

NO / LOW • SAVOUR THE DIFFERENCE

The other
Sip

15 – 17 Feb. 2027
Paris Expo Porte de Versailles



theothersip.com



An event by
VINEXPOSIUM

THE OTHER SIP 2027: THE INTERNATIONAL STAGE FOR THE NO/LOW INDUSTRY

The no- and low-alcohol beverage market continues to grow significantly, driven by consumers seeking new experiences and a greater focus on well-being.

The Other Sip Paris is the international event dedicated to no- and low-alcohol alternatives, bringing together the entire industry to inspire, share insights, and create new business opportunities.

Inspired by the act of tasting and discovering new flavour experiences, **The Other Sip** reflects the evolving way this category is approached today, highlighting innovation, craftsmanship, and changing consumer expectations.





A COMPLETE OVERVIEW OF THE NO/LOW CATEGORY

- Dealcoholised and low-alcohol wines
- Alcohol-free spirits
- Alcohol-free fermented beverages
- Plant-based drinks
- And other alternative beverages

The Other Sip Paris is designed as a hub for inspiration and business, offering dedicated spaces for product showcases, decision-maker meetings, knowledge sharing, and the discovery of innovative concepts.

The event will take place **in Paris alongside Wine Paris and Be Spirits**, creating a key gathering point for the international beverage industry.

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

WANT TO TAKE PART OR FIND OUT MORE?

Get in touch at sales@vinexposium.com or visit wineparis.com



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:

ACADEMY:

10 DEDICATED
NO/LOW SESSIONS



2026 KEY FIGURES:

TOP BUYING COUNTRIES

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

Data based on the combined attendance of Wine Paris, Be Spirits Paris and Be No Paris 2026.



LIST OF LEADING NO-ALCOHOL BUYERS PRESENT IN 2026:

- AIR CANADA**
Canada
- ALT-ALC, LTD.**
Japan
- ANORA ESTONIA**
Estonia
- ASC FINE WINES**
China
- BANGKOK BEER & BEVERAGES**
Thailand
- CINOCO GROUP**
Belgium
- DELTA WINES**
Netherlands
- FREE SPIRIT DRINKS OY**
Finland
- GLOBUS**
Iceland
- JACQUES WEIN-DEPOT**
Germany
- JOHAN LIDBY VINHANDEL**
Sweden
- MARKS & SPENCER**
United Kingdom
- PARTNER CENTER SP**
Poland
- REWE INTERNATIONAL**
Austria
- SHINSEGAE**
South Korea
- SOLERA**
Norway
- SPAR**
South Africa
- SYSTEMBOLAGET**
Sweden
- TRADER JOE'S**
United States
- VINOTEKET.COM**
Denmark

WHY EXHIBIT AT THE OTHER SIP?

- **Get ahead in one of the beverage industry's fastest-growing segments**, driven by innovation and evolving consumer expectations.
- **Meet the key players in the no-alcohol category**, including buyers, distributors, importers, e-commerce operators, and influencers seeking high-quality alcohol-free alternatives for their portfolios.
- **Generate qualified business opportunities** through a targeted B2B format designed to foster valuable connections.
- **Showcase your latest innovations in a dedicated space** focused on trends, innovation, and international visibility.



THE OTHER SIP: BUSINESS EFFICIENCY AND EXPERTISE AT THE HEART OF THE NO/LOW EXPERIENCE

BUSINESS EFFICIENCY DESIGNED FOR THE NO/LOW CATEGORY

The Other Sip provides a structured B2B environment designed to facilitate connections between producers and buyers. Through dedicated meeting programmes, clear visitor journeys, and spaces designed for meaningful exchanges, the event creates the conditions for tangible **business opportunities** across **the no- and low-alcohol category**.



INSPIRING CONTENT AND IMMERSIVE EXPERIENCES TO EXPLORE NO/LOW

From free tastings to conference sessions and **Academy masterclasses**, The Other Sip places **product discovery and knowledge sharing** at the heart of the experience. The programme is designed to explore innovation, understand emerging trends, and support industry professionals in navigating a rapidly evolving market.

“ We’ve been traveling around the world promoting our wines, but we’ve never had the opportunity to have so many different people from so many countries visit us in such a short space of time. Over the last three days, it’s been fantastic. We’ve met people from Indonesia, Argentina, Canada, and the enthusiasm here is amazing. It’s a pleasure to be here. ”

IAN THOMSON

Thomson & Scott Noughty, United Kingdom/ Exhibitor

“ This was the first edition of this no-alcohol event, and for us, it is very important to be part of the launch. That’s why events like this are so important: they create a platform to raise awareness and gradually achieve a shift in perceptions over time. The contacts we’ve made extend far beyond Europe. We had very interesting guests from Iceland, Martinique, China and Japan. ”

ALBERT KEILFELD

Manufaktur Jürger Eigall, Germany / Exhibitor



INSIGHTS AND EVOLUTION

According to the IWSR, no and low-alcohol wines respond to shifting consumption habits and open up new value opportunities for producers.*

- **Millennials and younger legal-age consumers are at the heart of no/low adoption**, driven by their high level of engagement, curiosity and search for products that align with their lifestyles.
- **The success of no/low rests above all on quality and innovation**, with high expectations around taste, texture and premium credibility.
- **No/low sparkling wines account for approximately 70% of global volumes**, making them the main pillar of the segment today.
- **Low-alcohol still wines are establishing themselves as a key growth driver**, supported by technological advances and a perceived improvement in quality.
- **This momentum sits within a broader context of lasting moderation**, with 80 to 90% of consumers who have reduced their wine consumption stating they intend to maintain or increase this shift.*

* Source: IWSR – Five key trends defining opportunities in the global wine market in 2025 (March 2025).



OUR EXHIBITING OPTIONS

Discover the opportunities available
at The Other Sip 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

STANDARD

Raw space

+ €243 excl. VAT/m²

Minimum space of 6m²

SUPERIOR

Raw space

+ €390 excl. VAT/m²

Minimum space of 12m²

PREMIUM

Raw space

+ €524 excl. VAT/m²

Minimum space of 12m²

THE OTHER SIP PAVILION

€1,300 excl. VAT
COUNTER

The other **Sip**

Dates: 15-17 February 2027

Location: Paris Expo Porte de Versailles

Registration: book your stand today to prepare your business opportunities for tomorrow.

Join The Other Sip Paris 2027.

For more information: theothersip.com



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