

**WB
WE** 12TH World
Bulk Wine
Exhibition

**Global bulk wine
business at its best**

23rd & 24th of NOVEMBER 2020

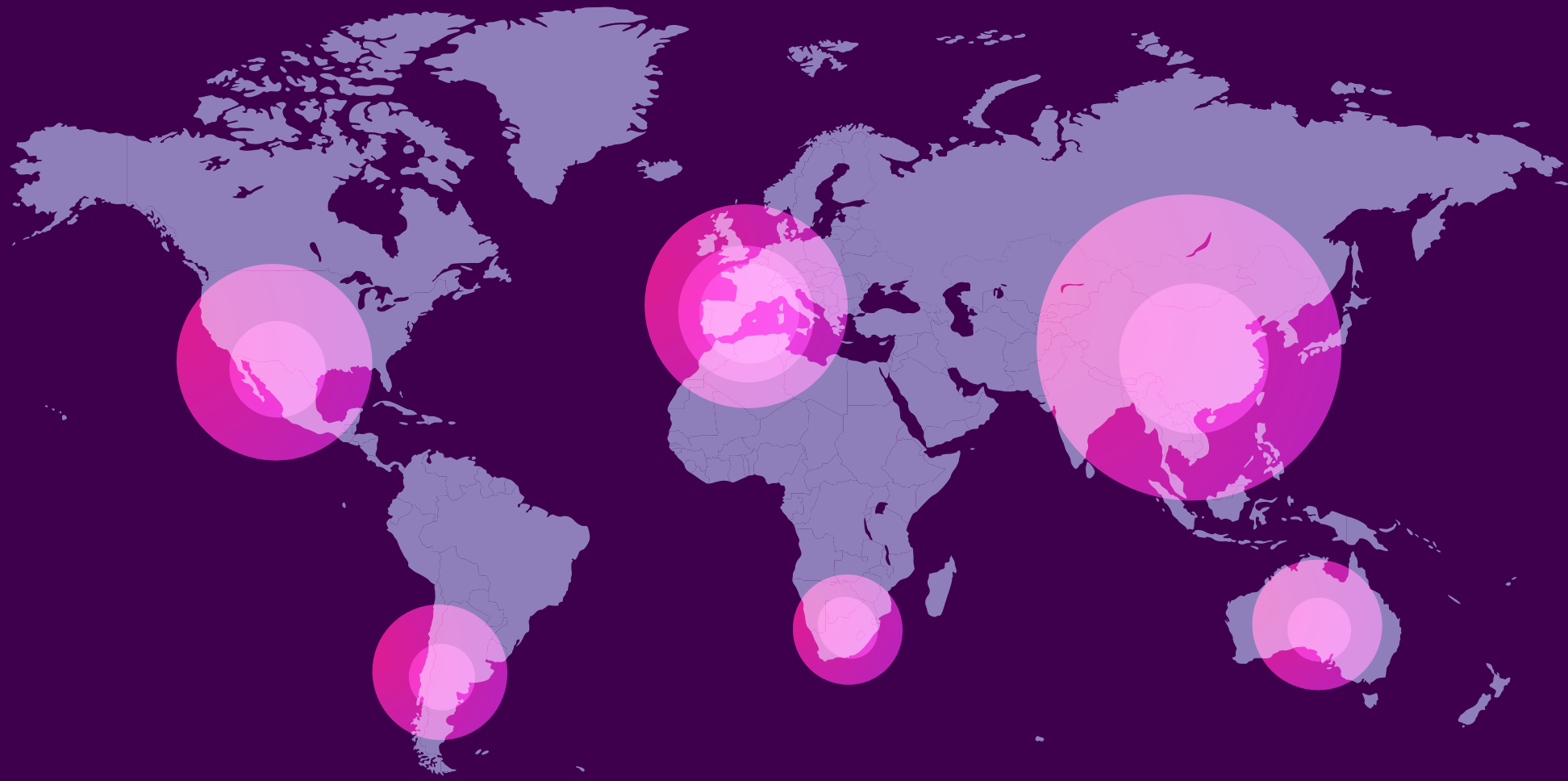
HALLS 2 & 3 AMSTERDAM RAI

The future of packaging at destination

One of the most decisive forums for
the wine industry: the WBWE.

Discover the new trends in a
constantly changing sector at
the WBWE.

