



# 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 participants 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 Be Spirits hall showcases the fast-growing world of premium and craft spirits, featuring whiskey, rum, gin, and liqueurs. This dynamic section attracts buyers from bars, gastronomy, and specialty retailers—and in 2027, it is where SUSTA will host its pavilion, highlighting exceptional spirits from the Southern United States.

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

## Fee Includes:

- 6 sq. meter pod and standard furniture package (demo counter, table 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](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Alcoholic Beverages

**Product Description:** 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!

## Activity Managers

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**If you have a question about an event, feel free to contact us at [events@susta.org](mailto: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.

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