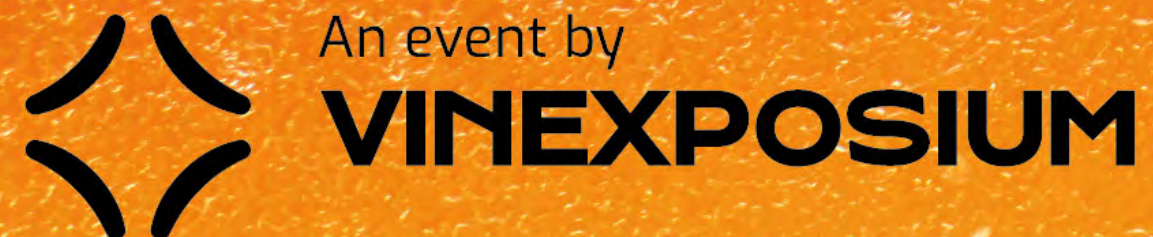


SPIRITS • NO/LOW • BEER • CIDER

# Be Spirits

09 - FEB  
- 11 2026

WINE PARIS



#bespirits #vinexposium  
wineparis.com





# BE SPIRITS : SHAKING THINGS UP IN 2026

Since its inception in 2020 as part of Wine Paris, **Be Spirits has become a key destination for spirits, beer, cider and no/low producers.**

In 2026, Be Spirits takes a bold step forward, becoming a **standalone event** while retaining the invaluable synergy of sharing its location and timing with Wine Paris.



With a dedicated hall, **Be Spirits is the ultimate event to connect with key decision-makers, distributors, bartenders and trendsetters from around the globe.**

Whether you're an established name or an emerging producer seeking distribution, this is your opportunity to grow and thrive in one of the most dynamic segments of the beverage industry.

**To learn more about exhibiting at Wine Paris, contact [sales@vinexposium.com](mailto:sales@vinexposium.com)**



# WHY EXHIBIT AT BE SPIRITS?

## 1/ UNMATCHED VISIBILITY

- **A growing international presence:** Visitor participation has soared, with international visitors increasing from **24% in 2023 to 44% in 2025.**
- **Country & region pavilions:** a unified presence that amplifies impact, producers join forces under one banner **to showcase their products with greater visibility and strength.**
- **A dedicated event:** Be Spirits offers exhibitors a focused environment, ensuring their products stand out **to buyers actively seeking new opportunities.**
- **A must-attend industry event:** join the Be Spirits community. **With 350 exhibitors from over 45 countries,** Be Spirits offers an unparalleled diversity of products, **featuring more than 55 types of alcoholic beverages** (excluding wine).





## 2/ A BUSINESS-DRIVEN EVENT

- **Our unique Craft Pavilion:** A dedicated space for small-batch producers and startups **to showcase their innovations and connect with distributors.**
- **The famous Infinite Bar:** A live, interactive bar concept **featuring 20 exhibitors and top Parisian bartenders**, designed to immerse buyers in real-world use of your brand.
- **Networking platform:** A networking online tool to message and book meetings with your prospects before the event, **directly available on our website and on our App.**



# 3/

## DRIVING TRENDS AND INNOVATION

- **Bringing a spotlight on No/Low Alcohol:** With consumer interest in No/Low alcohol products doubling in 2025, **Be Spirits remains at the forefront of this booming category.**
- **Live Mixologist Battle:** Watch as world-class bartenders showcase **creative use** of exhibitor products, attracting buyers and creating interest.





# BE SPIRITS IN 2026: WHAT'S NEW?

- **Join your country or region Pavilion:** Tailored spaces for countries and regions to showcase their collective offerings, enhancing their visibility and **creating a stronger presence.**
- **Now a hall 100% dedicated to Be Spirits:** A standalone environment for spirits, beer, cider, and No/Low, ensuring a focused and engaging experience for exhibitors and attendees alike.



*The strength of Wine Paris lies in its ability to unite a global community of wine and spirits professionals under one roof. As a leading international platform, it brings together distributors, retailers, sommeliers, and media from around the world, creating a dynamic environment for cultural exchange and business growth.*



**Moutai, China.**



*I was pleasantly surprised by the expansion of Be Spirits. This year, major players in the spirits industry joined for the first time, further enhancing the credibility and appeal of the spirits pavilion. During the event, I had key meetings, some of which were completely unexpected and would never have happened without Wine Paris.*



**Simon Vignau,**  
*ALABAT Armagnac, France.*



**WINE** PARIS

09\_11 Feb.  
2026  
PARIS EXPO  
PORTE DE VERSAILLES

PAIRING  
PERFECTION

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in x @ f

Alcohol abuse is hazardous for your health, drink in moderation.

An event by  
VINEXPOSIUM

SPIRITS • NO/LOW • BEER • CIDER

**Be** Spirits

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# PARIS : THE PERFECT STAGE FOR GLOBAL BUSINESS

PARIS IS MORE THAN JUST A HOST CITY—IT'S A GLOBAL NEXUS FOR  
CULTURE, BUSINESS, AND INNOVATION.