**WB
WE**



- **260 wineries** (more than 450 producers)
- **24 different countries**
- **6,000 professional visits**
- **60 different nationalities.**

The only fair in the entire world that is capable of gathering 80% of the global bulk wine supply for two days and in a single place.

The biggest international encounter devoted to wine packaging at destination and private labels.

The place where business happens

- Major international operators
- Professionals from different fields of the sector
- Companies of all sizes
- A wide range of supply
- A business model focused on profitability

Quality is the motto of the fair.

The WBWE is the best platform for wineries with premium **bulk wines and spirits** that wish to find the appropriate purchasers for their products, ensure traceability and choose the final destination for their high-range **bulk wines and spirits**.



**WB
WE**



A fair for all sizes

The WBWE provides a great opportunity for discovering and purchasing a wide range of wines in bulk and in bag-in-box, wines with a designation of origin or a protected geographic indication, **wines with a varietal designation, generic wines intended for blends, sparkling wines, aromatized wines such as vermouth, brandy and, nowadays, also spirits.**

The wine sector is witnessing a revolution thanks to the opportunities offered by new packages addressed to alternative consumers, a greater environmental awareness and an unstoppable demand for private labels.

Producers and importers of all sizes can find alternatives for their international business at the WBWE Amsterdam.

Every potential demand in such a creative and risky market can be found in this fair.

Sustainability as the fair's pivot and driving force

Since its beginning the WBWE has been committed to a more environmental-friendly and sustainable wine industry; an industry in line with current requirements and future's challenges. Thanks to this endeavour, The Vine Research & Innovation and other areas have been developed.

The objective is to create synergies between all those companies that share the WBWE's discourse and philosophy in favor of circular economy, environment, innovation and research for a more sustainable sector.



Silent tasting room

The WBWE has developed one of the most efficient tools for bulk wine importers:

A tasting room where attendees can discover in a completely independent and well-documented way the entire range of wines participating in the fair (more than 400 references).



International Bulk Wine Competition

The sole international competition that awards the quality of bulk wines has consolidated itself as one of the major wine competitions worldwide.

Participating in the IBWC will assist you in increasing the prestige of your bulk wines before importers, distributors and media from across the world; enhancing the business possibilities of your wines for private labels and quality blends that importers and businessmen come to find; and improving the trust in and the credibility of the sector regarding your wines.



Conference program

The future of packaging at destination

Renowned experts and professionals from across the world will discuss, debate and explain the future's keys of a constantly challenging sector.

The key role of alternative packaging methods, such as canned wine, bag-in-box, kegs, etc. New consumers and the leadership of the bulk wine sector.



The art of blending wine

A two-day seminar that is composed of practical courses carried out by some of the most prominent experts in wine blending across the world.

How to elaborate a final wine that improves the source wines and how to adapt it to the diverse markets in a global world is the aim of this event that aspires to set an international benchmark.

The synergies and discussions on the aforementioned topics allow professionals to take the best decisions and to find the best solutions regarding their daily issues both in laboratories and in vineyards. This seminar is the only one across the globe exclusively devoted to the techniques of wine blending.

Gourmet area

The chef's culinary creations for the WBWE 2019 were focused on sustainability.

Kike Piñeiro, chef of A Horta do Obradoiro restaurant (Santiago de Compostela), conducted this gastronomical area together with Galician chef Kevin Mariño.

A key area for this fair in which culinary experimentation is given full rein via creations inspired by the participating countries' wine regions.

The Bulk Wine Club

The Bulk Wine Club is a club for gathering, exchanging information and bulk wine business, but it is also an information forum geared towards the Club's members enabling a direct and real-time access point as to what is happening within the sector worldwide: sales data, prices, trade flows and trends.

The Bulk Wine Club is also the biggest social network intended for bulk wine professionals from around the world.

If you are a bulk wine professional: join the Club!

<https://bulkwineclub.com/en/become-a-member>





WBWE Asia

The leading bulk wine and spirits exhibition in Asia

YANTAI – 29th & 30th of MAY 2020

80% of the international purchases of bulk wine in China are being transacted via the port of Yantai; and this is one of the reasons that has led the WBWE to choose this city to organize the first-ever fair devoted to large wine volumes in the Asian market.

The WBWE Asia comes at the best moment for the professionalization of the wine market in Asia and in the city that will be leading this wine industry.



