

The logo for VINEXPO AMERICA. It features a dark blue square icon with a white stylized 'V' shape on the left. To the right of the icon, the word 'VINEXPO' is written in a large, bold, white, sans-serif font. Below 'VINEXPO', the word 'AMERICA' is written in a smaller, dark blue, sans-serif font.

VINEXPO

AMERICA

7-8
MAY
MIAMI 2025

—
Miami Beach Convention Center

The logo for VINEXPOSIUM, consisting of four white curved lines that form a stylized, four-pointed star or flower shape.

An event by
VINEXPOSIUM



VINEXPOAMERICA.COM
#VINEXPOAMERICA



WELCOME TO MIAMI FOR VINEXPO AMERICA 2025!

In 2025, **Vinexpo America will move from New York to Miami**. Transforming into a travelling show that will bring the exhibition to various cities across the US, Vinexpo America will offer exhibitors a dynamic opportunity **to connect with diverse markets nationwide**.

Producers and distillers, join us in 2025 to meet and connect with **buyers** from across the Americas and the Caribbean, leveraging Miami's strategic position as a key logistics hub. Showcase your products to a diverse audience of industry leaders and decision-makers and **unlock new business opportunities**.

Exhibit on 7—8 May 2025 at the Miami Beach Convention Center for a transformative business event in one of the most influential cities in the Americas.





EVENT OVERVIEW

Vinexpo America: where the wine & spirits industry thrives in the Americas

Vinexpo America in Miami in 2025, that's:

4,000+

visitors, from importers, from buyers to retailers, HoReCa and more

400+

exhibitors from 50 countries, across categories and typologies

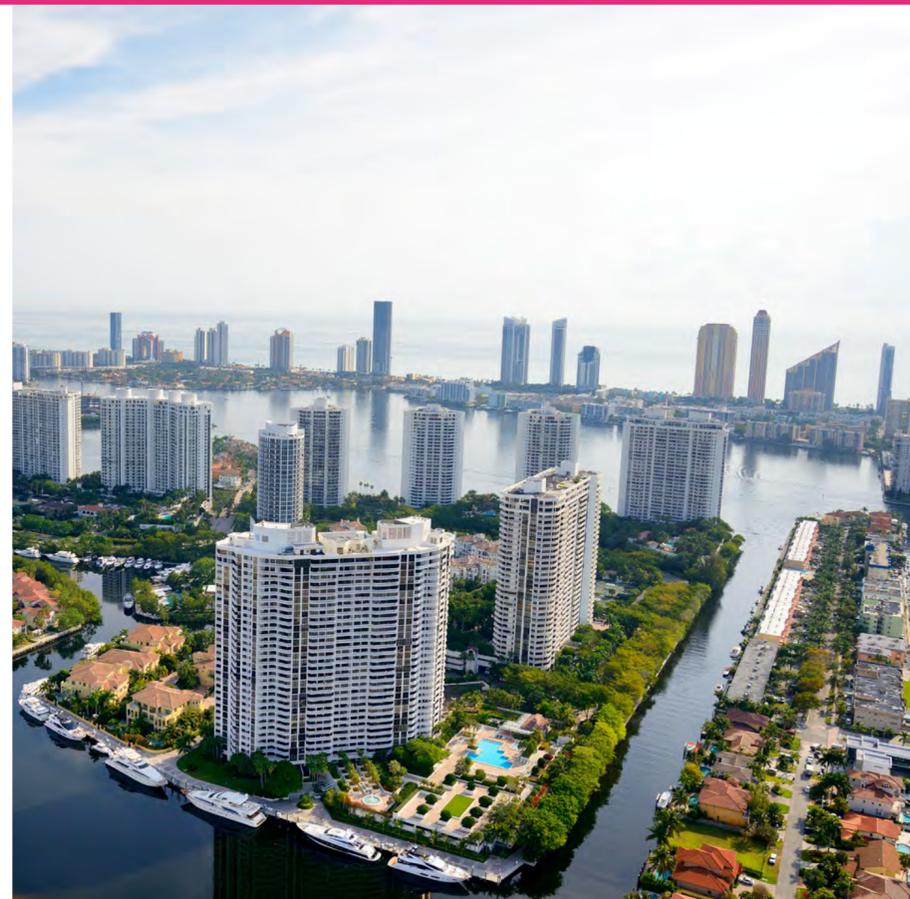
2 days

fully dedicated to the business of wine and spirits



Vinexposium is moving to Miami in 2025 for Vinexpo America, **capitalizing on the influence and dynamism of the US market and the increasing attractiveness of Florida in the last couple of years.**

The US sets global trends in wine and spirits consumption and innovation, making Vinexpo America a must-attend event for producers and distillers.