## THE CITY BOASTS:

- **An unrivalled connectivity:** direct access to key markets across Europe, the Americas, Africa and the Middle East.
- **A thriving food and beverage scene:** Paris positions spirits, beer, cider and No/Low at the forefront of evolving consumer trends.
- **And of course, undeniable synergy with Wine Paris:** the combined audience of Be Spirits and Wine Paris creates a unique marketplace with over **60,000 professionals from 155 countries**, offering even more networking opportunities.





# THEY ATTENDED IN 2025:

<b>Australia</b> MIND SPIRITS	CORPORATION SAQ AIR CANADA	<b>French Polynesia</b> BRAPAC DISTRIBUTION	<b>Italy</b> BAGGIO BEVANDE	<b>South Korea</b> ALLIED YOUNG FORTUNE BRANDS	<b>United Kingdom</b> MATTHEW CLARK MARUSSIA LWC DRINKS AMATHUS DRINKS
<b>Belgium</b> PREMIUM SPIRITS	<b>China</b> GOTHAM EAST VINEHOO	<b>Germany</b> GEBR. HEINEMANN HAWESKO	<b>Mexico</b> LA CASTELLANA	<b>Spain</b> ELIVISA	<b>United States</b> TOTAL WINE AND MORE TRADER JOE'S UNITED AIRLINES WINEBOW
<b>Brazil</b> INTERFOOD IMPORTAÇÃO CASA FLORA	<b>Finland</b> NOREX SELECTED BRANDS	<b>India</b> HEMA CONNOISSEUR COLLECTIONS	<b>Netherlands</b> SLIGRO FOOD GROUP	<b>Sweden</b> NIGAB SYSTEMBOLAGET STELLANKRAMER	
<b>Canada</b> MARK ANTHONY GROUP NOBLE SELECTION NOVA SCOTIA LIQUOR	<b>France</b> LE COMPTOIR IRLANDAIS C10 NYSA	<b>Indonesia</b> PT. DIMATIQUE INTERNATIONAL	<b>Norway</b> ENGELSTAD SPIRITS	<b>Switzerland</b> COOP	<b>United Arab Emirates</b> DUBAI DUTY FREE
			<b>Poland</b> ROLMEX AMKA		



# STRATEGIC PROMOTION, QUALIFIED BUYERS

- **Extensive Promotion for Be Spirits 2026:** Vinexposium implements targeted promotional campaigns **to attract high-quality buyer profiles from key global markets.** Through strategic outreach across digital platforms, media partnerships, and industry networks, **we ensure the event is widely visible to distributors, importers, retailers, and other decision-makers seeking new opportunities.**
- **We bring top buyers to you:** The CLUB programme ensures **key decision-makers gain exclusive access to the event,** while the Hosted Buyer programme facilitates meaningful meetings **with professionals actively seeking new business opportunities.**







# THE NUMBERS BEHIND THE GROWTH

## SPIRITS MARKET GROWTH

- Status spirits, excluding Baijiu, **adds \$1bn to global economy in 2023.**

## GROWTH EXPECTED FROM NO-ALCOHOL CATEGORY BY 2028

Rapid Growth in 10 key regions:

- The combined no/low-alcohol market is expected to expand **by +4% volume CAGR through 2028**
- The no-alcohol segment is leading the way **at +7% volume CAGR 2024-2028.\***

## UNLOCK POTENTIAL:

- In emerging markets like Brazil, South Africa, and the US, limited availability remains a barrier to increased consumption.\* Meet the buyers who can expand your products' reach in these high-growth regions.



# THE OFFERS

Be Spirits provides you with practical solutions tailored to your needs.

**To find out more, visit:**  
<https://event.wineparis.com/2026>  
**or contact the sales team:**  
[sales@vinexposium.com](mailto:sales@vinexposium.com)

## BARE SURFACE ONLY<sup>(1)</sup>

DESIGN YOUR SPACE FREELY

FROM **€257<sup>+VAT</sup>/sq.m**

<sup>(1)</sup>Does not include the mandatory exhibitor pack (€490+VAT) and insurance.

## CRAFT PAVILION<sup>(2)</sup> :

SPIRITS . NO/LOW . BEER . CIDER

THE «STARTER» TO ENSURE YOUR DEBUT IS A SUCCESS

Equipped counter:

**€1,750<sup>+VAT</sup>**

<sup>(2)</sup>Limited offers.

## MODULE POD BE SPIRITS<sup>(3)</sup> - 6sq.m

THE SOLUTION THAT LETS YOU WRITE HISTORY

Equipped stand:

**€4,350<sup>+VAT</sup>**

<sup>(3)</sup>Does not include the mandatory exhibitor pack (€490+VAT) and insurance.

## MODULE POD BE SPIRITS<sup>(4)</sup> - 12sq.m

THE SOLUTION THAT LETS YOU WRITE HISTORY

Equipped stand:

**€7,944<sup>+VAT</sup>**

<sup>(4)</sup>Does not include the mandatory exhibitor pack (€490+VAT) and insurance.



# JOIN BE SPIRITS 2026

This is more than an event—it's the hub for innovation, collaboration, and business growth in the spirits, beer, cider, and No/Low categories. Don't miss your chance to be part of this global movement.

**Contact us today**

to secure your space and elevate your brand **at  
Be Spirits 2026!**

<https://event.wineparis.com/2026> 