

SPIRITS • BEER • CIDER • MIXOLOGY

Be Spirits

15 – FEB
17 2027

PARIS EXPO
PORTE DE VERSAILLES



be-spirits.com



An event by

VINEXPOSIUM

BE SPIRITS 2027: THE INTERNATIONAL EVENT FOR SPIRITS, BEER, CIDER AND RTDs

Driven by innovation, creativity and evolving consumer expectations, the spirits, beer, cider and RTD sector continues to show strong momentum.

Be Spirits 2027 is the international trade event dedicated to **this fast-moving ecosystem**, bringing together leading brands, key decision-makers and the trends shaping the future of the industry.



With an expanding exhibitor offering, the event reflects the diversity of the market, bringing together established producers and emerging disruptive brands from around the world.

A comprehensive showcase of the sector, including:

- Spirits
- Distinctive ciders
- Craft and international beers
- Ready-to-drink beverages (RTDs)
- Innovation, mixology and new drinking experiences

Be Spirits 2027 is more than an event. It is an immersive experience and a leading business hub, bringing together distributors, wine and spirits retailers, bartenders and international trade influencers.

In synergy with Wine Paris and The Other Sip, Be Spirits creates a key meeting point for the global wine and spirits community.

Paris becomes the meeting point for the wine, spirits, beer, cider and no/low sectors. Wine Paris, Be Spirits Paris and The Other Sip Paris (formerly Be No) come together in a co-located format, bringing the full diversity of categories and consumption occasions under one roof. This leading trade gathering welcomes more than **63,000 industry professionals from 169 countries**, giving exhibitors direct access to key markets and large-scale business opportunities.

WINE PARIS



Wines

BE SPIRITS PARIS (HALL 5.2)



Spirits - Mixology - Beer - Cider

THE OTHER SIP PARIS (HALL 5.1)



No- and low-alcohol alternatives



2026 KEY FIGURES:

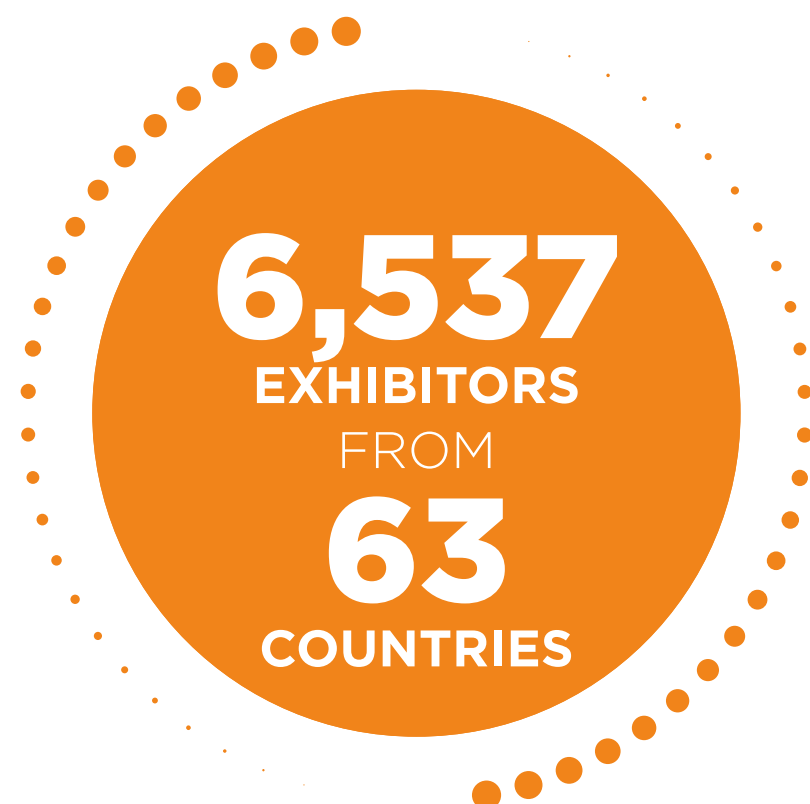
VISITORS



A GLOBAL STAGE



EXHIBITORS



A GLOBAL STAGE



BUSINESS MATCHING SERVICE

25,958 PRE-SCHEDULED
MEETINGS

+28% PRE-SCHEDULED
MEETINGS
(VS. 2025)

