



## **WINE PARIS OPENS IN 15 DAYS** AN UNPRECEDENTED PROGRAMME OF EVENTS MIRRORING THE VITALITY OF THE INDUSTRY

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**With just 15 days to go, the 2019 WINE PARIS reveals the highlights that will set the tempo for this first event. In addition to the customary free-pour tasting areas, masterclasses and conferences, the exhibition will also showcase 60 young wine growers presenting totally new wines and will be attended by 15 start-ups and major selected national and international buyers. Every aspect of the exhibition is designed to make Wine Paris the must-attend event for the wine sector, and Paris its capital!**

### **THE NEW WAVE, SHOWCASING YOUNG PRODUCERS**

This exhibition area will allow more than 60 young producers to develop their business by finding a range of distribution networks in France and abroad. Wine Paris supports these wine entrepreneurs and therefore offers buyers and visitors the opportunity to discover new wines. Several wine regions will be represented: Alsace, Bordeaux, Burgundy, Champagne, the Rhone Valley, Provence, Languedoc, Roussillon, the South-West and the Loire Valley but also Switzerland and Italy.

### **DISCOVERIES BY WINE MOSAIC, FOR VARIETAL CONSERVATION**

The Wine Mosaic association, which champions 'Vinodiversity' and encourages the conservation and promotion of the original Mediterranean grape varieties, will introduce visitors to rare and unusual varieties. 30 producers from around the world will be presenting their wines. 'Talk and Taste' masterclasses will also be hosted in the same area during the entire event, again in a bid to promote these varieties.

## THE SIGNIFICANCE OF WINE IN HORECA CHANNELS CHOSEN AS A MAJOR THEME

Two prominent representatives of the sommelier community and Horeca channel will curate a variety of masterclasses, conferences and workshops dedicated to members of the catering industry.

The French Sommelier association, spearheaded by Philippe Faure-Brac, will host two masterclasses focusing on the specific features of cool climate and southern climate wines, whilst a conference will address the significance of wine and the sommelier for a restaurant's profitability:

- Tuesday at 10am: White grape varieties and the influence of the Atlantic versus the Mediterranean climate
- Tuesday at 11am: How much money does a sommelier bring in for a restaurateur?
- Tuesday at 4pm: Over the years, how do top cool climate and southern climate red wines evolve?

France Boissons, a leading on-trade distributor, will address two themes among its priority concerns:

- Monday and Tuesday at 4 pm -> Consumers and wine lists - what is their 'Ideal List'?
- Monday and Tuesday at 4.30 pm -> Environmental certifications for wine: understanding them and knowing how to talk about them

## A GREEN THREAD TO IDENTIFY AND PROMOTE ORGANIC AND ENVIRONMENTALLY-FRIENDLY WINES

The first Wine Paris will turn the spotlight on 790 producers that grow organic, biodynamic and other types of environmentally-friendly wines. These will be highlighted in the exhibition catalogue and visitor's guide, but also by dedicated signposting throughout the show, so that visitors can identify committed wine growers at a glance. Three conferences will also address the significance of organic and environmentally-friendly wines in the marketplace:

- Monday at 11:30 am: Are ethical wines a burgeoning trend in super and hypermarkets? Moderated by the Utopies agency.
- Monday at 5:30 pm: The surge in organic wines moderated by Florent Guhl, director of Agence Bio
- Tuesday at 5:30 pm: What conversation should the wine industry establish on CSR at point of purchase?

With the participation of Laurence Le Marchand, quality and sustainability director of Nicolas, Isabelle Chanot, quality and sustainability director at Maison Johanès Boubée and Benoît Ab-Der-Halden, chairman of Terra Vitis Rhône Méditerranée.

Wine Paris has made a pledge to support the wine industry in its transition to more ethical and sustainable wines and management methods.

The main waste (glass bottles, corks and cardboard boxes) will be automatically sorted and monitored. It will be collected, sorted and sent off for recycling to specialist service providers. A number of collection points will be made available to exhibitors.

Also, Wine Paris and its partner Co-Recyclage are offering to give furniture and materials used to design and decorate stands a new lease of life. This unprecedented initiative offers exhibitors a chance to limit waste and give their resources to other structures, including associations, artists' collectives and social and community-oriented businesses, via a re-use platform accessible to all exhibitors.

## THE DIGITAL HUB, INTELLIGENT SOLUTIONS FOR THE WINE SECTOR

A **Start-up Village** will host 15 entrepreneurs providing innovative solutions to help the wine industry move forward. These include:

- The **DIRECTE / AUGMENTED REALITY AGENCY** which has developed an application to scan bottles, bring labels to life and deliver information on the wine
- **INVINEO**, a Belgian start-up offering wine service by the glass by pressing a pouch containing wine (hydraulic pressure extraction)
- **SAFETHING**, the creator of a pictogram for traceability and to combat counterfeiting. The system tags each individual bottle, like a QR code.
- **VINCENT VARNIER**, creator of a portable machine to serve wine by the glass. The wine is removed by introducing nitrogen into the bottle. The invention does not require electricity, just gas. Pressure causes the wine to be released from the bottle.
- **VINO MUNDO**, which specialises in bespoke wine trips to South America

There will also be Wine Tech members such as: CAVEASY, GEOVINA, HAPIWINE, OENOTOURISME.COM, PLUGWINE, VINOSOFT, VINOVAE, VITAVINUM, VINX AND WINEFUNDING.

SOWINE will address the issue of transformation in the wine sector as part of its Factory by SOWINE through multiple formats of public speaking and debate, demonstration and education. These different areas for idea sharing and conferences will provide the best support for industry members to tackle today's and tomorrow's challenges.

For more information or interview requests, please contact us  
[www.wineparis.fr](http://www.wineparis.fr)



#### **ABOUT COMEXPOSIUM & ADHESION GROUP**

Comexposium is one of the world's leading organisers of trade and public events. Organising 135 B2B and B2C events globally, Comexposium has a strong foothold in the food industry via the SIAL network, as well as farming, retail and e-commerce. Comexposium welcomes over 3.5 million visitors and 48,000 exhibitors a year in over 30 countries and its positioning allows it to promote idea sharing and engagement between individuals and businesses.

Adhesion Group – a subsidiary of Comexposium since October 2017 – is the leading organiser of targeted, high-end B2B events in the wine and spirits sector. Its portfolio includes two world-class shows – Vinisud and VinoVision Paris – and four business conventions: WWM World Wine Meetings in Paris, Singapore, Chicago and San Francisco.

#### **Press contacts**

COMEXPOSIUM – ADHESION GROUP

COMMUNICATION MANAGER PR & MEDIA

**Catherine Bourguignon**

[catherine.bourguignon@comexposium.com](mailto:catherine.bourguignon@comexposium.com) – +33 (0)1 76 77 17 89

MARKETING & COMMUNICATION DIRECTOR

**Anaïs Egré**

[Anais.egre@comexposium.com](mailto:Anais.egre@comexposium.com) – +33 (0)1 76 77 17 88

