



Where the wine and spirits world
meets in America

JUNE 24-25 2024

NEW YORK

Jacob K. Javits Center

vinexposium.com - [#vinexpoamerica](https://twitter.com/vinexpoamerica)



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opportunities? Contact our sales team!

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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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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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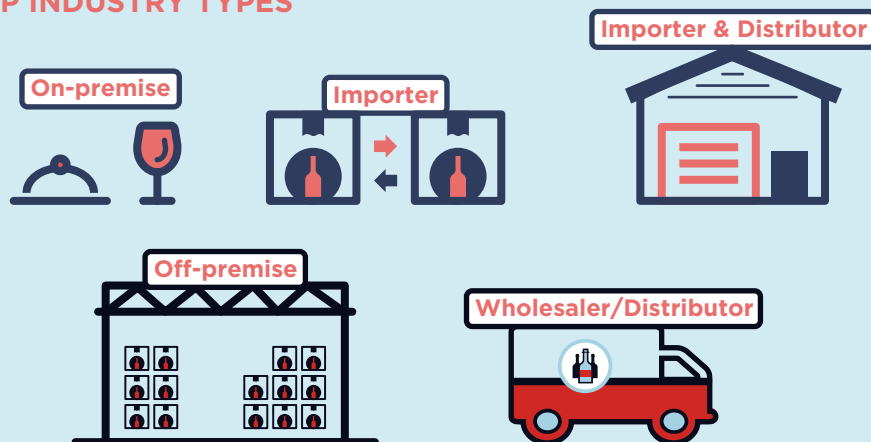
The 2023 ATTENDEES

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



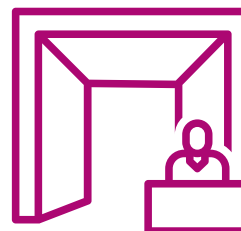
Price includes:

- 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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ATTENDEE PROFILE

Vinexpo America attracts top beverage alcohol buyers from North America and beyond. In 2023, over 3,200 wine and spirits professionals gathered in the heart of Manhattan to discover and purchase new products, conduct meetings, and establish new relationships. The purchasing power of these buyers is extraordinary. Don't miss the opportunity to introduce and promote your product to these top buyers. Exhibit at Vinexpo America on June 24-25, 2024.

BUYERS BY INDUSTRY TYPE



41% Importer/Distributor



24% On-premise



16% Off-premise
(including e-commerce)



4% Brokers

GEOGRAPHICS



89% of attendees
are from North America

43 US states represented

Top states include:

New York, New Jersey, Connecticut, Florida, Pennsylvania, California, Massachusetts, Texas, Virginia, Illinois and Maryland

JOB TITLES



83%
of attendees are:

President/CEO | Owner, Buyer |
Manager | Director

KEY BUYERS

A robust Key Buyer program offers top beverage alcohol buyers complimentary attendance and special perks leading up to the events and on-site.

Sample list of Key Buyers:

- BevMo!
- Binny's Beverage Depot
- BJ's Wholesale Club
- Breakthru Beverage
- Carnival Cruise Lines
- Darden
- Delta Airlines
- Fedway Associates
- FreshDirect
- Marriott Vacations Worldwide

The show allows us to make new discoveries. We meet importers and distributors to see what we can bring to our restaurants that other people don't have. The products produced in the alcohol business are all experience-based, so people have to come to Vinexpo America to see these products come to life.

— Helen Mackey,
Senior Vice President,
Darden Restaurants

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,
Whole Foods Market

PURCHASING POWER



88%
of attendees are in
purchasing roles



39% purchase between
\$500,000 to \$1.5 million+
beverage alcohol annually

- Naked Wines
- Princess Cruise Lines
- Starr Restaurants
- T. Edward Wines & Spirits
- Vivino
- Whole Foods Market
- Wine.com
- Winebow

See page 2 for large sample list of attendees

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MEET TOP NORTH AMERICAN BUYERS

