



Millésime BIO

25.26.27
JANUARY 2021



MONTPELLIER EXHIBITION CENTRE
ROUTE DE LA FOIRE, 34470 PÉROLS - FRANCE

THE WORLD FAIR FOR ORGANIC WINES AND OTHER ALCOHOLIC BEVERAGES



OPENING OF EXHIBITOR
REGISTRATIONS
ON 22 JUNE 2020

ONLINE REGISTRATION:
www.millesime-bio.com/en

PLEASE BE AWARE
LIMITED NUMBER OF STANDS
REGISTER NOW!

THE ORGANIC WINE WORLD'S TOP PROFESSIONAL FAIR

THE NO.1 MARKETPLACE OF THE SECTOR

A UNIQUE CONCEPT SINCE 1993

- Created and organised since 1993 by the winemakers of the trade association **Sudvinbio**.
- **Exclusively** restricted to trade **visitors**.
- No marketing excess – identical stands. Let wine make the difference!
- An **inviting, spacious fair** promoting exchange and curiosity of the buyers.
- **Themed areas:** other organic alcoholic beverages, self-service tasting area, Challenge Millésime Bio contest area, conferences, masterclasses...

A FAIR WITH THE PURPOSE TO SERVE ITS EXHIBITORS

- A **revised and optimised** exhibitor/visitor **interactive digital platform** (appointment booking from both sides, data exchange, badge scan...).
- **New in 2021:** Possibility to **contact agreeing buyers** before the exhibition.

More information when you register

AN ADAPTED 2021 FORMULA OF THE FAIR FOR AN EFFICIENT AND SAFE RECOVERY

- **First exhibition for the recovery** after a difficult year due to the global COVID-19 health crisis: in support of exhibitors, **no increase in rates for 2021, payment facilities**.
- An adapted formula of the fair to guarantee everyone's safety with the implementation of **sanitary measures** in accordance with the imposed sanitary guidelines.



MILLÉSIME BIO 2020: KEY FIGURES

- **1300 exhibitors** from more than **20 countries** (+15%).
- **6850 visitors** (+10.5%), **52 nationalities**.
- 95% of surveyed visitors plan to come back in 2021!
- A much-appreciated new ergonomic furniture.



Challenge Millésime BIO CONTEST

THE GREAT INTERNATIONAL EVENT TO PROMOTE QUALITY ORGANIC WINES.

More than 1,600 entries from numerous wine producing countries and regions will be judged by a panel of wine experts. The award-winning wines will be displayed for tasting throughout the three days of the fair in the Challenge Millésime Bio tasting area.

www.challenge-millesime-bio.com/en

THEY TALK ABOUT MILLÉSIME BIO...

EXHIBITORS

Domaine de la Fouquette / FRANCE:
« Millésime bio is a very well organised fair and a must for professionals and winegrowers. »

NOW / ARGENTINE: « We had asked several importers about fairs for organic wines, and we found a good consensus about the good attendance and professional profile of Millésime Bio. We were very satisfied with our first experience. We met a lot of importers who were actively looking for new organic wines. »

Domaine de l'Enclos / FRANCE: « Thanks to the fair, we have 5 new important export partners who have already placed orders. In France, we have about 10 new customers, wine merchants, wholesalers, agents, restaurants... »

VISITORS

Didier BONNEFONT / Auchan / FRANCE:
« Each exhibitor has the same stand size (no oversized stands and excessive marketing), this allows proximity and ease of exchange. It is simpler and therefore more humane than other exhibitions. »

Daisuke TANAKA / Dean&Deluca / JAPON:
« It is an excellent fair! One of my favourites! We are able to talk with the winemaker directly. Both the self-service tasting area and the Challenge Millésime Bio area are very efficient to choose the wines. »