



The top trade fair in the world of organic wine and other alcoholic beverages



1 trade fair. 2 highlights

1 digital session:

17 and 18 January 2022

24h/24

1 physical fair:

24 to 26 January 2022

Montpellier Exhibition Centre, France



Since 1993, the **No.1 marketplace** in the sector, acclaimed by both exhibitors and visitors



Millésime Bio 2020:

1300 exhibitors

6850 visitors (+10.5%)

52 nationalities

Millésime Bio 2021:

The 1st major 100% digital trade fair in the industry

4,000 buyers

52 nationalities

REGISTER HERE !

Attention: many 2021 exhibitors have postponed their registration to 2022, so there are very few places left to be allocated. Be very reactive by reserving your stand today!

A fair in 2 stages, more business

- 1 - A **digital session** prior to the physical fair (17 & 18 January 2022), i.e. 2 additional days to
 - Contact buyers before the fair*.
 - Meet with buyers who cannot attend the fair.
 - Make initial contact with future visitors.
 - Prepare the fair, make appointments and save time at the physical fair.
 - Get a sneak preview of the winners in the award-winners virtual hall.
- 2 - The **classic physical fair** in Montpellier (24 to 26 January 2022)
 - Thematic areas at your service
 - Appointment management platform
 - 5 halls
 - Masterclass, conferences on the organic wine market.
 - Badge scan

2 thematic areas included with your stand

Challenge Millésime Bio area: your award-winning wines from the Challenge Millésime Bio Contest will be

- Presented in the virtual area for the 2 days of the digital session
- Displayed for tasting throughout the 3 days of the physical fair.

Enoteca: One reference of your choice displayed for tasting

Other organic alcoholic beverages

This year again Millésime Bio welcomes producers and distributors of other organic alcoholic beverages (beer, cider, aperitifs, spirits...).

In 2022, **BEER** and **CIDER** will be in the spotlight:

- A **dedicated space** in the main hall
- **Increased communication** with buyers in the sector
- Highlighting and tasting during the Monday **evening event**
- A **new "Organic Beer" category** in the **Challenge Millésime Bio** contest
- A **preferential** rate for all exhibitors of Other Organic Alcoholic Beverages

At your service

- **No increase in rates** compared to 2020 and 2021, **payment facilities** (payment by instalments, credit card payment module.)
- Partnership with **Revulogo** for an **accommodation offer at a special price** on our website.
- An adapted formula of the fair to guarantee everyone's safety with the implementation of **sanitary measures** in accordance with the imposed sanitary guidelines.

They talk about Millésime Bio

Château Vieux Mougnaç / FRANCE
(exhibitor)

"It was a great success. This virtual fair allowed us to meet importers who would never have come to the fair in Montpellier. We have had nothing but positive feedback from these customers and the good news is that we have already received orders despite the Covid. "

Dan BARRETT / DB Wine & Spirits / CANADA
(visitor)

"Thank you very much for all of the great work to set up this event. Given the challenges of Covid and the inability to attend in person, this was certainly an excellent opportunity to meet existing and new producers from several regions. The fair went very smooth for me and I'm pleased to have been involved."



[Watch the interview](#)

Challenge Millésime Bio Contest

The great international event to promote quality organic wines.

More than 1,700 samples from numerous countries and appellations will be tasted by a jury of wine professionals mid-January 2022.

The awarded wines will be available for free tasting during the three days of the fair, in the Challenge Millésime Bio area, and the winners list will be the subject of a special communication.

www.challenge-millesime-bio.com/en



REGISTER HERE !

* only buyers who have agreed to before the fair can be contacted by exhibitors

Practical information

Access

Montpellier Exhibition Centre
Route de la Foire
34470 Pérols – France

Access by road, train or plane, [click here](#)

By Tram: line 3 dir. Lattes / Pérols,
"Parc Expo" station

Opening hours

Digital session
17 & 18 January
24h/24

Physical fair
Monday 24 January 2022: 10 a.m. to 7 p.m.
Tuesday 25 January 2022: 9 a.m. to 7 p.m.
Wednesday 26 January 2022: 9 a.m. to 5 p.m.

[Contact us](#)

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