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Amsterdam Wine Festival Attendance Rises 12% as Southern Hemisphere Wines Take Center Stage

Thousands flock to Kromhouthal for tastings, workshops, and live music, cementing the city’s status in global wine culture

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The Amsterdam Wine Festival concluded its latest edition at the Kromhouthal, drawing thousands of wine enthusiasts from across Europe and beyond. The event, held from March 26 to March 29, celebrated wines from the Southern Hemisphere, featuring producers from Argentina, Australia, Chile, New Zealand, Peru, Uruguay, Brazil, and South Africa. Attendees had the opportunity to taste a wide range of wines, including labels from Salentein, Yalumba, Santa Rita, Saint Clair, Misty Cove, La Bodega Vinos, Perdeberg, and The New Bunch.

Organizers reported strong attendance throughout the weekend. The festival’s atmosphere was lively, with visitors enjoying not only wine tastings but also live music and culinary offerings. Many guests took part in guided tastings and workshops led by sommeliers and winemakers. The event also included a selection of craft beers from The Good Beer and water from Bar-le-Duc for those seeking alternatives.

The festival’s focus on the Southern Hemisphere harvest is part of a tradition that highlights global wine culture. Each spring, the Amsterdam Wine Festival marks the end of the grape harvest in countries south of the equator. Organizers say this year’s edition saw a 12% increase in ticket sales compared to last year. According to festival spokesperson Fleur van der Meer, “We are proud to see so many people coming together to celebrate wine and culture. The diversity of wines and the enthusiasm of our guests made this edition special.”

In addition to tastings, the festival encouraged feedback from attendees through an online survey. Participants who share their experiences are entered into a drawing for tickets to Fête du Champagne, another major wine event scheduled for May 21 to May 25 at Rembrandtpark in Amsterdam. Fête du Champagne will feature more than 100 champagnes and French wines, along with French cuisine and live entertainment.

The Amsterdam Wine Festival has become a key event for both consumers and professionals in the wine industry. Many importers and distributors use the festival as an opportunity to discover new producers and trends. This year’s focus on Southern Hemisphere wines reflects growing interest in regions such as Mendoza in Argentina, Marlborough in New Zealand, and Stellenbosch in South Africa.

Photos and videos from the festival are available on the official website. Organizers encourage visitors to relive their experience online and share images on social media. The next major event for wine lovers in Amsterdam will be the Northern Hemisphere harvest celebration in September.

The success of this year’s festival highlights Amsterdam’s role as a hub for international wine culture. With increasing attendance and a diverse program, organizers expect future editions to continue attracting visitors from around the world.