

BWW

BARCELONA WINE WEEK
THE SPANISH WINE EVENT



6-8.02.23

The Spanish
wine event

Hall 8
Montjuïc venue

BWW

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Barcelona Wine Week is an experience for the senses, where wine, wineries, the land, the stories and the singularities of each place and vintage will hold centre stage in this unique, ground-breaking event. One that will raise the profile on the enormous regional diversity of Spain's wine heritage and help promote it in the international market.

BWW is organised by Alimentaria Exhibitions and will take place 6th to 8th February 2023 at the Montjuïc venue of Fira Barcelona.



BWW

BARCELONA WINE WEEK

THE SPANISH WINE EVENT

Barcelona Wine Week, more than an event...
a 360° view of wine



360°

A journey through the land
An international business platform
A hub of knowledge and culture
A space that highlights brand value
A showroom with the best products
A place for inspiration
A learning opportunity
A sensory experience
A trend thermometer

#BWWBUSINESS
#BWWEXHIBITION
#BWWHUB
#BWWGASTRONOMY

At BWW we innovate, we promote, we transform...
And we do it by and for the sector with an event
that is made up of all its stakeholders.

Barcelona Wine Week,
a true platform for business and opportunities,
a space for networking and internationalisation

We are a genuine platform for business and opportunities for all industry stakeholders: wineries, national and international distributors, importers, brokers, etc.

We invite key national and international buyers to make business happen. We arrange face-to-face meetings as well as several quality networking events.

A unique event model that drives new forms of business and raises the visibility of the wine market to new heights

+20,000	+1,300
SECTOR PROFESSIONALS	DOMESTIC BUYERS INVITED
+500	+8,000
INTERNATIONAL BUYERS INVITED	B2B MEETINGS

#BWWBUSINESS

BWW invests in loyalty programmes and invitations to high-level national and international buyers:

HOSTED BUYERS PROGRAMME

We are inviting 500 specialised buyers interested in our market who will be able to meet with selected exhibitors. Each hosted buyer will hold a minimum of 10 meetings.

VIP BUYERS PROGRAMME

We guarantee the presence of more than 1,300 domestic buyers from the sector (distributors, wholesalers, retailers, etc.), with proven purchasing power.

BWW provides exhibitors and visitors with strategic tools to promote contacts and business opportunities:

RECOMMEND PROGRAMME

Free programme for exhibitors (direct and co-exhibitors). Recommend us to the buyer of your choice and you will be able to meet them during the event. We will arrange for you to join our buyer invitation programmes, also guaranteeing confidentiality.

EXHIBITORS AND PRODUCTS CATALOGUE

As a visitor, you can filter and identify the companies and products most to your interest, locate them on the show floor plan and generate contacts and favourites.

B2B MEETINGS

We have a state-of-the-art digital tool, the BWW Matchmaking System, which permits exhibitors and buyers to schedule meetings. Easy to use and intuitive, it is equipped with a powerful interface that allows users to communicate based on their preferences and interests.

BWW APP

As a visitor, you can plan your visit and access all the trade show information from your mobile phone: opening hours, access, transport, congresses, activities, speakers...

A space to unveil the quality of the product
and empower the unique properties of each brand

An exhibition where the product takes centre stage
A proposal where brands gain value
An innovative design with enormous visual impact
An equal opportunity model that promotes uniformity among exhibitors
A reflection of the best of tradition and the latest trends
More than 700 exhibitors

#BWWEXHIBITION

BWW LANDS

BWW Lands proposes a journey through the country's different wine-producing regions, highlighting each area's rich wine-growing heritage and singularities.

A sector where wineries are mainly organised under the umbrella of their designation of origin and other quality seals, under a packaged, turnkey format.

BWW is a true reflection of the market. That's why we accommodate all types of wines: Vinos de Pago (VP), with Denominación de Origen Calificada (DOCa), with Denominación de Origen (DO), Vinos de Calidad (VC), Vinos de la Tierra (VT) and Table Wines.

