

MILLÉSIME BIO 2020

Success for the world organic wine fair

As the doors close on the 27th edition of the world organic wine fair, all the indicators point to great results. This renewed and growing success cements Millesime Bio's position as the world leader of the organic market. From January 27 to 29, 6850 professionals gathered to meet 1300 exhibitors in Montpellier. A 10,5% increase from last year, evidence of the fast market growth.

An increased number of visitors

Among the 6850 visitors, all the key figures attended the fair : importers, retailers, wine merchants all came to meet their suppliers and make new discoveries.

“This 10,5% increase in visitors number on the whole and 8% for international visitors is evidence of the continued growth of the organic wine market. The number of consumers of organic wine keeps going up when the wine sector generally is on the decrease” says M. Richarme, President of Sudvinbio. Foreign visitors came from Australia, China, Canada, the US and the UK and of course all of Europe.

An optimism stronger than ever among the exhibitors

As the doors close on the show, exhibitors have a smile on their faces. More business meetings took place this year, enabled by the presence of new counters. The addition of a 5th hall allowed for 100 more exhibitors than last year. The 1300 exhibitors talk about a show radically different from the others with efficient and numerous business opportunities. This contributes to the optimism of winemakers and reinforces the basis of Millesime Bio : a show created by winemakers for winemakers.

Towards Millésime Bio 2021

Nicolas Richarme, President of Sudvinbio, is already asking visitors and exhibitors to save the dates to attend the 2021 show on January 25, 26 and 27. Next year's show will further develop its digital impulse with the 4.O formula.