

MILLESIME BIO – 18 & 19 MARCH 2021

A second edition that consolidates the fair's position as the world's largest marketplace for organic wine



Millésime Bio is closing its digital doors for good, after two extra days for its new and unique exchange platform. The success of this event, in a complicated sanitary context, was welcomed by the exhibitors. The organisers have shown themselves to be up to the expectations of the organic wine industry by offering an innovative, business-generating solution at a global level.

The world fair for organic wine keeps its promises

"Foreign visitors were particularly numerous at this second edition", say the organisers of Millésime Bio. Representing more than half of the platform's attendance on 18 and 19 March 2021, they took advantage of the digitalisation of the world's largest organic wine fair to establish new commercial exchanges. Belgium, Canada, Japan, Sweden and the United States are the most represented countries after France.

Being the only international trade fair to be maintained in 2021 in a completely new format, Millésime Bio has fulfilled its role as an international exchange platform. Winemaker and owner of Château de Gaure, Pierre Fabre welcomes the efforts made by Sudvinbio in this respect. "I support the values of Millésime Bio and have participated in the fair since 2008. It was important for the visibility of my estate to establish commercial relations in this particular sanitary context. Over the last two days, I have been able to exchange with about twenty potential clients, which is quite positive! "

A high-performance digital platform for exhibitors

A new feature of this second edition was the Award-winners' hall on the fair's platform, that gave visibility to the wines that had won medals at the Challenge Millésime Bio 2021 contest, the largest organic wine tasting in the world. A total of 520 wines, awarded gold, silver or bronze after the tasting of nearly 1,700 wines, were displayed in this dedicated "hall".

Find here the award-winners of the Challenge Millésime Bio 2021 contest

Based on the various feedbacks following the first edition, the organisers were also able to develop a more efficient and functional platform for the 1,000 exhibitors. The user experience of the videoconferencing tool had been improved, thanks to technical adjustments that made it easier and more fluid to manage the appointment schedules.

Millésime Bio 2022: towards an edition at the crossroads of digital and physical

Although for Jeanne Fabre, President of the fair, "Sudvinbio does not intend to create a year-round sales platform", Millésime Bio is a formidable tool for the promotion of organic wine. "We are extremely happy to meet our loyal visitors next year at Montpellier Exhibition Centre," she adds. Nicolas Richarme, President of Sudvinbio, thanks the exhibitors for their confidence and stresses the importance of the fair's contribution as marketing support. "This support is welcome in the current context and I look forward to seeing visitors in 2022 for the next edition of Millésime Bio".

See you on 24, 25 and 26 January 2022 for a new edition of Millésime Bio, in a mixed format - still under consideration - between physical and digital.

Key figures – Millésime Bio 2021*

Nearly 4,000 visitors

50% French, 50% foreign

20,000

contacts

52

countries

1,000

exhibitors

More than 150

new or newly certified exhibitors,
never seen at the fair before

4

conferences available in
replay

** Cumulative over the two sessions*

We are at your disposal for any further information you may require. Please do not hesitate to contact us.

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