

# Millésime Bio gets into the spirit

The world fair for organic wines and other alcoholic beverages was held at the end of last month

**T**his year's Millésime Bio fair, in Montpellier, France, had a dedicated spirits area for the first time. "It was important for spirits to join Millésime Bio, and for Millésime Bio to diversify," explains Jeanne Fabre, president of the fair. "There is a real trend for organic spirits that we want to shine a light on."

Millésime Bio is attended by wine merchants, restaurateurs, importers, buyers from retail and specialist channels, with 20% of guests coming from outside of France. Around 11,000 trade visitors attended, with

1,500 exhibitors involved. Spirits exhibitors at this year's event included Armagnac brand Domaine Séailles, Cognac brand Distillerie du Peyrat, and gin brand Arduenna.

A specific tasting for the Spirit&Bio zone was held in the afternoon of Tuesday 30 January, with the fair providing specific glasses and communications to signpost visitors to the new area. "We really want to professionalise the spirits side of the event more and more," adds Fabre. "After 30 years of organising a huge organic wine fair for B2B customers, it was really important to put a specific focus on spirits."



Jeanne Fabre

"Of course, it's a marketplace, and we wanted the producers to sell and the buyers to find what suits them. But it's also a place where you can really become aware of the new trends all over the world, and where you can taste new kinds of things you never thought of. It was really quite exciting."  
[www.millesime-bio.com](http://www.millesime-bio.com)

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