We also provide new entrepreneurs with affordable formats to encourage their participation.

BWW BRANDS

BWW Brands highlights the history and identity of each brand.

A sector aimed at wineries, winery groups and multi-brand distributors who prefer a free-design corporate presence.

BWW COMPLEMENTS

BWW Complements showcases equipment, utensils, wine accessories, services and publications, with a freely designed corporate presence.

A meeting place for knowledge, culture,
experimentation and innovation

A unique multidisciplinary laboratory.
An extensive programme of conferences,
tastings, round tables and training sessions.
A dynamic space to enjoy uniquesensory
experiences.

#BWWHUB

**A SPACE FOR
KNOWLEDGE**

Guided tastings
Conferences Talks
Panel discussions
Wine Bar

**A SPACE FOR MACRO
TRENDS IN THE INDUSTRY**

Innovation
Digitalisation
Sustainability
Internationalisation
and business

**A SPACE FOR
WINE TOURISM**

Wine tourism
Gastronomy



A concept to enhance the value of wine in the restaurant industry
A proposal to highlight the Mediterranean diet
and the nutritional value of wine

#BWVGASTRONOMY

An atmosphere where you can relax
and enjoy the creations of top chefs.
A space where the blessings of our
gastronomy can be showcased.
A place to enjoy unique and
original pairings.



BWW is the first major wine event on the international calendar.
«Undoubtedly, one of the factors that makes Spain a wine-producing power is the great variety of types of wines it produces, some of which are even unique in the world.»

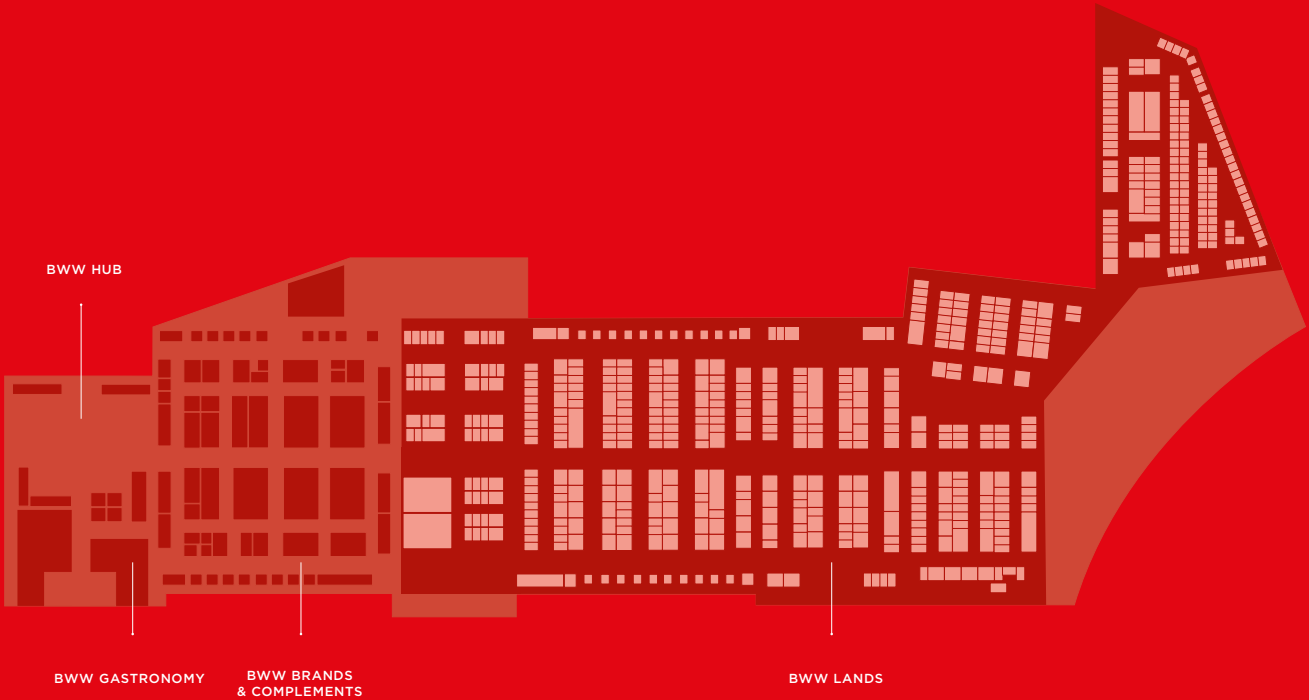
JOSÉ LUIS BENÍTEZ
General Manager of the Spanish
Wine Federation (FEV)

