VINEXPO AMERICAS

11–12 MAY

MIAMI 2027

Miami Beach Convention Center



vinexpo-americas.com

An event by VINEXPOSIUM

ONE DESTINATION. MULTIPLE MARKETS. QUALIFIED BUYERS.

Vinexpo Americas, alongside **Be Spirits** and **The Other Sip**, connects wine, spirits and no & low producers with qualified buyers from across North America, Latin America and the Caribbean.

Hosted in Miami, a strategic business hub for the Americas, **the three co-located events help you develop distribution, strengthen partnerships and meet buyers actively sourcing new products.**





2026 HIGHLIGHTS

AN EDITION THAT CONFIRMS THE EVENT'S MOMENTUM

1,659 participants

53 countries

1,129 booked meetings

+24% South American buyers vs 2025

19 Academy sessions

AMONGST OUR 2026 ATTENDEES:

ALDI USA
(UNITED STATES)

B. FERNANDEZ & HNOS.
(PUERTO RICO)

BJ'S WHOLESALE
(UNITED STATES)

BRISTOL GROUP OF COMPANIES
(THE BAHAMAS)

CARDOW WINES & SPIRITS
(U.S. VIRGIN ISLANDS)

CESARFER
(MEXICO)

CIAMESA
(COSTA RICA)

LA COMPANIA DEL VINO
(MEXICO)

LA PASTINA GROUP
(BRAZIL)

MARDIIN
(EL SALVADOR)

MG IMPORTADORA
(PARAGUAY)

MONARQ GROUP
(CARIBBEAN ISLANDS)

MSC CRUISES
(UNITED STATES)

PURA CANA
(ARGENTINA)

ROYAL CARIBBEAN CRUISES
(UNITED STATES)

SHAW-ROSS INTERNATIONAL IMPORTERS
(UNITED STATES)

TARGET CORP
(UNITED STATES)

THE WINE CELLAR
(TURKS AND CAICOS ISLANDS)

THE YORK CLUB
(CANADA)

TICO
(BRITISH VIRGIN ISLANDS)

VILA PORTO
(BRAZIL)

VIRGIN VOYAGES CRUISES
(UNITED STATES)

VOTTO VINES IMPORTING
(UNITED STATES)

WORLD WINE
(BRAZIL)

REACH THE BUYERS SHAPING TOMORROW'S BUSINESS

MEET QUALIFIED BUYERS WITH A CLEAR PURCHASING INTENT

Connect with importers, distributors, retailers, HORECA, travel retail, cruise lines and government monopolies actively sourcing **new products and partners.**

MIAMI CONNECTS THE CONTINENT

Located between North and Latin America, **Miami is one of the region's leading international business hubs.** Its accessibility makes it easier to meet buyers **from multiple countries during one event.**





BUSINESS MEETINGS THAT MATTER

Take advantage of the business matching and schedule meetings options to identify relevant contacts and **start conversations before the show.**

EXHIBIT YOUR WAY

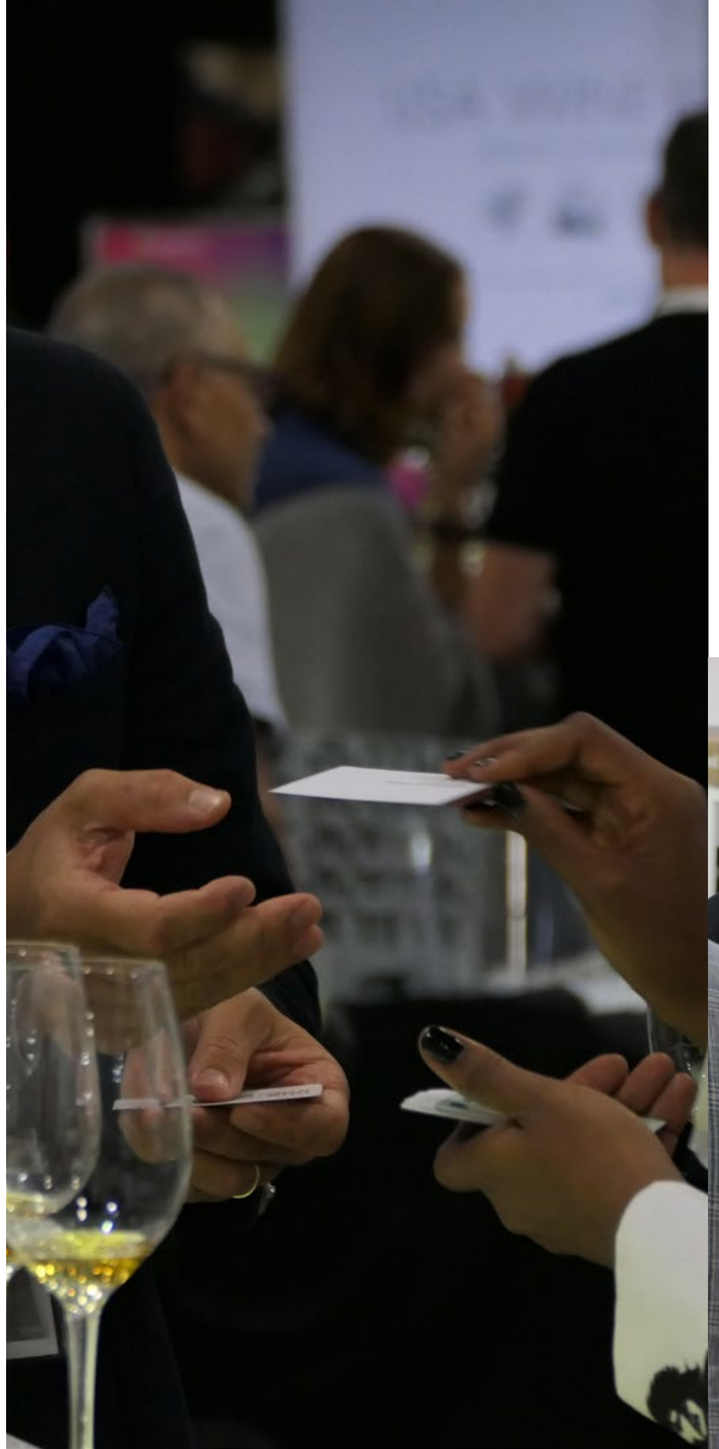
Choose from raw space, turnkey stands, national pavilions or group participation, with flexible formats **for producers and organisations of all sizes.**

