

Trade Fair– 25., 26. and 27. January 2021

MILLÉSIME BIO 2021 TO GO AHEAD WITH DIGITAL FORMAT

In the context of the ongoing Covid-19 pandemic, Millésime Bio 2021 has announced that it will now be taking place as a digital event. This unprecedented move reflects Millésime Bio's commitment to all the professionals of the organic wine and alcoholic beverages sector who look forward to and rely on this key industry event every January. The event's dates remain unchanged: the world organic wine fair will take place from 25th to 27th January 2021.

A DIGITAL FORMAT TO MEET THE NEEDS OF THE INDUSTRY

Taking into account the current health situation, the trade association SudVinBio has taken the decision to go ahead with the organisation of Millésime Bio 2021 and move the fair to a digital format.

'In the context of a situation which remains uncertain, maintaining the Millésime Bio trade fair in a physical format in the first term of 2021 is no longer conceivable', explains Millésime Bio president Jeanne Fabre. 'The situation is such that a change of dates could not have been guaranteed and moving the fair forward would not have met buyers' needs and schedules.'

The world's leading trade fair for the organic wine, beer and spirits sector, Millésime Bio is the first event within its sector to move towards digitalisation and introduce this new format. It will allow producers to pursue a dynamic business rationale and sure up the business meetings which they had planned for January 25th to 27th 2021.



CHALLENGE MILLÉSIME BIO CONTEST 2021: THE INTERNATIONAL COMPETITION FOR ORGANIC WINES IS MAINTAINED AS A PHYSICAL EVENT

With all the necessary precautions in place, and in full compliance with the current health and safety regulations, the annual 'Challenge Millésime Bio' contest is maintained with the participation of a physical jury. It will take place over two days on 20th and 21st of January 2021 in Montpellier, France. Organic wines from all over the world will be assessed and the winning wines will be promoted in a dedicated area of the digital Millésime Bio 2021 event.



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MAINTAINING A LEADING POSITION IN A GROWING SECTOR

Alongside the difficulties which have weakened the wine sector, the last set of figures published by the Agence Bio last July bring signs of hope: the organic food and wine sector is booming and continues to grow both in terms of production and consumption*.

As the world's leading marketplace for organic wine, Millésime Bio must continue to exist and play its part.

As an agent for economic recovery the fair will be indispensable in its role of allowing the business dealings - that buyers and producers depend on - to resume. In line with SudVinBio's commitment, the interests of professionals remain at the heart of its preoccupations. The producers who will not wish to take part in this digital format will be refunded.

WORLD ORGANIC WINE FAIR, A 100% DIGITAL EVENT FOR TRADE PROFESSIONALS

In its digital format, Millésime Bio remains

strictly open to trade professionals only and will be accessible via a dedicated online platform. From their digital stands, exhibitors will be able to present their estates via digital tools such as videos, links to their websites, access to digital technical sheets, medals and awards....Visitors will be able to use search engines to help them navigate through the event and explore the show's digital aisles. During those three days, meetings between exhibitors and visitors will be facilitated by instant messaging or video conferencing. As was already the case last year, visitors will also have the possibility of organising their visit and plan their business meetings ahead of the event, and as soon as registration opens, mid-December. The list of participating exhibitors will be revealed then too.

**Source: Agence Bio – July 2020 data – 'In 2019 organic produce consumption enjoyed a yearly growth of over 1.4 billion euros in France; a rise of 13.5% on 2018.'. In production terms, the total agricultural surface farmed organically doubled in 5 years, totalling 2.3 billion hectares in 2019.*

JEANNE FABRE, A NEW PRESIDENT AT THE HEAD OF MILLÉSIME BIO

Jeanne Fabre was elected President of the Millésime Bio Commission, the group in charge of the organisation of the fair, last July. She succeeds Nicolas Richarme who, one year earlier in July 2019, became president of the SudVinBio association. Jeanne Fabre is a Corbières wine producer, a Languedoc region at the heart of Occitanie. Alongside her father Louis Fabre, her twin sister Clémence Fabre and cousin Paule Teisserenc, she is at the head of the five estates that the Fabre family has been managing organically since 1991. Her ambitions for the Millésime bio commission focus on ensuring strong continuity. 'Organic farming is built on collective values', she explains, 'all of SudVinBio's commissions work together to define a strong working frame in which the fair operates. Market regulation and the connection of buyers with exhibitors remain the purpose of the commission I preside over. Millésime Bio is close to my heart and its values were passed on to me by my aunt, Marie Teisserenc, who gave me her place on the board. I am keen to safeguard the spirit which the fair has so successfully managed to preserve since its origin.'

MILLÉSIME BIO IS ORGANISED BY SUDVINBIO, OCCITANIE TRADE ASSOCIATION OF ORGANIC VINTNERS

SudVinBio is a 'Loi 1901' (non-profit) association created in 1991. It is an organisation representing producers (independent wineries and cooperatives) and merchants of organic wines in the Occitanie region. As France's number one organic wine region, SudVinBio represented around 70% of the regional production of organic certified wines at the end of 2019 (around 700 000 hl). It orchestrates promotional and communication activities, protects the interests of its members, provides support for research and development as well as advisory services to its members.