



## **The world's first fair devoted to the bulk wine trade presents its new corporate identity**

Leadership and tradition, commitment and quality, business and innovation: these are the messages that comprise the new official image of the World Bulk Wine Exhibition, the world's first trade fair devoted to the bulk wine sector and which generates the highest turnover in business transactions. In 2017, Amsterdam's wine fair will hold its ninth edition on the 20<sup>th</sup> and 21<sup>st</sup> of November.

The World Bulk Wine Exhibition started in 2009, and it became the first international fair devoted to boosting the bulk wine business, facilitating a platform for professionals to conduct the best commercial transactions of the year in only two days. Until then nothing similar existed in the industry.

During these nine years, the WBWE has not only positioned itself as the world's biggest gathering for bulk wine professionals, but it has also positioned this business –which involves more than 3,000 million Euros per year– in its rightful place. For that purpose, the choice of Amsterdam as a host city was a strategic and very successful one. It has already become the city of wine, the city where the major producers and purchasers from all over the world go to once a year, in order to conduct some of the most important transactions of the season.

Following eight successful fairs and approaching the ninth, today the WBWE presents a new corporate image, with which it intends to strengthen the same message that it has advocated since the very first exhibition: sustainable vineyards, quality bulk wine and good business conditions for producers.



## **WORLD BULK WINE EXHIBITION**

The World Bulk Wine Exhibition is the world's most important fair in terms of business volume, gathering 85% of the global bulk wine supply. A business forum aimed towards the wine industry's international purchasers and distributors, who meet every year in Amsterdam. The WBWE is a unique space in which the bulk wine's great quality and diversity is shown to the major international importers.

The 9<sup>th</sup> WBWE will take place on the 20<sup>th</sup> and 21<sup>st</sup> of November 2017 at the Amsterdam's RAI: an exclusive space where, during the last eight years, the main producers and purchasers from all over the world have gathered for the most intense business days of the year.

### **For further information, please contact:**

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