

MILLÉSIME BIO IS ABOUT TO WELCOME 11,000 TRADE VISITORS IN 2024

DIGITAL EVENT:
22-23 January 2024

MONTPELLIER
EXHIBITION CENTRE
29.30.31 January 2024

In 2023, the world's largest exhibition designed for organically produced wines, beers, spirits and ciders welcomed 10,000 buyers. In 2024, its organisers are expecting even higher attendance.

MILLÉSIME BIO, THE PLACE TO BE FOR THE ORGANIC COMMUNITY

In 2024, Millésime BIO, the world's leading exhibition for organic wine and alcoholic beverages, will once again revolve around two headline events: a digital session on 22 and 23 January 2024 followed by the physical fair at the Montpellier Exhibition Centre on 29, 30 and 31 January 2024. By combining two events, the 1,500 exhibitors from twenty countries will be able to engage with the 11,000 or so trade visitors expected.

BUYERS FROM ACROSS THE GLOBE

Millésime BIO is the place where buyers from around the world meet up – wine merchants, sommeliers, restaurateurs, importers, buyers from multiple retail and specialist channels. Twenty percent of visitors come from outside France, covering major consumer countries – the United States, Germany, the United Kingdom, Belgium, Switzerland and Northern Europe – along with markets in Eastern Europe and Asia-Pacific.

NEW FEATURES

To coincide with the centenary of the publication of 'Agriculture Course', the farming manifesto by the Austrian founder of biodynamics, Rudolf Steiner, an area has been designed in the



SAVE THE DATE

17-18 JANUARY 2024: 2024 CHALLENGE MILLESIME BIO INTERNATIONAL CONTEST, THE GLOBAL COMPETITION FOR ORGANIC WINES AND BEERS

As a showcase for excellent organic products, the next competition will take place on 17 and 18 January 2024. Some 2,000 wines and 150 beers will be competing. Award-winning wines and beers selected by panels of leading professionals will be featured at the Millésime BIO Challenge Bar where they can be tasted at attendees' leisure. In 2024, awarded wines and beers will be scored out of one hundred points for the first time, echoing the international rating system. The medals have also been redesigned and a special beer medal will be unveiled shortly.

Registrations will open on 2 November 2023 – www.challenge-millesime-bio.com

PRESS CONTACTS: CLAIR DE LUNE AGENCY

Raphaëlle Amaudric – +33 (0)4 72 07 42 41 – raphaelle.amaudric@clairdelune.fr
Samantha Druon – +33 (0)4 81 13 15 21 – samantha.druon@clairdelune.fr

walk-up tasting area to allow visitors to taste a **selection of Demeter or Biodyvin-certified** wines at their leisure. The two leading endorsements both incorporate the principles of organic farming in their production specifications. There will also be a selection of Austrian wines in honour of the Austrian philosopher who sowed the seeds of biodynamic farming. In the same self-service tasting area, a brand-new corner will feature **bulk-wine samples** and a classified wall will present available inventories to allow people in the bulk sector to connect with each other more easily. Another exhibition highlight is the **innovative competition** Millésime BIO has launched together with Vitisbio, **'La Biodiversité, c'est mon domaine!'** The competition will award practices used by organic winegrowers who have made a pledge to protect biodiversity. It will tackle four main areas – areas with grass cover, wooded areas, other habitats and the range of crops on the farm. The jury will be composed of biodiversity professionals, including representatives of the Hérault Chamber of Agriculture and the French bird protection league LPO. The exhibition will also feature several **masterclasses** focusing on wines and beers as well as a **preview presentation of Circana/Millésime BIO** research analysing the dynamics of organic purchases on a channel-by-channel basis.



“2023 proved to be an exceptional exhibition marked by the thirtieth anniversary of Millésime BIO. But 2024 holds great promises – initial feedback from trade visitors indicates that they will attend in even greater numbers. Concurrently with this, there is a growing determination to reach out to consumers and convey a positive message about organic products. The present-day Millésime BIO is not only the largest marketplace in the world for organic wines and alcoholic beverages, but also a brand name – in a good sense – whose reputation extends well beyond the trade. This awareness comes with responsibilities, one of which is for us to contribute to educating consumers about organic wine”.

Nicolas Richarme, chairman of SUDVINBIO

NEW – ORGANIC WINE CELEBRATED IN CELLARS, RESTAURANTS AND WINE BARS IN MONTPELLIER

For the first time ever, SUDVINBIO is launching the Organic Wine Festival in partnership with the Montpellier City Council, Hérault CCI and the Tourist Information Office. This large-scale organic wine celebration will invite wine merchants, restaurants and wine bars in Montpellier to showcase their organic wine selections to the public. Held from 27 January to 3 February 2024, the drive will also feature a major conference delivered as part of the Agora des Savoirs, which has become one of the focal points of cultural and scientific life in Montpellier. A series of events, including workshops and tastings, will take place on Saturday 3 February at the Tourist Information Office. The full programme will be presented in due course.

MILLÉSIME BIO, THE WORLD'S LEADING EVENT FOR ORGANIC WINE AND ALCOHOLIC BEVERAGES

With 1,500 exhibitors from twenty countries, Millésime BIO is the largest organic wine exhibition in the world, attracting several thousands of trade buyers from the main consumer countries along with new markets every year. Since 2019, it has also been open to organic beers, spirits and ciders. Millésime BIO is organised by SUDVINBIO, the Occitania organic winegrowers' association which bring together producers and marketers from the Occitania region, Europe's largest organic region.
www.millesime-bio.com

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