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10-12 FEBRUARY 2020  
PARIS EXPO PORTE DE VERSAILLES

PRESS RELEASE

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## THE WINE TALKS: A WAVE OF EXCITEMENT SWEEPS ACROSS WINE PARIS!

Drawing on the involvement of its 13 founding, partner wine marketing boards, Wine Paris (10-12 February 2020 – Paris Expo – Porte de Versailles) is preparing to welcome over 2,200 exhibitors and 30,000 visitors. This eagerly awaited second event will be placing promotion and topical issues, initiatives and key trends centre stage by creating an area for discussion and idea sharing - Wine Paris the Wine Talks.

Revolving around three prominent, targeted themes – flavour, organic and ethically responsible schemes and innovation – the Wine Talks will epitomise the vitality of the wine industry and echo current and future trends and consumer expectations. An inviting, refreshing hotbed of discussion in a round-table format, it will allow a raft of passionate and engaging personalities to take the floor and share newly-minted ideas.

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### A THEME A DAY

#### • Monday 10 February

#### **DELICIOUS DAY: THE MYRIAD ASPECTS OF FLAVOUR**

*Delicious Day* will be the focal point of the opening day. There is no question that the wine world elicits the senses and taste buds, paving the way for a range of content to be explored: flavour as a vehicle for emotions, transmission and culture; the multi-faceted connections between wine and food and their evolution. As consumers become increasingly knowledgeable, they are more receptive to new flavours and seek out originality as a source of pleasure in what they drink and eat. This highly charged topic will echo the role of the wine merchants, restaurateurs and sommeliers who select and source wines, thereby acting as conveyors of stories and flavours to their customers.

#### • Tuesday 11 February

#### **WONDERFUL DAY: THE ORGANIC AND ETHICALLY RESPONSIBLE COMMITMENT BY AN ENTIRE WINE INDUSTRY**

Tuesday will be a 'green' day! The multi-faceted organic, sustainable and ethically responsible trends, at both production and market distribution levels, will be deciphered. The aim is to gain a better understanding of the significance and relevance of certifications; gauge their value and profile; decipher upcoming certifications and endorsements; and to get a handle on consumer responsiveness. This theme tackles a critical, anticipated and constantly evolving topic and the commitment by all businesses affected by these deep-seated changes, in a bid to build tomorrow's world.

• **Wednesday 12 February**

**CREATIVE DAY: THE DYNAMIC EFFECT OF INNOVATION TO IMPROVE WINE SALES**

And last but not least, the final day will address innovation and how it facilitates transmission and conversations between the influencer and the buyer, making the buying and consumer experience more rewarding. Through new products, new sales methods and disruptive tools and services, wine 2.0 is emerging and offering up new prospects, spearheaded by a range of businesses, both traditional and new to the industry, including start-ups.

The Wine Talks will offer information, sharing, stimulation and inspiration, lifting the lid on industry successes and promoting captivating, strategic themes, from the production, distribution and market sides. The Wine Talks will thus provide all the keys for industry players to share knowledge and experience and promote business.

**These themed day events have received the patronage of OIV (International Organisation of Vine and Wine) for their contribution to creating and sharing insight with the global wine industry.**

**About VINISUD, VINOVISION PARIS and WINE PARIS**

VINISUD is the leading international trade fair for southern wines, established and supported since 1994 by the wine marketing boards and producer organisations in Southern France: CIVL, CIVR, Inter'Oc, Inter-Rhône, IVSO, CIVP and CIV Corse.

VINOVISION PARIS, the international trade fair for cool climate wines, was launched in 2017 by the wine marketing boards in the Loire Valley, Centre-Loire, Burgundy, Beaujolais and Alsace and by the Champagne winegrowers' organisation SGV.

VINISUD and VINOVISION PARIS merged to create WINE PARIS, the international event for wine professionals in Paris, at the initiative of all their founding wine marketing boards and partners. The first WINE PARIS was held from Monday 11 to Wednesday 13 February 2019 at Paris Expo Porte de Versailles and was attended by 2,000 exhibitors and 26,700 industry members, including 30% from outside France.

VINISUD, VINOVISION PARIS and WINE PARIS are organised by COMEXPOSIUM/ADHESION GROUP and are led by 13 French wine marketing boards.

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