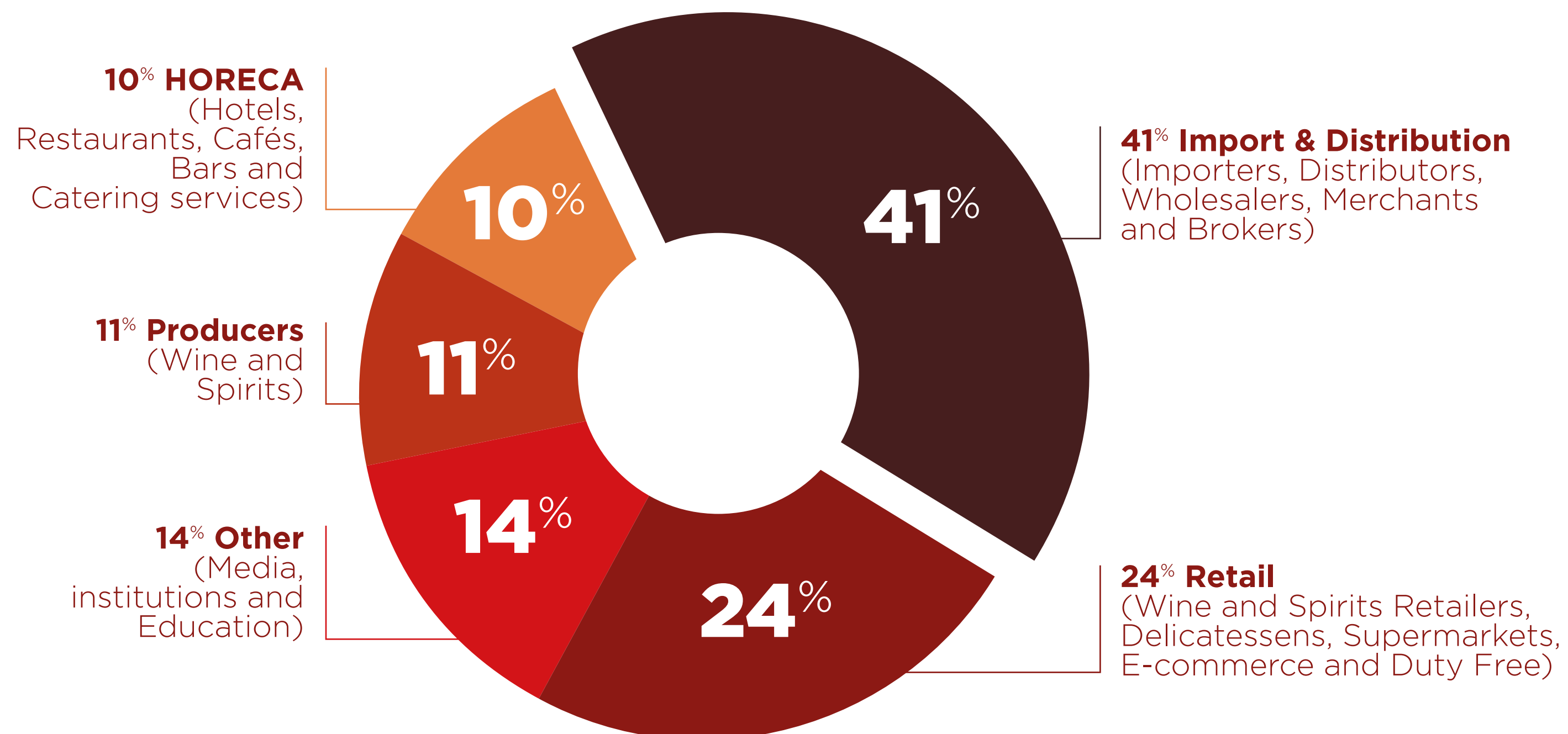


2026 KEY FIGURES:

TOP BUYING COUNTRIES

- FRANCE
- ITALY
- UNITED KINGDOM
- UNITED STATES
- GERMANY
- BELGIUM
- NETHERLANDS
- CANADA
- SPAIN
- SWEDEN

BREAKDOWN BY BUSINESS ACTIVITY



LEADING BUYERS AT BE SPIRITS 2026:

Alabama ABC Board
United States

Allied Young Fortune Brands
South Korea

Asahi Breweries
Japan

Aspri Spirits
India

Distillium
Finland

Dubai Duty Free
United Arab Emirates

Eggers & Franke Holding
Germany

Engelstad Spirits
Norway

Galatea AB
Sweden

Gotham East
China

H.J. Hansen
Denmark

High Spirits Co.
Dominican Republic

Marussia Beverages
France

Noble Spirits
Australia

PT Dimatique International
Indonesia

SAQ
Canada

SPAR
South Africa

Spirit Depot
Poland

Tesco
United Kingdom

Young Charly
Belgium

2026 KEY FIGURES:

ACADEMY:

13 BE SPIRITS
SESSIONS

WHY EXHIBIT AT BE SPIRITS 2027?

