



WINES & VINES PACKAGING CONFERENCE

WB WE **World Bulk Wine Exhibition**

GROWTH OF BULK WINE SECTOR



Business Model Changes

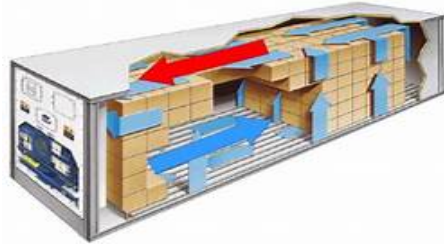
Evolving Consumption Patterns





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BENEFITS OF PACKING AT DESTINATION



32,000L vs. 12,000L



Transportation

40% less

**Reduced CO2
emissions**

40% less



Flexibility, seasonal uplifts



**31 SEASONAL
MARKETING IDEAS**

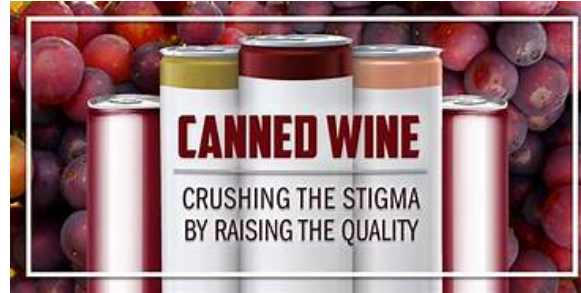
**Control of Branding &
Private label**





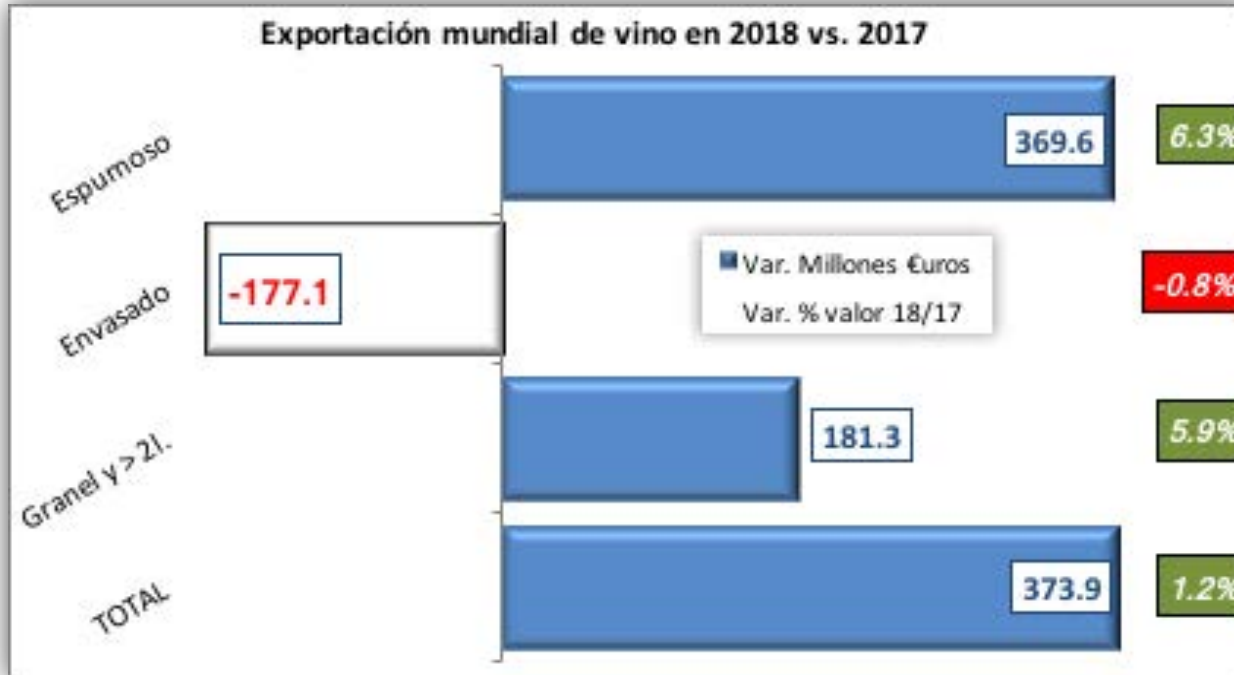
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PREMIUM-IZED ALTERNATIVE PACKAGING



**Opportunities to reach
New consumers**

GLOBAL WINE EXPORT EVOLUTION



Bottled at origin

Sparkling

Bottled at destination & BIB



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11TH YEAR

GROWING THE INDUSTRY

**WB
WE** **World
Bulk Wine
Exhibition**

250 producers from 22 countries
and 6,500 visitors

**WB
WE
ASIA**



55% Represents of the supply of the international bulk



4.000 Visitors



35 Countries from which the professionals come



140 Exhibitors



208 Wineries & cooperatives



20 Countries

Global Media Coverage

Widely reported global press attendance:
US, UK, France, Italy, Chile, Spain,
Germany, South Africa, India, etc.

**Rapidly expanding
for 2020**

Sponsorship Opportunities

Targeted audience seeking innovation



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Key Dates

**2-3rd Dec 2019- WBWE
Amsterdam**

**29-30th May 2020- WBWE Asia
Yantai, China**