Sponsors

The sponsorship of the WBWE provides a unique occasion to enhance your visibility within the bulk wine industry.

The WBWE offers a limited number of potential sponsorships for companies of importance in the bulk wine sector.

PLATINUM

SPONSORSHIP

- Exhibition stand of 9 m2 with the possibility of choosing the floor plan. * Depending on availability
- Exclusiveness. No other company from the same business sector will be present at the same time as a sponsor of the WBWE.
- *The guarantee of exclusiveness is void for those companies from the transport sector.
- A well-equipped exhibition stand. The event organizers will provide the sponsoring company with all the necessary materials for a successful performance at the fair and will also be in charge of the stand's image management or will offer the sponsor the opportunity to set up their own stand.
- The company's logo will be spotlighted on all the communication material (press notes, newsletters, etc.) created as part of the media strategy of the fair.
- Priority space for the company's logo as main sponsor, on the WBWE website.
- A full page of advertising in the exhibition catalogues.
- The company's logo will be included on the back of the badge of each one of the event attendees (aprox. six thousand badges between exhibitors and visitors.)
- 5 exhibitor's passes.
- 10 VIP area access passes for the sponsor and their clients.
- 15 tickets to the fair for the sponsor's guests.
- A presentation or tasting session can be organized within the Conferente Program, and the sponsoring company may choose the time and day of such activity.

GOLD

SPONSORSHIP

- Exhibition stand of 9 m2.
- A well-equipped exhibition stand. The event organizers will provide the sponsoring company with all the necessary materials for a successful performance at the fair and will also be in charge of the stand's image management or will offer the sponsor the opportunity to set up their own stand.
- The company's logo will be spotlighted on all the communication material (press notes, newsletters, etc.) created as part of the media strategy of the fair.
- Presence for the company's logo on the WBWE website.
- A full page of advertising in the exhibition catalogues.
- The company's logo will be included on the back of the badge of each one of the event attendees (approx. six thousand badges between exhibitors and visitors.)
- 5 exhibitor's passes.
- 8 VIP area access passes for the sponsor and their clients.
- 10 tickets to the fair for the sponsor's guests.
- A presentation or tasting session can be organized within the Conferente Program, and the sponsoring company may choose the time and day of such activity. *Depending on availability.

SILVER PLUS

SPONSORSHIP

- Exhibition stand of 9 m2.
- A well-equipped exhibition stand. The event organizers will provide the sponsoring company with all the necessary materials for a successful performance at the fair and will also be in charge of the stand's image management or will offer the sponsor the opportunity to set up their own stand.
- The company's logo will be included on all the communication material (press notes, newsletters, etc.) created as part of the media strategy of the fair.
- Presence for the company's logo on the WBWE website.
- Half-page of advertising in the exhibition catalogues.
- The company's logo will be included on the back of the badge of each one of the event attendees (approx. six thousand badges between exhibitors and visitors.)
- 5 exhibitor's passes.
- 5 VIP area access passes for the sponsor and their clients.
- 5 tickets to the fair for the sponsor's guests.

SILVER

SPONSORSHIP

- Exhibition table
- The company's logo will be included on all the communication material (press notes, newsletters, etc.) created as part of the media strategy of the fair.
- Presence for the company's logo on the WBWE website.
- Appearance of the company logo in the exhibition catalogues.
- 3 exhibitor's passes.
- 5 VIP area access passes for the sponsor and their clients.
- 5 tickets to the fair for the sponsor's guests.

BRONZE

SPONSORSHIP

- The company's logo will be included on all the communication material (press notes, newsletters, etc.) created as part of the media strategy of the fair.
- Presence for the company's logo as main sponsor, on the WBWE website.
- 3 VIP area access passes for the sponsor and their clients.
- 5 tickets to the fair for the sponsor's guests.

TAILORED

SPONSORSHIP

Both for its versatility and for its complexity in such a range of areas and contents, the World Bulk Wine Exhibition offers the possibility of exclusive sponsorships within a particular area of the fair:

- Welcome dinner.
- Conferences.
- International Bulk Wine Competition
- Etc.

The specific sponsorship of one of these sections guarantees exclusiveness and detailed preparation of tailored activities according to the company's needs.



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For further information
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www.worldbulkwine.com

www.facebook.com/WBWEAmsterdam/
[www.twitter.com/WBWEAmsterdam](https://twitter.com/WBWEAmsterdam)
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