

WOW!

WELCOME TO
THE ORGANIC
WORLD

**WOW! is a featured exhibit
and tasting area within
Vinexpo America | Drinks America.**

This area showcases organic and Biodynamic®
wines and spirits from around the world.

Buyers looking for these specific products
can't miss the WOW! pavilion.

Ensure your organic and Biodynamic® products
are easily located by these buyers.



MARCH 9-10 2022

NEW YORK

Jacob K. Javits Center - Hall 3
VinexpoAmerica.com | DrinksAmerica.com

WHY EXHIBIT?

1 THE GROWING U.S. MARKET

- **30%** of U.S. wine consumers are interested in organic wines⁺
- U.S. organic wine sales are expected to post **14.3%** growth by 2022^{*}
- Organic wine's share of the total wine category is expected to reach **3.4%** by 2023⁺
- Alcohol consumption in the U.S. was up by **2%** in 2020, its largest gain since 2002⁺

Sources:

^{*}Nielsen, YoY 2015 - 2016 report

^{*}IWSR Drinks Market Analysis - published 2019

⁺IWSR Market Analysis June 2021

2 A COMPREHENSIVE OFFER

- An affordable, turnkey concept: **\$2,995**

(See page 2 for details)

Rate is in US dollars



3 STRATEGIC POSITIONING

- Prominently located in the exhibit hall
- Increased visibility to buyers
- Dedicated signage

4 EXPOSURE TO TOP BUYERS

- Access buyers from across the US and Canada
- Arrange business meetings in advance with top buyers
- Be featured in event marketing
- Leading trade publications from around the world attend and cover the events

What WOW! Includes:

- Glasses
- Porter service
- Ice
- Cold storage
- 1 - Identification sign
- 1 - Table
- 2 - Chairs
- 3 - Exhibitor badges
- 1 - Company listing in event materials, mobile app & website
- **Unlimited** visitor invitations
- Access to:
 - Business matchmaking service to schedule on-site meetings in advance
 - Online exhibitor education program produced with the Wine Business Institute at Sonoma State University



An event by **VINEXPOSIUM.** | **diversified**
COMMUNICATIONS

READY TO WOW! BUYERS?

> **WOW! CONTRACT**

Reserve your space by
contacting our sales team:



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