- **Tap into a fast-growing market.** Capitalize on **the momentum of the spirits, beer, cider and RTD categories** by connecting with professionals looking for distinctive products and new experiences in a market driven by innovation and evolving consumption habits.
- **Connect with the right decision-makers.** Meet **buyers, distributors, bartenders and key industry influencers** in an environment designed to encourage discovery, **meaningful conversations and qualified business opportunities**.
- **Accelerate your business growth.** Benefit from a setting built to generate tangible opportunities through **targeted meetings, stand interactions, live demonstrations and enhanced visibility**, helping turn connections into long-term partnerships.
- **Stay ahead of trends and strengthen your strategy.** Gain valuable insights through the Academy's content and experiences, including **masterclasses, conferences and immersive formats** such as the Infinite Bar and Be Spirits Stage. Explore market developments, discover new approaches to mixology and identify emerging opportunities.



“It’s really vibrant, and there are people all around from the world — producers, distributors — and it’s great for networking. There have been a lot of new contacts for the company. I’ve had great meetings, a lot of scheduled ones, but also walk-bys and really great discussions. ”

MIKO HEINILÄ
KIRÖ DISTILLERY COMPANY, Finland
Exhibitor

“Be Spirits helps us connect with new clients and partners in a very simple way. The online platform is a real asset, enabling us to reach people who may not have known we existed, particularly international buyers. We’ve seen a strong international reach, with around 80% of our contacts coming from abroad. We’ve had some really interesting conversations, and that’s been great. ”

SIMON NARCISSE BALTZER
Terroirs Distillers, France
Exhibitor

“Be Spirits is a very dynamic place. The Infinite Bar and the new pavilions bring together many emerging brands, creating exciting products and marketing opportunities. It’s a great opportunity to discover new clients and explore international markets. ”

LOUIS HUGON
Vin.co, France
Visitor



INSIGHTS & MARKET EVOLUTION

According to IWSR, in a global beverage alcohol market facing ongoing pressures, spirits and RTDs continue **to stand out for their resilience and ability to generate value.***

- Value creation is increasingly driven by innovation, **which now accounts for 55% of total value growth across beer, spirits, and RTDs.**
- RTDs are emerging as **one of the strongest growth drivers in the global beverage alcohol market**, highlighting the strategic importance of cross-category innovation.
- **Premiumisation is evolving**, shaped by more selective consumers who are looking for accessibility, flexibility, and a clear value proposition.
- **Consumption occasions are shifting towards** spritzes, cocktails, and lighter drinking moments, encouraging greater convergence between spirits, RTDs, ciders, and certain beer styles.

In this context, Be Spirits Paris serves as a focused business event where innovation can be showcased and where producers and buyers connect to shape the next phase of value creation in the spirits industry.



OUR EXHIBITING OPTIONS

Discover the opportunities available
at Be Spirits Paris 2027:

<https://events.wineparis.com/2027>

For further information, contact our
sales team:

sales@vinexposium.com

RAW SPACE⁽¹⁾

FROM **€257 excl. VAT/m²**

⁽¹⁾does not include the compulsory exhibitor package (€540 excl. VAT)
or insurance.

EQUIPPED STANDS

POD

FROM
€4,301 excl. VAT

for 6m²

SUPERIOR

Raw space

+ €390 excl. VAT/m²

Minimum space of 12m²

PREMIUM

Raw space

+ €524 excl. VAT/m²

Minimum space of 12m²

CRAFT PAVILION

€1,750 excl. VAT
COUNTER PACKAGE

INFINITE BAR

€2,900 excl. VAT
FOR 2 LINEAR METRES

Be Spirits

Dates: 15–17 February 2027

Location: Paris Expo Porte de Versailles

Registration: book your stand today and start building tomorrow's business opportunities.

Join Be Spirits 2027.

For more information: be-spirits.com 



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