



Where the wine and spirits world meets in America

JUNE 24-25 2024

NEW YORK

Jacob K. Javits Center
vinexposium.com - #vinexpoamerica



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JOIN US!

Vinexpo America

is dedicated exclusively to wines and spirits from around the world.

Vinexpo America provide the ultimate and most comprehensive experience for exhibitors and buyers.

The event expands the categories of products available for one-stop sourcing, broadening the opportunity and attracting more buyers looking to purchase from a variety of categories. Vinexpo America supports the entire beverage alcohol industry, creating an efficient format to connect, conduct business and to showcase and discover products.

THE US BEVERAGE ALCOHOL MARKET

- **\$170.4 billion market**
- 3.3% market value growth
- \$3.1 billion US alcohol ecommerce market value
- ~45% forecasted annual growth rate of US ecommerce sales 2020-2024

Source: The IWSR Drinks Market Analysis

Vinexpo America

Wine market overview

Vinexpo America attracts wine buyers from all corners of North America. These buyers are eager to meet with their current suppliers in-person, establish relationships with new suppliers and discover new wines. Exhibitors at Vinexpo America showcase their portfolio of wines to the fastest growing market in the world.



WHO EXHIBITS?



Wine producers



Wine cooperatives



Organic and Biodynamic® wines



Wine importers (US)



Trade associations/ organizations



And more!

THE WINE MARKET

- **2.4 % CAGR of global wine by value** between 2020-2024
- **1.8% CAGR of global wine by volume** between 2020-2024
- **40% Wine's value share of** ecommerce market

Source: IWSR Drinks Market Analysis
CAGR = Compound Annual Growth Rate



If the goal is to get your brand into the U.S. market, attending Vinexpo America is a necessity. It's the leading wine and spirits event with high, valuable traffic. This is an important way for us to build relationships and business."

- **Carolina de Funes**, International Manager, Bodegas San Alejandro S.Coop.

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Vinexpo America

Drinks market overview

Vinexpo America features beverage alcohol products beyond wine, including spirits, beer, sake, ready-to-drink (RTD), complementary products and services and accessories. Vinexpo America capitalizes on the forecasted increase in consumption of spirits and RTDs. The event attracts buyers purchasing from various categories, looking to access both new products and established brands.

WHO EXHIBITS?



Distillers



Brewers



Ready-to-drink



Low & no alcohol



Spirits associations



Spirits importers (US)



Trade associations/organizations



Ecommerce & technology systems



Packaging & logistics



And more!



Organic Products

THE DRINKS MARKET

- **The US is the largest RTD** market in the world by volume
- **13% Forecasted volume** market share of premium and above spirits by 2024
- **21.8% CAGR of RTDs** between 2019-2024
- **20% RTD's share of US** ecommerce value by EOY 2024
- **-2,000 RTD products** available in 10 key markets



Being a new brand getting into as many new markets as possible is paramount and so being here with people from not only all over the United States but globally has been incredible for us. We've had great reception, people love our cocktails and we've made great connections and got buyers. If you need to expose your brand to as many markets as possible, then come here.

- **Shannon Keeran**, President & CEO, XXI Martinis

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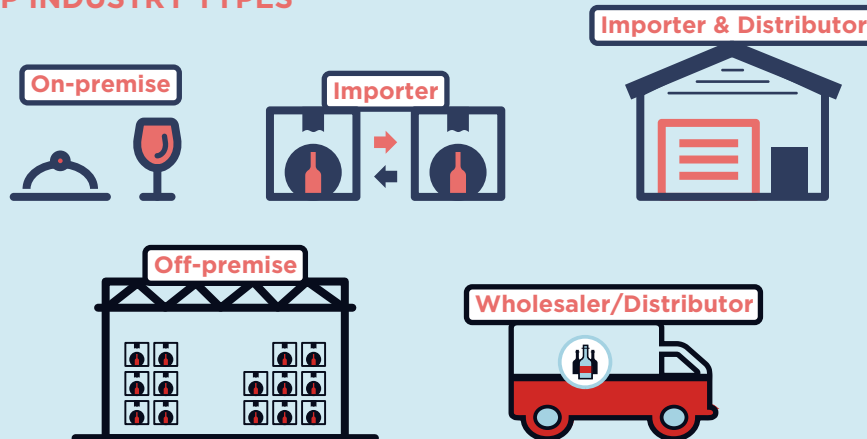
The 2023 ATTENDEES

Vinexpo America brings together top buyers and industry members to meet suppliers, try new products, and conduct business. Decision makers attend the co-located events to source a variety of new and different products, while connecting with existing and prospective suppliers.



