



# **BE SPIRITS**

**10-12 FEB. 2025**

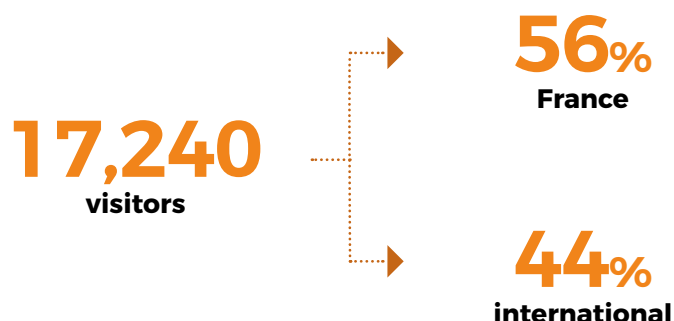
 An event by  
**VINEXPOSIUM**



**2025  
REPORT**

Be Spirits 2025 showcased a vibrant global spirits scene, bringing together exhibitors, industry leaders, and mixology experts to explore the future of spirits, No/Low, beer, and cider.

## VISITORS



**+25%**  
unique visitors  
vs 2024

**+37%**  
international visitors  
vs 2024

## TOP VISITING COUNTRIES

- 01 FRANCE
- 02 ITALY
- 03 UNITED KINGDOM
- 04 BELGIUM
- 05 UNITED STATES
- 06 GERMANY
- 07 SPAIN
- 08 THE NETHERLANDS
- 09 CANADA
- 10 SWEDEN

**135 COUNTRIES  
IN TOTAL**

## SHARE OF VISITORS PER ACTIVITY

**18%**

### RETAIL

(trade retailers, supermarkets,  
e-commerce, duty-free)

**40%**

### IMPORT / DISTRIBUTION

(import, distribution, wholesale)

**13%**

### PRODUCERS

**8%**

### SERVICE PROVIDERS

**11%**

### HORECA

**10%**

### OTHERS

(press, institutional...)



## EXHIBITORS

**303**

spirits, No/Low,  
beer & cider exhibitors



**44%**

international exhibitors  
(+160% vs 2024)

**NO/LOW**

**68**

exhibitors presenting No/Low products

**BEER**

**9**

exhibitors presenting beer products

**CIDER**

**10**

exhibitors presenting cider product

## 10 NEW COUNTRIES

- 01** MOLDOVA
- 02** KOREA
- 03** CHILE
- 04** AUSTRALIA
- 05** AUSTRIA
- 06** SLOVENIA
- 07** HONG KONG (CHINA)
- 08** KAZAKHSTAN
- 09** SERBIA
- 10** MAURITIUS

**34 COUNTRIES  
IN TOTAL**



## PAVILIONS

- WALLONIA/BELGIUM
- SOUTH KOREA
- PERU
- CONCOURS MONDIAL DE BRUXELLES
- MOLDOVA
- ITALY
- CHILE
- IDAC + UNICID (CIDRES DE FRANCE)

31 EXHIBITORS ON  
THE CRAFT PAVILION  
COMING FROM  
13 COUNTRIES:

- AUSTRIA
- BELGIUM
- HONG KONG  
(CHINA)

- FRANCE
- GERMANY
- ITALY
- KAZAKHSTAN

- SOUTH KOREA
- LUXEMBOURG
- MEXICO
- SLOVENIA

- SWITZERLAND
- UNITED KINGDOM



## **THE INFINITE BAR**

**The longest pop-up cocktail bar  
in France**

**40**

**meters dedicated  
to mixology**

**20**

**renowned Parisian cocktail  
bartenders**

**67**

**alcoholic and non-alcoholic  
cocktails on the menu**



# SPEAKEASY

Be Spirits' educational programme

**100%**  
dedicated to spirits, no/low  
and mixology

**12**  
sessions  
over  
↓  
**3**  
days

**35**  
speakers

**7**  
international speakers

**600**  
attendees



## SOCIAL MEDIA

**144k**  
followers overall  
(+18% vs 2024)



**28k**



**30k**



**15k**



**60k**



**11k**

## TESTIMONIALS

“ I was pleasantly surprised by the expansion of Be Spirits. This year, major players in the spirits industry joined the event for the first time, adding to the credibility and appeal of the spirits hall. During the event, I made some key encounters, some of which were totally unexpected and would never have happened without Wine Paris and Be Spirits. ”

*Simon Vignau,  
ALABAT Armagnac (France)*

“ 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. ”

*Léo Yang,  
Moutai (China)*



# VINEXPOSIUM NEXT EVENTS

VINEXPO AMERICA 2025

Miami • 7-8 May



VINEXPO ASIA 2025

Singapore • 27-29 May



VINEXPO INDIA 2025

Mumbai • 3-4 October



VINEXPO EXPLORER 2025

Mendoza, Argentina • 6-9 October



WBWE 2025

Amsterdam • 24-25 November



WINE PARIS 2026

Paris • 09-11 February



SPIRITS • NO/LOW • BEER • CIDER

# Be Spirits

09 - FEB  
- 11 2026

WINE PARIS