Miami has firmly established itself as a key logistics hub and a gateway to South America and the Caribbean. This region is also renowned for its strong tourism and Horeca industries, **which further amplify opportunities for market expansion and business growth.** Miami's strategic location offers unparalleled opportunities **for long-term positioning in these vibrant markets,** making it an ideal venue for connecting with industry leaders and decision-makers across the Americas.

Join us in Miami to tap into the vibrant US market, explore new business opportunities, and showcase your products in one of the most influential cities in the Americas.



WHY ATTEND VINEXPO AMERICA 2025?

3 compelling reasons to capitalize on Vinexpo America Miami in 2025

1/ LEVERAGE MIAMI'S STRATEGIC ACCESS TO GROWING MARKETS

Reach a diverse audience of buyers and distributors from North, Central, and South America in Miami for smart business targeting. Miami's strategic location in the heart of the Americas, coupled with its business-friendly policies and robust tourism, offers direct access to markets **with growing potential in wine and spirits consumption**. More recently, Miami and Florida have become prime locations for newly created and relocating businesses, a trend encouraged by better quality of life and lower costs. Driven by changing consumption habits and the influence of the US market, **Miami is a prime destination for industry players seeking growth opportunities.**



2/ NAVIGATE AND GROW IN THE US MARKET

Exhibiting at Vinexpo America in Miami **offers an unparalleled opportunity to navigate the complexities of the US market and its tiered distribution system**. Gain invaluable insights and connections with key **industry players, distributors, and buyers** who can help you successfully penetrate and expand within this **forward-thinking market**. Establish your brand, build lasting partnerships, and leverage the event's resources to overcome barriers and thrive in the competitive US wine and spirits landscape.

3/ A PRIME DESTINATION TO ATTRACT BUYERS

The Miami Beach Convention Center offers a prime location in the heart of Miami Beach, **featuring over 1.4 million square feet of state-of-the-art, eco-friendly event space with cutting-edge technology and outstanding support services**. Its proximity to beautiful beaches, vibrant nightlife, and cultural attractions, combined with seamless accessibility and a strong focus on sustainability, **makes it a premier destination for events and conventions.**



WHO WILL YOU MEET AT VINEXPO AMERICA 2025?

Connect with the key industry players that serve the American continents

REGIONS

- USA
- CANADA
- MEXICO
- BRAZIL
- ARGENTINA
- COLOMBIA
- CHILE
- PERU
- VENEZUELA
- CARIBBEAN ISLANDS

ACTORS OF THE THREE-TIER SYSTEM & KEY INFLUENTIAL PLAYERS

- IMPORTERS
- RETAILERS
- DISTRIBUTORS
- HORECA
- MEDIA, EDUCATION & OFFICIALS



“Vinexpo America **was a wild success for us** – it was pretty **magical**. It provided a great opportunity for our Whole Foods Market team **to connect with each other and with producers in a central location**. The exhibition’s exclusive focus on the trade allowed us **to learn about new products from our distribution partners and have crucial face-to-face time**. We see Vinexpo America **as an extension of our homebase** – if someone wants to meet with Whole Foods Market and make a presentation, that is where it needs to happen.”

Melanie Mann,
*Principal Category Merchant,
Wine for Whole Foods Market*



MAKE THE MOST OF OUR DIGITAL SUITE

Maximize your Vinexpo America experience with our suite of **digital products and solutions** that support your sales strategy.



CONDUCT BUSINESS IN STYLE

Praised by most exhibitors as a sumptuous setting for conducting business, **the Miami Beach Convention Center** is strategically located in Miami to facilitate the visit of buyers and other trade professionals from the Americas.

SHOWCASE YOUR EXPERTISE

Boost your **visibility** among American buyers by showcasing your **products and expertise** in our carefully crafted programme of conferences, masterclasses, and tastings.

OPTIMIZE YOUR COMMUNICATION

Vinexpo America provides you with **effective tutorials and media toolkits** to prepare and optimize your event.

DISPLAY YOUR BRAND

Vinexpo America presents you **with a comprehensive offer to showcase your company.**





A FRIENDLY SALES TEAM READY TO GUIDE YOU

For more information
or to book your exhibition
space, please contact our
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BOOK YOUR EXHIBITION SPACE

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BOOK YOUR STAND

Vinexpo America 2025

SAVE THE DATE

7–8 May 2025

Miami Beach Convention Center, Miami, FL, USA