



## **VINISUD 2018: The benchmark Mediterranean wine event for discovering new finds and emerging consumer trends**

**On February 18, 19 and 20, 2018, VINISUD World of Mediterranean Wines invites industry members from across the globe to a show focusing on three fundamental issues: effective marketing, unearthing new gems, and exploring the latest consumer trends. The first international business event of the year takes place at the Montpellier Exhibition Centre.**

### **VINISUD, one of the four pillars of a week dedicated to wine: a pivotal event for all industry members**

In 2018, for the first time ever, VINISUD will round off a week packed with opportunities for connecting French and international wine players. After VINOVISION at the Porte de Versailles Exhibition Centre from February 12 to 14, the WWM GLOBAL Paris business meetings at the 5-star Hôtel du Collectionneur from February 14 to 17, and FIA from February 17 to 19, VINISUD will be the fourth highlight of this 'Wine Week', whose aim is to be ever more in tune with the needs of wine industry members in France and internationally.

### **World of Mediterranean Wines: a format showcasing the identity of wines from the South and an evolving market**

Mediterranean wines are a key component of the international wine arena, representing 28.7% of global production\* in 2015 and a third of world exports (28.5% in 2016). In 2018, VINISUD will be offering a number of different free-pour tasting formats so that visitors can discover these gems. The show will also be providing new ways of interpreting the wine world, with areas highlighting tomorrow's players, wine tourism and digital technologies.

### **VINISUD as a bellwether for new trends: turning the spotlight on sustainable development and ethical accountability**

With its finger constantly on the pulse of innovation and the needs of its exhibitors and visitors, VINISUD gives pride of place to current and future trends. In 2018, it will be focusing on analysing the growing trend for responsible drinking. A complete range of events will revolve around this major topic, including a survey of responsible initiatives by producers, an educational exhibition on sustainable initiatives in the "Palais Méditerranéen", and the results of three exclusive studies conducted internationally which will be revealed in full during the show:

- "An overview of ethical consumerism in France and worldwide". The study, conducted with GRAINES DE CHANGEMENT identifies emerging trends.

- “Consumer trends in New York v Paris”, conducted with SOWINE compares two key cities for the wine market, with a particular focus on consumer choices in terms of responsible consumption and the influence of environmentally accountable labelling as a buying cue.
- “The International Observatory for Mediterranean Wines”, the second study conducted with WINE INTELLIGENCE reveals how the vitality of Mediterranean wines is progressing worldwide.

*\*Source, Wine Intelligence 2017*

### **ABOUT VINISUD**

- Over 30,000 international visitor admissions representing 70 nationalities, including 400 international VIP buyers recruited by VINISUD and Sud de France as part of the International Business Forum (FIA).
- Nearly 1,500 exhibitors with attendance by all Southern marketing boards and countries around the Mediterranean.
- Zones promoting innovation and the identity of wines and producer regions:
  - The PALAIS MÉDITERRANÉEN with over 2,000 products presented on a free-pour basis in conjunction with the Languedoc-Roussillon branch of the French Oenologists’ Association
  - The SPARKLING ZONE dedicated to sparkling wines
  - EXPRESSION MÉDITERRANÉENNE by VINISUD and WINE MOSAIC, an area designed for rare and unusual grape varieties
  - The NEW WAVE which showcases new wine growers and tomorrow’s market players
  - MEDITERRANEAN WINE TOURISM in association with Winetourisminfrance.com, to promote specific features of wine culture
  - The DIGITAL HUB, the nerve centre of Vinisud’s digital ecosystem, hosted by the SOWINE agency

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