Barcelona Wine Week
a unique tour of Spanish wine-growing
regions in an area of 20,000 m²

Barcelona Wine Week
has a unique, transformational
design that highlights the
country's wine-growing
heritage and the singularities
of each region.

An event in which the product,
experience and knowledge take
centre stage.

Fira de Montjuïc *
Hall 8



* Provisional plan subject to change



BWV LANDS

A unique spatial design that proposes a journey through the different designations of origin in the country, highlighting its rich wine heritage and the singularities of each area

With its unique, transformational and inspiring setting, Barcelona Wine Week aims to be the benchmark event for the industry and to faithfully reflect the particular features of the Spanish wine scene.

JAVIER PAGÈS
President of the DO Cava
and President of the Trade Show



BWW BRANDS & COMPLEMENTS

A space that highlights the essence, history and identity of each brand using the design of each winery, group, multi-brand distributor or accessories company

«Spanish producers know what to do and do it well. Spain needs wine fairs like BWW. This show is a good first step. They should come.»
(La Vanguardia)

THOMAS MATTHEWS
Editor-in-Chief of
Wine Spectator.

BWW has the support of the main national wine institutions and organisations and is positioned as a key player in the consolidation and internationalisation of the Spanish wine market

Sector data in Spain

4,133
WINE CELLARS
(data from 2020)

964,000
HECTARES OF VINEYARDS
(data from 2021)

3.rd
LARGEST PRODUCER
WORLDWIDE

1.st
LARGEST ORGANIC WINE
PRODUCER WORLDWIDE

Wine exports

2,300 M L
1.ST LARGEST EXPORTER IN
VOLUME WORLDWIDE
(data from 2021)

2,914 M €
3.RD LARGEST WORLD
EXPORTER BY REVENUE
(data from 2021)

Source: Spanish Wine Federation
(FEV in its Spanish initials)

«BWW demonstrates that Spain is one of the most important wine-producing powers in the world, while it maximises the visibility of our wines in markets that already acknowledge our quality and others where we envisage interesting opportunities to position our wines among the most attractive and innovative products on the market, so as to better their acceptance.»