IMPORTER	IMPORTER & DISTRIBUTOR	DISTRIBUTOR	OFF-PREMISE	ON-PREMISE
4Front Imports American Spirits Exchange Arcadia Imports Artisanal Wine Importers Bayfield Importing Ltd Bonhomie Wine Imports Crush Imports D'Apuzzo Import Group Dalla Terra Winery Direct Davies Family Selections Divin Paradis Dreyfus Ashby & Co. Gabriella Importers & Distributors of Fine Wines Hill City Imports Keystone Importers Kobrand Latitude Beverage Loubaton Imports, LLC Luneau USA MHW, Ltd MJM World Imports New England Wine & Spirits Olé & Obrigado Pacific Highway Wines & Spirits Palm Bay International Park Street Imports Taub Family Companies Tre Amici Imports Inc. Tri-Vin Imports Universal Beverage Importers Votto Wines Wine Access	A.H.D. Vintners Aidil Wines & Spirits Apollo Fine Wines & Spirits BNP Distributing Company Breakthru Beverage Group Frederick Wildman & Sons Gasko and Meyer Inc. Global Wine Imports, LLC Grand Cru Selections Harvest Importing Interbalt Products International Spirits & Wines LLC Kylix Wines Lieber Fine Wines and Spirits LVC Las Vegas, Inc. Massanois Fine Wine & Craft Spirits Monsier Touton Selection New England Wine & Spirits Olde World Wine Imports Opici Family Distributing Simone International Skurnik Wines & Spirits Slocum & Sons SolStars Southern Glazer's Wine & Spirits T. Edward Wines & Spirits The House of Burgundy, Inc. Verity Wine Partners Vine Connections Vino et Spiritus, LLC Wineberry America LLC Wine Universe Corp Winebow	Ajax Turner Co. Allied Beverage Artisan Fine Wines Brooklyn Spirits LLC Caribbean International Constellation Brands DeCrescente Distributing Disalvo & Sons Wine Distribution Empire Merchants Eurovintage Intl. Fedway Associates Global Alliance Distribution Heidelberg Distributing Company Johnson Brothers Kinson Wholesale, Inc. Left Bank Wine & Spirits Company Liberation Distribution (LibDib) Martignetti Companies MFW Wine Co. Mims Distributing MS Walker Prime Beverage Group Proximo Spirits Quality Wine & Spirits Renaissance Wine Merchants Ltd. Republic National Distributing Company Royal Wine Corp Seaman's Beverage and Logistics Star Distributors Inc. United Stars Corporation Vintage Wines, Inc. Wismettac Asian Foods, Inc. Young's Market Company	67 Wine & Spirits Amaro Spirits & Wine AmazonFresh Apparition Wines & Spirits Applejack Wine & Spirits Astor Wines & Spirits Authentic Wine and Merchants Bright Cellars Binny's Beverage Depot BJ's Wholesale Club Bottle King Bourbon Street Wine and Spirits Buy-Rite Wines & Spirits Chambers Street Wines City Wine Merchant De LucAa Fine Wines Direct Wines Inc. Drizly Eastside Cellars Fairway Market Food Corp. FreshDirect Gargoyle Wine Club Gary's Wine & Marketplace Giant Eagle Gramercy Wine & Spirits JJ Buckley Fine Wines Kindred Spirits & Wine Lidl Liquor Barn Liquor Control Board of Ontario Lot18 Martha Stewart Wine Co. Naked Wines New Hampshire Liquor Commission Rallo Wines ReserveBar Sherry-Lehmann Wine & Spirits ShopRite Societe Commerciale Clement Int Sotheby's Wine Stew Leonard's The Wine Cellar Top Ten Liquors Total Wine & More Vivino Wakefern Wegmans Food Markets Whole Foods Market Wine Library Wine.com WTSO (Wines 'Til Sold Out) Zachy's	Ascar Hospitality Group Barclay Intercontinental BarNone Wine Beer Spirits BLT Prime Boston Harbor Hotel BRG Hospitality Carnival Cruise Lines City Winery Darden Delta Airlines Fleming's Prime Steakhouse and Wine Bar Four Seasons Gerber Group Hard Rock Hotel & Casino Hilton Worldwide Hyatt Hotels Corporation Jean-Georges JW Marriott International / The Ritz-Carlton Las Vegas Raiders Le Bernardin Legal Sea Foods Lowes Hotels Mandarin Oriental / The Alinea Group Marriott Vacations Worldwide Mistral Momofuku Princess Cruise Lines PSD Hospitality Racines NY Royal Caribbean International Ruth's Chris Steak House Starr Restaurants Sweet Hospitality Group The Philadelphia Club The Union League of Philadelphia Topgolf Union Square Hospitality Group United Airlines University Club



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