

## Millésime Bio 2019: A great success, with a 10% growth in visitors

Following the 26<sup>th</sup> edition of the Millésime Bio organic wine fair earlier this week, this year's event been declared a great success having seen a 10% increase in footfall. The exhibition has taken its rightful place as the word leader in organic viticulture, having welcomed 6,200 visitors across the three days, versus 5,700 last year. This success can be attributed to the growing consumer demand for organic wine worldwide.

### 2019 visitor overview

The attendance figures from this year's fair demonstrated a notably diverse range of visitors and exhibitors, as well as the growing consumer appetite for organic wine in France. Amongst the 6,200 trade attendees, 78% were French professionals and 22% were from abroad, from countries such as Australia, China and Switzerland. This goes to showcase the international appeal of organic wine – something which is on the rise in Asia and the United States in particular.

### 2019 exhibitor overview

With 1,200 exhibitors spread across the four concourse halls of the venue, it was clear that the show is now considered an unmissable event in the organic wine calendar.

As well as a huge range of wines from 22 different countries\*, this year also saw the introduction of organic beer, cider and spirits. French exhibitors occupied 72% of the stands, followed by Italy and Spain, who were represented in equal measure.

### Looking ahead to 2020

Next year the fair will be returning to the Parc des Expositions in Montpellier from the 27<sup>th</sup> – 29<sup>th</sup> January. Sudvinbio aims to continue innovating in tandem with the industry developments.

\* South Africa (1), Germany (16), Argentina (4), Australia (1), Austria (26), Belgium (1), Bulgaria (2), Chile (4), Spain (81), United States (1), France (859), Greece (1), Hungary (1), Ireland (1), Italy (100), Lebanon (1), New Zealand (1), Wales (1), Portugal (9), Romania (1), Slovakia (1), Slovenia (3).

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### Notes to Editors



### About SudVinBio

SudVinBio was founded in 1991 by organic vintners from the Languedoc-Rousillon region to represent common interests. Today the association for organic viticulture counts 380 members, of which 312 producers. Its objectives are to support and strengthen organic viticulture in the region and to market it worldwide. SudVinBio has been organizing the World Organic Wine Fair SudVinBio since 1993.

please amend 380 adherents and do not mention the number of distributors.

### **PRESS CONTACT**

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