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Wine Paris 2026 Draws Record Global Crowd as Conegliano Valdobbiadene Prosecco Superiore DOCG Targets French Market

Producers report rising exports and stronger international ties after showcasing premium wines to over 63,000 visitors in Paris

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The Wine Paris 2026 trade fair, held from February 9 to 11 at Paris Expo Porte de Versailles, marked the beginning of the exhibition season for the Conegliano Valdobbiadene Prosecco Superiore DOCG denomination. The event confirmed its global reach, attracting 63,541 professional visitors from 169 countries and featuring 6,537 exhibitors. For producers from the Conegliano Valdobbiadene DOCG area, participation in Wine Paris was a key opportunity to approach the French market, which is both significant and highly competitive. In 2024, France imported 628,988 bottles of Conegliano Valdobbiadene Prosecco Superiore DOCG, with a total value of €3.6 million. This represents a growth of 44.9% compared to 2016. The French market is also seen as a strategic platform for building international relationships.

The Consorzio di Tutela accompanied 32 companies to Wine Paris this year, offering more than 60 wines for tasting at its institutional booth. This coordinated presence helped strengthen the visibility of the denomination among international buyers and industry professionals.

Roberta Frassinelli, owner of the Frassinelli winery and a participant since the first edition of Wine Paris, emphasized that success at the fair requires vision and preparation. She noted that Wine Paris is an appointment-based event held at a strategic time of year for setting new price lists. Its location is convenient and its appeal is strong due to the presence of French wines. Over the years, she has observed an increase in both visitor numbers and the quality of contacts made at the fair. According to Frassinelli, consistent participation helps reinforce brand recognition and build lasting business relationships.

For Ruggeri, another prominent producer attending for the fourth time, this edition was described as their best yet. Export manager Gianni Zucchetto reported a 30% increase in meetings at their stand compared to 2025, with visitors coming from all continents. Export sales account for over 55% of Ruggeri’s revenue across 62 countries. Zucchetto highlighted that Paris serves as an effective platform for identifying new growth areas, including emerging markets such as India, which has become more accessible following recent trade agreements. He observed a clear shift in buyer interest toward Paris as an international hub.

Massimo Zanetti, owner of DiVigna winery, attended his first major international event in Paris and saw it as an opportunity to position his organic Conegliano Valdobbiadene Prosecco Superiore DOCG in premium segments. Zanetti recounted meeting a Paris-based agent seeking high-end organic Prosecco not available in mass retail but suitable for fine dining establishments. He said such targeted contacts justify participation in events like Wine Paris and can have a significant impact on smaller producers by diversifying their client base and improving long-term stability.

Following Wine Paris, attention now turns to ProWein in Düsseldorf, scheduled for March 15 to 17. Germany remains the leading foreign market for Conegliano Valdobbiadene DOCG wines, with exports reaching 7.7 million bottles and growing by 43.2% between 2016 and 2024. ProWein is considered essential for engaging with trade partners in Germany through direct and specialized dialogue.

At ProWein, the Consorzio will host an institutional tasting booth featuring more than 50 labels and will organize several educational sessions at the ICE area (Hall 3 F60). Three masterclasses are planned: “The Spectrum of Style” on March 15, “The Multiverse of Conegliano Valdobbiadene Prosecco Superiore DOCG” on March 16, and “Exploring Rare Terroirs” on March 17. An additional masterclass will take place at the Sparkling Bar within the fairgrounds. These sessions aim to showcase the diversity of styles and terroirs within the denomination, with particular focus on Rive and Cartizze subzones.

Producers such as Ca’ Salina, Gabe Tenute, La Farra, La Tordera, Rebuli Angelo and Sui Nui will be present at the Consorzio stand in Düsseldorf, representing the variety and richness of production in the Conegliano Valdobbiadene region. The ongoing participation in major international fairs reflects a broader strategy to expand into new markets while reinforcing established ones through education and direct engagement with industry professionals worldwide.