

25th edition of Millésime Bio – International Organic Wine Fair
5th February, 2018 – Press Release

MILLESIME BIO WINE FAIR 2018

Results: attendance up by 17%

Millésime Bio Wine Fair has ended happily! The 25th edition has reached its targets: the wine fair has confirmed its position as the international platform for organic wine-making. 5,700 purchasers, compared to 4,800 in 2017, visited the halls of Montpellier Exhibition Centre, representing a 17% increase in attendance compared to the previous year.

Visitors

A sure bet for Millésime Bio! The Montpellier edition, set to be a very promising vintage, lived up to expectations and was indeed a resounding success. The Fair was attended by 5,700 single purchasers, compared to 4,800 the previous year, thus confirming the excellent vitality of the Fair and the vigour of the organic wine sector as a whole. The 17% surge in attendance also saw enormous numbers of visitors arriving from day one of the Fair!

75% of French professionals and 25% of foreigners eagerly enjoyed meeting a maximum number of wine-makers out of the 1,000 present during the three days.

Strong international presence too was greatly appreciated by exhibitors, with many European and North-American purchasers, demonstrating the attractiveness of organic wine on foreign markets.

Exhibitors

The anniversary edition of the Fair was attended by 1,000 companies from 15 different countries*. France remains the Fair's largest participant, with 777 exhibitors from all regions, of which Occitanie* region is number one. Italy and Spain were also well represented.

Focus on 2019

Next year's Fair will be held at Montpellier Exhibition Centre, from the 28th to the 30th of January 2019. Following the great success of the Millésime Bio 25th anniversary party, organisers have decided to make the event a permanent feature of the Fair. It will be held on Monday 28th of January 2019.



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*Argentina (4), Australia (1), Austria (27), Bulgaria (2), Chile (2), Germany (14), Greece (1), Italy (85), New Zealand (1), Portugal (10), Romania (1), Slovenia (3), South Africa (2), Spain (63), USA (1).

** Occitanie: 324.

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