MARÍA NARANJO
Director of ICEX's Food
and Gastronomy Division

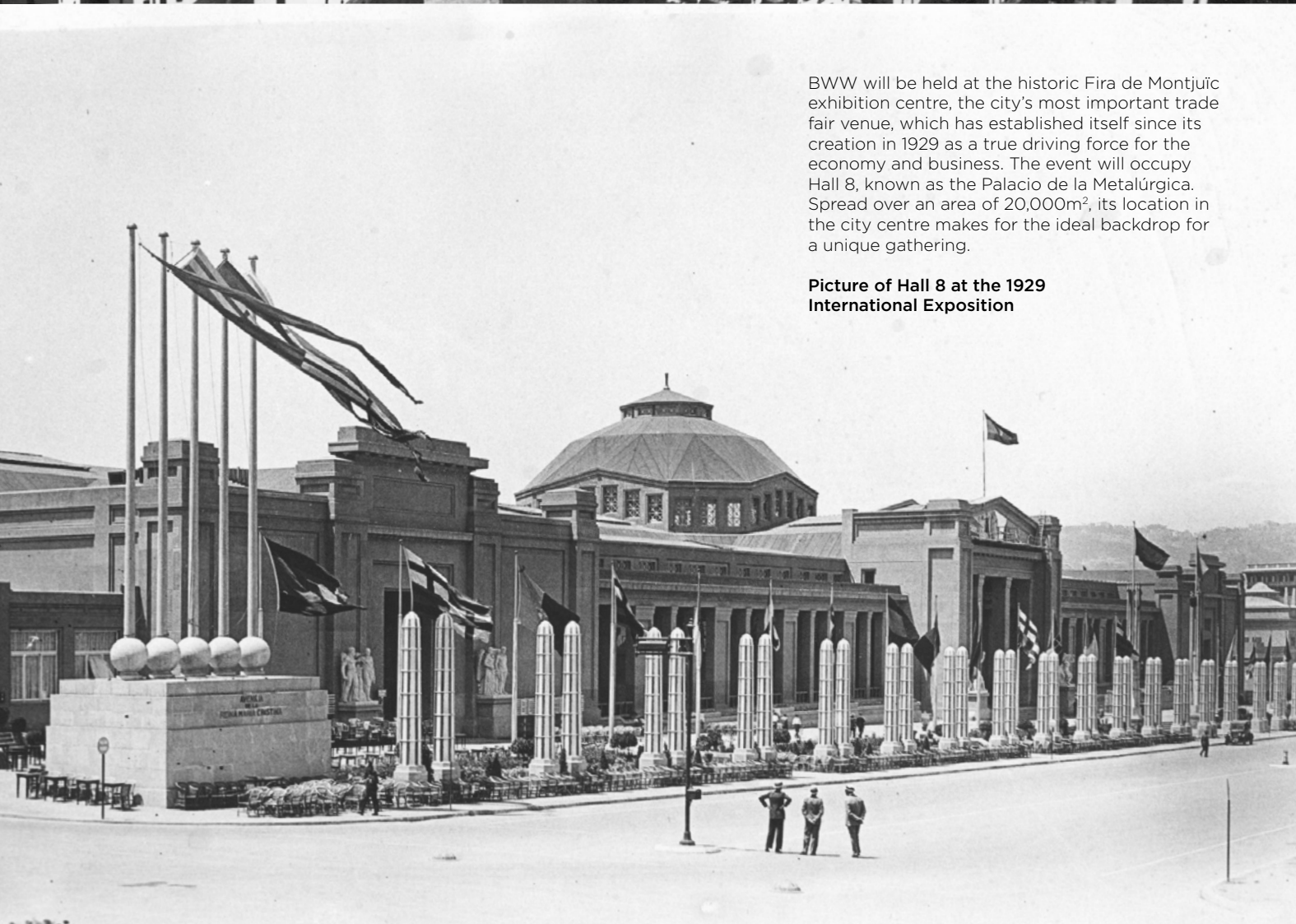




A one-of-a-kind event,
in a unique and historic venue



Barcelona, our image,
our values



BWW will be held at the historic Fira de Montjuïc exhibition centre, the city's most important trade fair venue, which has established itself since its creation in 1929 as a true driving force for the economy and business. The event will occupy Hall 8, known as the Palau de la Metal·lúrgica. Spread over an area of 20,000m², its location in the city centre makes for the ideal backdrop for a unique gathering.

**Picture of Hall 8 at the 1929
International Exposition**



**Barcelona, international business city
and top food capital.**

BWW takes its name from its host city, as it shares the values it conveys: Mediterranean, international, dynamic, cultural and food loving.

By locating the event in a cosmopolitan city with a high international impact, we align ourselves with more innovative and contemporary ways of working, where knowledge and experience empower new ways of doing business.

#BarcelonaWineWeek

Contact us!
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