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Organic Wine Fair Bounces Back

France's leading organic fair, Millésime Bio celebrated a 30th edition in Montpellier this week that was as successful as the 2019 one before the interruption of the pandemic.

Reading time: 30s



Millésime Bio

Over the three days of the event, 10,300 visitors made their way around 1,500 stands.

The vast majority – 1,200 – of these exhibitors were French, with Spain and Italy being the next most represented nations, with roughly 100 each. Next came Austria and Germany 25 each of which had around 25.

Organic producers from other countries were present, but sparsely. Romania and South Africa had a trio each, while Hungary, Greece, Luxembourg, New Zealand and Switzerland each had just one.

A fifth of the visitors crossed a national border to attend the fair, with the US and Japan being the most-represented countries.

In contrast to the physical event, the online edition, launched in the wake of the pandemic, only had 3,100 conversations between exhibitors and sellers – 900 fewer than in 2022.

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