City for Expanded Beverage Industry Trade Event

Organizers broaden event scope to include beer and no- and low-alcohol products, targeting shifting consumer trends and business growth.

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Vinexpo Americas 2026 is set to take place in Miami, bringing together professionals from across the wine, spirits, beer, and emerging beverage sectors. The event comes at a time when the beverage industry faces significant challenges, including geopolitical uncertainty, tariff pressures, and changes in distribution structures. Producers are now rethinking their strategies for growth and market presence, with a particular focus on the Americas as a region of opportunity.

The 2026 edition of Vinexpo Americas aims to serve as the leading international trade platform in the United States dedicated exclusively to wine and spirits. This year, organizers are expanding the scope to fully include beer, ready-to-drink products, and no- and low-alcohol beverages. This move reflects broader trends in consumer preferences and retail demand. Retailers and hospitality operators are increasingly seeking diversified portfolios that address moderation trends and new expectations from consumers. As a result, producers working in alcohol-free and reduced-alcohol segments are gaining more visibility alongside traditional categories.

By integrating all beverage families into one event, Vinexpo Americas encourages cross-category dialogue and creates broader commercial opportunities. The event is designed for business efficiency, with attendance limited to trade professionals. Hosted buyer programs will facilitate structured meetings between exhibitors and qualified buyers. Market insight conferences will offer intelligence based on current commercial realities. The focus remains on generating business contacts, strengthening brand positioning, and accelerating distribution discussions.

Miami’s role as host city is strategic. Its location serves as a gateway between North America, Latin America, and the Caribbean. This geographic advantage provides direct access to multi-state U.S. distributors, importers active throughout the Americas, retail chains, independent buyers, hospitality groups, and export development channels. In an environment where distribution networks are consolidating, being close to key decision-makers is seen as a significant benefit.

The event’s trade-only format ensures that participants are industry professionals with purchasing authority or influence over distribution decisions. This approach is intended to maximize business outcomes for exhibitors and attendees alike. For U.S.-based

wineries, distilleries, breweries, and producers of no- or low-alcohol beverages looking to expand their reach across the Americas, Vinexpo Americas 2026 offers a timely opportunity to connect with new partners and strengthen existing relationships.

Organizers emphasize that this is not a consumer-facing event but rather a focused professional platform built for measurable results. With margin pressures increasing and consumption patterns shifting across beverage categories, many see participation in Vinexpo Americas as essential for maintaining competitiveness in a changing market.

Exhibitors interested in participating can contact the Vinexpo Americas team for information about booth formats, sponsorship opportunities, or tailored exhibiting solutions. The event is expected to draw significant attention from across the beverage industry as companies look for ways to adapt to new market realities while pursuing growth throughout the Americas.