

Press release

WINE PARIS & VINEXPO PARIS 2023: TURNING THE SPOTLIGHT ON BE SPIRITS

13 December 2022 – The forthcoming Wine Paris & Vinexpo Paris exhibition, due to take place from 13 to 15 February 2023 at Paris Expo Porte de Versailles, is dedicating a hall to the spirits and craft beverage arena with a programme that promises to be more vibrant than ever.

2023, A LANDMARK YEAR FOR BE SPIRITS

- In terms of new features, **Be Spirits will boast its own hall** to make room for spirits from all backgrounds, from the craft distilleries to the household brands, and shed light on industry trends for professionals.
- The new format comes with a **change in tempo** stemming from a desire to meet the community's needs through **specific opening times**, from 10 am to 8 pm.
- **A new area, dubbed the Craft Pavilion**, will be reserved for the upcoming generation, with young producers of spirits, RTDs, alcohol-free drinks, ciders and beers, allowing them to promote their products in an outstanding international setting. Featured producers will include Gin and Pastis from the **Distillerie de l'Ort**, produced organically by a brother and sister duo in the Perigord region; rum infusions from **K'ribean Cocktail-Taleya**, born of a family venture in Guadeloupe; Gin with lavender accents by the **Le Vadrouilleur-Maison LC 1901** distillery in Haute Provence; and the craft aperitif **Vylmer Apéritifs**, also produced in Provence and inspired by the 1950s.

BE SPIRITS, AN EVENT WITHIN THE EVENT

In 2023, spirits, craft and alcohol-free beverages are becoming even more significant with **20 % extra floor space** compared with the 2022 event and **44 % new exhibitors**. Alongside the many French exhibitors, **international attendance will be very strong** with the return of Belgium, Canada, the United States, Iceland, Italy, Japan, Romania, the United Kingdom and Switzerland. Alongside them will be **Uzbekistan, the Czech Republic and Vietnam as newcomers to the exhibition in 2023**.

BE SPIRITS, AN EVENT FOCUSING ON DISCOVERY



27 categories of spirits will be represented: Anise-based drinks, Armagnac, Cachaça, Calvados, Cognac, Cream Liqueurs, Brandies, Gin, Mezcal, RTDs, Rum, Rum infusions, Sake, Alcohol-free, Tequila, Tonic, Vermouth, Vodka and Whisky. **New alcoholic drinks will enter the Be Spirits repertoire:** Absinthe, liqueurs, bitter, Pisco (Peru's national drink), Hard Tea and Shochu (the Japanese spirit), along with ciders and beers.

Making their debut in the Be Spirits hall are **alcohol-free drinks** which will come in a range of styles from semi-sparkling, spirits and beers to mixers and tonics, broadening the choice on offer in response to market demand.

EXHIBITORS FROM ALL BACKGROUNDS

International participants include Whisky, Rum and Vodka from Canada with Notaboo and sake and shochu from Japan with the Japan Sake and Shochu Makers Association and American RTDs Slim Chillers. French exhibitors will also share the limelight with attendance by the National Armagnac Marketing Bureau, Cognac with Château Montifaud, craft cream liqueurs with La Mentheuse, and Whisky from La Distillerie Warenghem with its Whisky Armorik.

Loyal exhibitors include the Consorzio di Tutela della Doc Prosecco, Anivin de France, Armagnac Castarede, Armagnac Veuve Goudoulin, BBC Vins et Spiritueux, Calvados Christian Drouin, Château de Saint Aubin, Cognac Dobbe, Maison Dolin, Drouet et Fils, Cognac François Voyer, Cognac Prince Hubert de Polignac, Dartilongue et Fils Armagnac, Delors Frères, Distillerie des Moisans, Distillerie Merlet, Distillerie de la Seine, Distillerie Jean-Paul Mette, Distillerie Longueteau, Domaine familial Louis Dupont, Eyland Spirits, Fire&Ice Beverages AG, Hardy Cognac, Hawkins Distribution, Jacoulot, Kaskad Diffusion, Les Bienheureux, Le Club des Marques, Les Jardins de l'Orbrie / So Jennie, Maison de la Mirabelle - Distillerie de Rozelieures, Maison Ferroni, Maison Peyrat, Michel Couvreur Scotch Whiskies LTD, Plus Oultre Distillery, Tesson Cognac, Terre de Légende – Bruant Distribution, Tennessee Distilling and Vinet Delpech.

Among new exhibitors will be Arspirits, Armagnacs from Château de Lacquy, Black Mountain, Cognac Paul Giraud et Fils, JNPR, Distillerie de l'Ort, Distillerie Castan, Distillerie Miclo, Distillerie des Menhirs, Domaine de Coquerel, Dunrobin Distilleries, Groupe Geloso/Broue Alliance, Kratochvilovci, K'Ribeau Cocktail / Taleya, Gaec du Clos de la Pommeraye, Godet Frères Cognac, Vignobles du Hour, Notaboo Corp, Famille Laudet / Domaine de Laballe, Maison Gelas, Saka Spirits, Slim Chillers, Spirignac, Shogga, Spiritique, Spiribam, Square Box / L'arrange Français and Univers Drink.

AN ON! PROGRAMME FUELLED BY CREATIVITY

As part of the ON! programme, the event will provide the stage for innovative events in a new area called **Speakeasy**, a nod to the illicit 'speak softly' bars of the Roaring Twenties. The **2023 Speakeasy by Wine Paris & Vinexpo** will take an enterprising approach to on-trend topics in the world of spirits and mixology, yet maintain a very convivial atmosphere.

The battle of the Mixologists, a new event, will bring together the industry's most creative figures. Speakeasy will also be the venue for masterclasses, conferences and panel discussions devoted to new trends and challenges in the global spirits market. The line-up already includes:

- a **masterclass on Brandy** curated by **Lucien Bernard**,
- a **'Spirits' masterclass** by the **WSET**,
- a **'Sowine' conférence** hosted by **Marie Mascré**, 'Z (for zebra?): younger generations and their relationship with wines and spirits',
- and **masterclasses** by the **Japan Sake and Shochu Association**.

The FEVS (French Federation of Wine & Spirits Exporters) will also reveal figures for French wine and spirits exports at its **annual press conference on Tuesday 14 February at 10 am in the LET'S SPEAK WINE! area**.



▪ **THE INFINITE BAR**

One of the go-to attractions at Be Spirits is the **huge, 40-metre-long Infinite Bar** which is a focal point in the Be Spirits hall and the point where business meets inspiration. In 2023, it will welcome **European, Parisian and French bars** to showcase the incredible creativity of the top mixologists or up-and-coming personalities on the bartender scene.

For more information, visit wineparis-vinexpo.com

About WINE PARIS & VINEXPO PARIS

Wine Paris & Vinexpo Paris is the annual event for wine and spirits professionals from around the world. Hosted in mid-February at a key time of the year, it aims to offer a cohesive focal point for industry players centring on a comprehensive, relevant and inclusive range of products that showcases vineyard sites across the globe alongside all the French wine regions.

About VINEXPOSIUM

Vinexposium is the world's leading organizer of wine and spirits trade events. The group boasts an extensive portfolio of iconic, high-performance events tailored to different market segments: Wine Paris & Vinexpo Paris; Vinexpo America, Drinks America; Vinexpo Asia, Symposium; Vinexpo China; WBWE Amsterdam; and Vinexpo India, along with Vinexpo Explorer and Vinexpo Meetings. Vinexposium also continues to enhance its digital portal, Vinexposium Connect, the high-performance business enabler where industry members can connect 365 days a year around the world and enjoy online networking and exclusive content

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