



Wine Paris 2027

Paris, France
February 15-17, 2027

**Show set-up day is February 14*

Wine Paris is one of Europe’s premier trade events for wine and spirits, bringing together producers, importers, distributors, retailers, and hospitality professionals from around the world. Since its launch in 2019, the show has grown rapidly, strengthened by its Be Spirits segment and its reputation for a highly professional, business-focused environment. Attendance continues to rise, reaching more than 63,500 visitors from 169 countries in 2026, with over half of visitors coming from outside France.

A major draw for international buyers, Wine Paris welcomes importers, distributors, retail buyers, specialty shops, wholesalers, on-trade professionals, and industry associations seeking new products and partnerships. The event showcases wines from around the world, from established wine regions to emerging producers, attracting wine merchants, sommeliers and other wine professionals. In addition, the dedicated Be Spirits hall showcases premium and craft spirits, including whiskey, bourbon, rum, gin and liqueurs, alongside beer, cider, ready-to-drink beverages and mixology. This dynamic section attracts buyers from bars, hospitality, distributors and specialty retailers seeking new products and brands.

In 2027, SUSTA will offer showcase desks within the USA Pavilion in both the Wine Paris and Be Spirits sections, highlighting wines, spirits and other alcoholic beverages from the Southern United States and connecting producers with international buyers.

Participation Fee: \$1,425; Early Bird Special: \$1,225 (if you register and pay before August 28, 2026)

Fee Includes:

- Approximately 6 sqm of space with a dedicated demo counter and shared tables and chairs.
- Shipping of up to 100 lbs. of product samples through SUSTA’s designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: November 15, 2026 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA’s Global Events (events@susta.org) team upon registration.

Industry Focus: Wine and Alcoholic Beverages

Product Description: Wines, Spirits, Ready-To-Drinks Beverages (RTD), Beers, Ciders and Mixology

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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