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Expo Vinos & Negocios Buenos Aires Celebrates 10th Anniversary With Record Industry Attendance

Argentina’s top wine and spirits trade fair moves to Alvear Icon Hotel, drawing over 200 producers and 5,000 buyers for milestone event.

Thursday, February 26, 2026



Expo Vinos & Negocios Buenos Aires is marking its 10th anniversary this year, confirming its position as Argentina’s leading trade fair for the wine and spirits industry. The event will take place on Wednesday, May 27 and Thursday, May 28, from noon to 9 p.m., at the Alvear Icon Hotel in Puerto Madero. This is the first time the fair will be held at this venue. Organizers expect more than 200 producers and over 5,000 trade buyers from across Argentina and the region to attend. The fair will feature wines, spirits, vermouth, cider, and other beverages that share similar distribution channels. It will also include suppliers of equipment, services, and brands that cater to this professional audience.

Since its launch in 2016, Expo Vinos & Negocios has become the annual meeting point for professionals involved in producing, distributing, and purchasing beverages for Argentina’s main sales channels. Over its 14 editions—held in Buenos Aires, Mendoza, and São Paulo—the fair has established itself as a practical and efficient commercial tool. It allows participants to concentrate a year’s worth of contacts, meetings, and new supplier discoveries into just two days. The event is strictly for professionals; access is not granted to end consumers. This ensures a focused environment for strategic networking and real business agreements.

During the event, wineries, distilleries, and other premium beverage producers will present their products to owners and buyers from wine shops, restaurants, bars, hotels, catering companies, supermarkets, wholesalers, and other specialized channels. Distributors looking to expand their portfolios with new brands are also expected to attend. The “Walk Around” format—modeled after major international trade fairs—enables quick tastings and direct meetings between exhibitors and buyers. This approach optimizes time and increases the likelihood of business deals being made during the event.

Since its inception, Expo Vinos & Negocios has sold more than 1,900 stands and accredited over 35,000 professional buyers. More than 18,000 wines have been presented at the fair. The move to the Alvear Icon Hotel in 2026 reflects the event’s growth and reinforces its premium positioning. The hotel’s corporate profile and strategic location in Puerto Madero provide an ideal setting for business-focused interactions.

This year also marks the fourth edition of Spirits & Negocios within the main expo. This section was created in response to the rise of small- and medium-sized producers of quality spirits in Argentina—a trend that has changed the country's beverage landscape in recent years. Spirits & Negocios gives visibility and commercial sustainability to these new projects by connecting them with their target market. It brings together distilleries of all sizes with bartenders, bar owners, and purchasing decision-makers seeking unique products for their menus.

Spirits & Negocios continues to support the expansion of categories such as distilled beverages, vermouths, ciders, premium beers, and others that are part of the same professional ecosystem as wine buyers. The space serves as a bridge between producers and buyers who might otherwise remain disconnected.

Another development this year is the launch of Vinos & Negocios Forum. This official auditorium will host presentations from provinces and emerging regions in Argentina and beyond. Producers of all sizes will introduce new products and lead masterclasses on wines, spirits, and other beverages. The Forum is designed as a technical space for direct exchange among producers, buyers, bartenders, bar owners, and specialized communicators.

Javier Menajovsky, founder and CEO of Wine Revolution—the company behind Expo Vinos & Negocios—said that when markets become more competitive and uncertain, every investment must be more efficient than ever before. He noted that over ten years the fair has proven to be Argentina's most effective tool for connecting supply with demand in the beverage business by concentrating opportunities into two days that would otherwise take months to achieve.

Menajovsky also highlighted the fair's steady growth in São Paulo and its expansion into new markets. Expo Vinos & Negocios now supports regional wineries at international events such as London Wine Fair in the UK and ProWein in Germany. Plans are underway to launch a dedicated fair in Mexico starting in 2027. According to Menajovsky, all these efforts share a common goal: building bridges between producers and buyers wherever significant opportunities arise.