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10-12 FEBRUARY 2020  
PARIS EXPO PORTE DE VERSAILLES

## PRESS RELEASE

Paris, 7 February 2020

### WINE PARIS 2020 ALL-SET TO OPEN!

WINE PARIS 2020, the international wine trade event in Paris, is poised to host 3 intense days of engagement, idea sharing and discoveries (from 10 to 12 February 2020 at Paris Expo Porte de Versailles). WINE PARIS 2020 brings together 2,200 exhibitors (34% of them new), representing all the French wine regions and quality wines from international producers. It is all-set to welcome over 30,000 buyers (35% international).

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#### A STRATEGIC EVENT

Hosted in the attractive, accessible and centrally-located city of Paris at a time of the year conducive to buying, WINE PARIS is the first major international business event of the year for wine. Over 3 days, all national and international buyers (importers, wine merchants, restaurant and hotel owners, sommeliers, central purchasing agencies, specialised distributors and wholesalers, sales agents) convene to taste the latest vintage, find new gems and get a grasp of the extensive array of wines available from different parts of the world. WINE PARIS therefore enables businesses (small and large estates, co-operative wineries, trading firms and brands) to optimise their resources and benefit from an event with maximum outreach.

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#### A VENUE FOR DISCOVERY AND SHARING

WINE PARIS is a focal point for know-how, expertise and passion, promoting information and conversations and encouraging discovery. Its many events highlight best practice and positive achievements within the industry. It turns the spotlight on strategic and exciting themes throughout the supply chain, from production to distribution and marketing.

WINE PARIS 2020 is hosting:

- « **WINE PARIS les WINE TALKS** » - An inviting, refreshing hotbed of discussion in a round-table format, allowing a raft of passionate and engaging personalities to take the floor and share their creative ideas. The Wine Talks offer a perfect illustration of the vitality of the wine industry and echo changes and current and future consumer expectations through 3 hard-hitting themes:
  - **Delicious Day** (Monday 10 February): the myriad expressions of taste.
  - **Wonderful Day** (Tuesday 11 February): the organic and environmentally-friendly pledge by the entire wine industry.
  - **Creative Day** (Wednesday 12 February): leveraging innovation to improve how wine is tasted and sold.

- **SO INTERNATIONAL by WINE PARIS** - A series of forward-looking debates on the future and challenges for wines in international markets, bringing together experts in their respective markets. The debates aim to inform, add new insight and allow useful information to filter through to marketers, ultimately supporting growth of French wine sales internationally:
  - **Monday 10 February – 10:30 am – Wine trends worldwide in 2020-2021 in 7 markets**
  - **Tuesday 11 February – 10:00 am – “The future of French wines is in the US”**
  - **Wednesday 12 February – 10:00 am – Will there be a WINEXIT in the UK?**
- **WINE PARIS, LES DEGUSTATIONS**
  - **by VINISUD (Hall 4)** : An immersive area to discover or rediscover nearly 2,000 wines grown in Mediterranean climates. 2,000 products/ 15 regions represented/ listing by colour and wine region/ a zone dedicated to boxed wines/ a focus on organic and environmentally-friendly wines/ free-pour tasting.
  - **by VINOVISION PARIS (Hall 6)** : An area designed to showcase the extensive range of wine regions in Alsace, Beaujolais, Burgundy, Centre-Loire, Champagne and the Loire Valley, but also other cool-climate wine regions. 800 products/ 7 regions represented/ listing by colour and wine region / a focus on organic and environmentally-friendly wines/ free-pour tasting.
- **WINE PARIS, LES DECOUVERTES by WINE MOSAIC (Hall 4)**
  - A multi-faceted approach to explore novel grape varieties with the chance to meet producers from 12 countries and 15 dedicated masterclasses (in conjunction with Wine Mosaic).
- **WINE PARIS, LES MASTERCLASSES (Hall 4)**
  - A programme of 30 masterclasses hosted by French and international experts to taste and learn about the diversity and specificities of wine regions and wines (by reservation).
- **WINE PARIS, LA NOUVELLE VAGUE (Halle 4)**
  - 40 young producers looking to establish their first distribution networks in France and abroad present their first wines. WINE PARIS’ objective is to support these wine entrepreneurs as they set up their business and to offer our buyers wines that are not yet on the radar!
- **WINE PARIS, the themed visit itineraries**
  - 5 visit itineraries have been devised by WINE PARIS to promote useful encounters.
  - **2 itineraries designed through the lens of powerful and emerging market trends:** Wonderful discoveries (exhibitors are committed to one or more organic and/or environmentally-friendly schemes) and Young Winegrowers (young talents who are starting out and looking for their first distribution networks).
  - **3 itineraries catering to 3 categories of buyers endorsed by exhibitors:** wine merchants, export and restaurateurs.

#### **WINE PARIS launches LE OFF DE WINE PARIS.**

WINE PARIS is all-set to spill over into the capital by launching its programme of OFF-site in partnership with 65 restaurants selected to illustrate the diversity of Paris and its gastronomy and to celebrate the incredibly talented chefs, restaurateurs and sommeliers in every arrondissement of the city.

With its incredible array of vineyard sites, grape varieties, climates and appellations, France offers an outstanding range of wines and wine regions: Alsace, Beaujolais, Bordeaux, Burgundy, Champagne, Corsica, Jura, Languedoc, Provence, Roussillon, Savoy, South-West, Loire Valley, Rhone Valley...

**WINE PARIS once again becomes their showcase!**

**Don't forget: the WINE PARIS badge also gives you access to VINEXPO PARIS.**

#### **PRESS CONTACTS**

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