

THE WALL STREET JOURNAL.

Vinexpo June 16-21, 2013: a World of Opportunities to Boost Your Business

Vinexpo is the world's largest international wine & spirits industry event - not to be missed!

NEW YORK, May 6, 2013 (GLOBE NEWSWIRE) -- The exhibition, taking place in Bordeaux open its doors on June 16th, welcoming over 145 nationalities including American, Canadian and South American professionals who have already registered. Vinexpo offers industry executives and market influencers a strategic focal point for business opportunities with insight into tomorrow's consumption & production trends.

Trade- order your badge here: www.vinexpo.com/en/visiting/order-your-badge

Media- order your badge here: <http://www.vinexpo.com/en/presse/order-your-badge>

THE EXHIBITION FLOOR PLAN RE-CREATES THE MAP OF THE WORLD

More than 2,400 exhibitors from 45 countries have reserved space and will converge in Bordeaux June 16th.

U.S. Exhibitors link:

Included in the line-up are companies such as Constellations Brands, Inc., Kentucky Bourbon Distillers Ltd., and Napa Valley Vinters Association. Wineries poised to boost their export business include Foley Family Wines, Francis Ford Coppola Winery, Hahn Family Wines, Jackson Family Wines and Trincherro Family Estates.

Loyal Exhibitors:

Italy, Spain and France will once again be out in force this year, featuring existing products as well as new ones. These three countries alone account for more than 50% of world wine production!

France:

The leading wine producer in the world in 2011, with 523 million 12-bottle cases, will occupy 65% of the exhibition's total booth area in order to promote the products of its 17 winegrowing regions, including Provence, the Loire Valley, Bordeaux, Champagne and Bourgogne.

Spirits:

Several stands are poised to display a wide range of spirits - including cognacs, vodkas, rums, whiskies, gins and armagnacs. Other categories will

also be featured - saké, cachaça, grappa and tequila.

First-time Exhibitors:

Pro México will host a pavilion (Hall 2) to unveil a wide range of tequila brands.

Wines of Turkey will be highlighting its wine producers, while Winery Khareba will be presenting local wines from the Republic of Georgia.

China is back with its Sichuan Pavilion! It will feature Chinese spirits such as the wheat-and sorghum-based maotai, a liquor favoured by Chinese consumers.

THE KEY EVENT IN THE PROFESSIONAL CALENDAR

Nearly 48,000 visitors are expected to attend this year's Vinexpo, clearly demonstrating the fact that it is THE key event on wine & spirits marketers' calendars, where industry professionals aspire to boost their business. Attendees will discover the latest trends and identify new products being launched in the marketplace, thus giving them a leg up on the competition!

Vinexpo has been widely covered in the media. Nearly 1,300 journalists reported on the event in 2011, accounting for more than 2,000 articles across 54 countries.

"TASTINGS BY VINEXPO", A LABORATORY FOR SKILLS AND KNOWLEDGE

Launched in 2011, "Tastings by Vinexpo" is back again! Now in its second stint, it consists of nearly 80 meetings, tastings and conferences organized over the five days of the exhibition (Halls 1, 2 and 3 of the Bordeaux-Lac exhibition centre and in the Convention Centre).

The "Tastings by Vinexpo" events are conceived by Vinexpo exhibitors around common themes that give participants the opportunity to see, smell, taste and feel products under the guidance of their producers or renowned tasters. This year's international celebrities leading the events include Barbara Tamburini, the famous Italian oenologist, Jeannie Cho Lee, Master of Wine and Asian wine critic, and Danny Brager, an expert in alcoholic beverage consumption trends from the Nielsen group in the US.

Paolo Basso, Best Sommelier in the World in 2013, will speak at a meeting of the ASI, the Association de la Sommellerie Internationale on Sunday, June 16th at 3:30pm (Tasting Lab 1-Hall 2).