

# 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.

**VINEXPO**  
AMERICA

**DRINKS**  
AMERICA

**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<sup>+</sup>
- U.S. organic wine sales are expected to post **14.3%** growth by 2022<sup>\*</sup>
- Organic wine's share of the total wine category is expected to reach **3.4%** by 2023<sup>+</sup>
- Alcohol consumption in the U.S. was up by **2%** in 2020, its largest gain since 2002<sup>+</sup>

Sources:

<sup>+</sup> Nielsen, YoY 2015 - 2016 report

<sup>\*</sup> IWSR Drinks Market Analysis - published 2019

<sup>+</sup> 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:



**Marjorie Ferris**  
Exhibit Sales Manager  
1-207-842-5631  
mferris@divcom.com

[vinexpoamerica.com/wow](http://vinexpoamerica.com/wow)