We had an enormous number of interactions, with very different profiles: people in distribution, importers, buyers and sommeliers from restaurant and hotel groups, convenience sector players such as gas stations, and then a great many curious visitors who stopped by and tasted.

Laura Fargeot,
Advantage International (USA)

The big surprise today is that I have had contacts from very different countries coming not only with a desire to taste, but with a genuine willingness to open up a portfolio.

Marine Suire,
Nozeco (FRANCE)



I thought I was going to be dealing solely with American importers and distributors, but I've actually met a lot of people from Latin America — Costa Rica, Argentina, Brazil, Colombia. There are new opportunities here that I wouldn't have gotten otherwise.

Craig Venstone,
Seaview Estate Wines (NEW ZEALAND)



UNDERSTAND THE MARKETS. SHAPE YOUR STRATEGY.

The Academy brings together **expert-led talks, masterclasses** and **professional exchanges** focused on the trends, challenges and opportunities shaping the drinks industry **across the Americas.**

In 2026, **558 attendees** joined **19 academy sessions** at Vinexpo Americas, exploring the latest trends and topics shaping the wine, spirits and no/low alcohol industries.





LEARN. CONNECT. STAY AHEAD.

Vinexpo Americas therefore gives exhibitors access to Morning Market Briefings: **complimentary pre-show sessions created specifically to support their business development.**

Led by industry experts, these sessions provide practical insights into **consumer trends, distribution, regulation and emerging opportunities across the Americas,** helping exhibitors refine their strategy and approach key markets with greater confidence.

ONE PLACE, THREE MARKETS

Vinexpo Americas brings together the key decision-makers shaping the drinks industry across North America, Latin America and the Caribbean. Through three complementary B2B events dedicated to wine, spirits and new beverage categories, producers and brands can **meet qualified buyers, build partnerships and develop their business across the Americas. Three events. One meeting place. More opportunities to grow.**

Vinexpo Americas



The wine trade event connecting international producers with qualified buyers, importers and distributors across the Americas.

Be Spirits Miami



Where professionals from **the spirits, beer, cider and RTD sectors** connect, exchange and do business.

The Other Sip Miami (formerly Be No)



The new meeting place **for the no & low-alcohol drinks and alternative beverage industry.**

WANT TO TAKE PART OR LEARN MORE?
Contact us at sales@vinexposium.com or visit vinexpo-americas.com

SPIRITS • BEER • CIDER • MIXOLOGY

Be Spirits

11 – 12 MAY 2027

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be-spirits.com

Be Spirits

PUT YOUR BRAND IN FRONT OF THE RIGHT SPIRITS BUYERS

Be Spirits Miami brings together spirits, beer, cider and RTD producers with **buyers looking to build and diversify their portfolios across the Americas.**

The spirits market is evolving. Overall consumption is under pressure, while **changing occasions, formats and consumer expectations are creating new areas of growth.**



+25,8%

SPIRIT APERITIFS VOLUMES IN BRAZIL IN 2025

between 2023 and 2025



WHAT THIS MEANS FOR YOUR BUSINESS

Growth is becoming more selective. Understanding where demand is developing, adapting your offer and finding the right routes to market are increasingly important.

SHOWCASE WHAT MAKES YOUR BRAND RELEVANT

Put your products, positioning and innovation directly in front of professionals looking for new business opportunities.

NO / LOW • SAVOUR THE DIFFERENCE

The other Sip

11 — 12 May 2027
Vinexpo Americas - Miami



theothersip.com

An event by VINEXPOSIUM

NEW CATEGORIES. NEW DRINKING OCCASIONS. NEW OPPORTUNITIES.

The Other Sip Miami is the dedicated meeting place for no/low-alcohol drinks and alternative beverages.

No & Low category is moving beyond occasional moderation. **In the US, consumers are increasingly integrating alcohol-free choices into their everyday drinking repertoire,** creating new occasions and new opportunities for brands.



+27,1%

NO-ALCOHOL DRINKS VOLUMES IN CANADA

between 2023 and 2025



WHAT THIS MEANS FOR YOUR BUSINESS

Consumers are not simply choosing between drinking and not drinking. They are expanding their repertoire according to the occasion.
For producers, this creates space for new products, propositions and routes to market.

GIVE YOUR CATEGORY GREATER VISIBILITY

Present your products in a dedicated environment where buyers can discover, taste and understand new propositions.

VINEXPO
AMERICAS

GROW YOUR BUSINESS ACROSS THE AMERICAS.

BOOK YOUR STAND NOW

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