Vinexpo America is an efficient platform for in-person meetings and is more important than ever before. The co-located events include a Key Buyer program dedicated to supporting high volume beverage alcohol buyers, a comprehensive business matchmaking service, and a robust educational program. Coupled with a broad diversity of products, the two events attract qualified buyers. Be part of the only event of its kind in North America and gain access to these top buyers.

TOP INDUSTRY TYPES



Top buyers who attend include:

Allied Wine Group	Hannaford Supermarkets	ReserveBar
American Craft Spirits Association	Hard Rock Casino	Royal Caribbean International
Ark Restaurants	HB Liquors	Ruth's Chris Steak House (150 locations worldwide)
BBB Liquors	Holbrook Liquors	Sherry-Lehmann Wine & Spirits
BevMo! (148 US locations)	JW Marriott / The Ritz-Carlton	Skurnik Wines & Spirits
Binny's Beverage Depot (44 US locations)	Las Vegas Raiders	Slocum & Sons
BJ's Wholesale (236 US locations)	Liberation Distribution (Libdib)	Southern Glacier's Wine & Spirits
Bottle King	Lidl	Starr Restaurants (35 US locations)
Breakthru Beverage	Liquor Barn	Stew Leonard's
Brooklyn Liquors	Mandarin Oriental / The Alinea Group	Superior Beverage Group
Buy Rite Corporation	Marriott Vacations Worldwide	T. Edward Wines & Spirits
Carnival Cruise Line	Massanois Fine Wine & Craft Spirits	Tanium Wines & Spirits
City Winery	McNally Restaurant Group (Balthazar)	Terlato Wine Group
Connecticut Distributors Inc	Naked Wines	Top Ten Liquors
Darden (1800+ restaurants worldwide)	NB Liquors	Total Wine & More
Delta Airlines	New England Wine & Spirits	United Airlines
De Luca Fine Wines	New Hampshire State Liquor Commission	Vivino
DRINKS	Opici Family Distributing	Wakefern Food Corp.
Empire Merchants	Paulie Gees	Wally's Wine & Spirits
Fedway Associates	Pennsylvania Liquor Control Board	Whole Foods Market (503 US locations)
Frederick Wildman	Princess Cruise Lines	Wine Express
FreshDirect	Publix	Wine.com
Garfield's Beverage Warehouse	Republic National Distribution Company (RNDC)	Winebow
Gary's Wine & Marketplace		

Note: This is a sample list of event attendees.

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The EXHIBIT OPTIONS

EXHIBIT WITH EASE

A variety of booth options are available to align with your goals and budget.

Contact our sales team to discuss the best options for your business.

PREMIUM \$8,450

6,7sqm

1.8 x 3.7 meters
(6ft x 12ft = 72ft²)



Price includes:

- Pipe and drape booth
- Company identification sign
- Counter height skirted table & 2 stools
- 1 meeting table & 3 chairs
- 1 shelving unit with 4 shelves

STANDARD \$4,450

3,3sqm

1.8 x 1.8 meters
(6ft x 6ft = 36ft²)



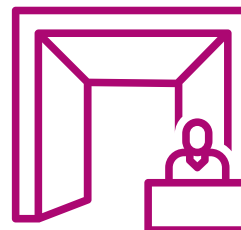
Price includes:

- Pipe and drape booth
- Company identification sign
- Counter height skirted table & 2 stools
- 1 shelving unit with 4 shelves

RAW SPACE OPTIONS - minimum of 24sqm

24 to 71sqm

\$585 per square meter



72 to 299sqm

\$565 per square meter

over 300sqm

\$538 per square meter

*Prices include space only,
no furnishings*

EXHIBITOR PACK \$750 - mandatory

See renderings and detailed inclusions for each booth option. ALL exhibit options (turnkey & raw space) also include:

- Glasses
- Porter service
- Ice
- Secured cold storage on-site
- Exhibitor badges
- Complimentary visitor invitations
- Company listing in the online catalogue
- Business matchmaking service to schedule on-site meetings in advance
- Online exhibitor education program produced with the Wine Business Institute at Sonoma State University

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