

BWW

BARCELONA WINE WEEK



4-6.04.22

The spanish
wine event
2nd edition

Hall 8
Montjuïc venue

Barcelona Wine Week
The Spanish Wine Event 2nd edition

Barcelona Wine Week is an experience for the senses. 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 to promote it in the international market.

BWW is organised by Alimentaria Exhibitions and will be held 4-6 April 2022 at the Montjuïc fairground of Fira de Barcelona.



BWW
BARCELONA WINE WEEK

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 to showcase brands
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 represents each and every stakeholder.

Barcelona Wine Week,
an authentic 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
SECTOR
PROFESSIONALS

+1.300
DOMESTIC BUYERS
INVITED

+350
INTERNATIONAL
BUYERS INVITED

+4.000
B2B MEETINGS

#BWWBUSINESS

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

HOSTED BUYERS PROGRAMME

We are inviting 350 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 across 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

As an exhibitor, you can refer us to the buyer of your choice and they will meet with you during the event. We will arrange for them to join our buyer invitation programmes, evidently guaranteeing all 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 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

A trade fair where the product takes centre stage
A proposal where brands gain value
An innovative design with enormous visual impact
An egalitarian model that promotes uniformity among exhibitors
A reflection of the best of tradition and the newest trends
More than 600 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 unique sensory
experiences.

#BWWHUB

**A SPACE FOR
KNOWLEDGE
AND CULTURE**

Guided tastings
Tastings with food
and wine pairing
Conferences
Presentations
Round tables
Wine tourism
Sustainability

**A SPACE FOR
DIGITAL
TRANSFORMATION**

Apps and start-ups
Digital Lab

**A SPACE FOR
INTERNATIONALISATION**

Markets
Networking



A concept to enhance the value of wine in restaurants
An idea that complements the Mediterranean diet
and the nutritional value of wine

#BWWGASTRONOMY

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.»

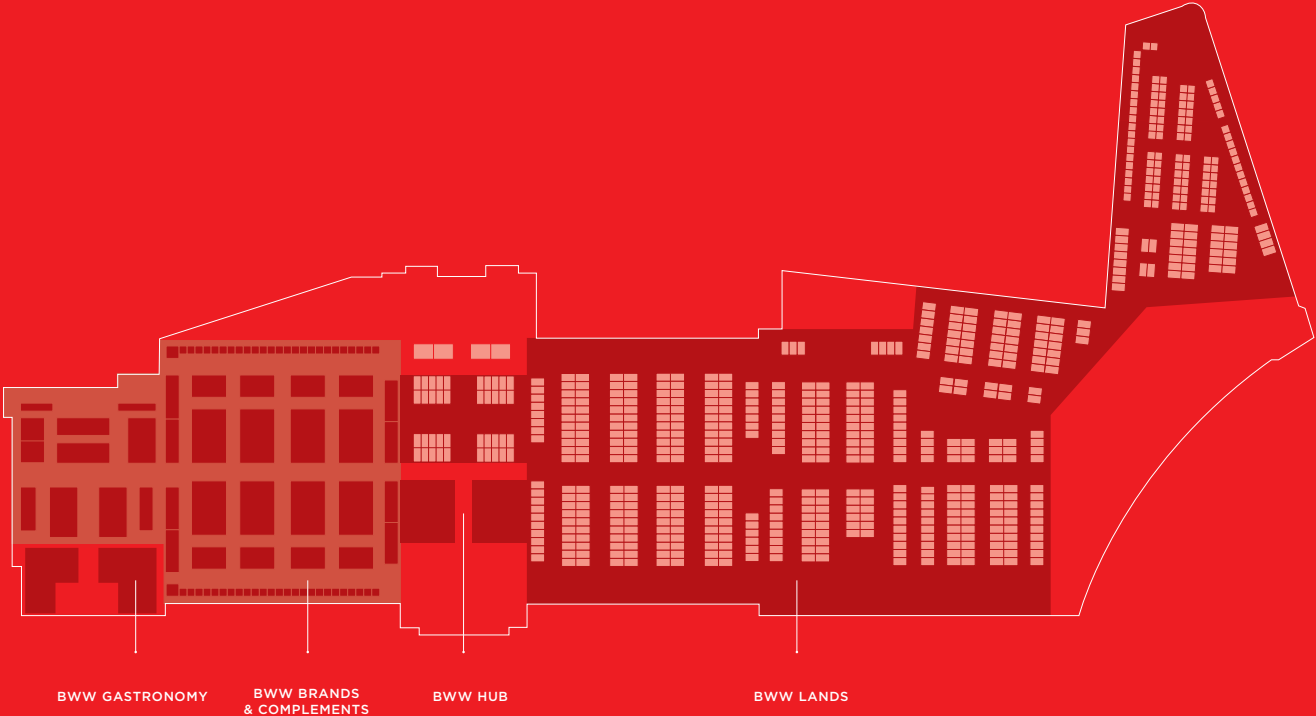
JOSÉ LUIS BENÍTEZ
General Manager of the Spanish
Wine Federation (FEV)

Barcelona Wine Week
a unique tour of the Spanish wine
country over 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



BWW 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 DO Cava
and President of the 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

«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

Quality achieves prestige abroad

Spanish wine is fast moving ahead with its internationalisation, enjoying a growing presence in foreign markets. At the same time, domestic consumption is on the rise, reactivated by the growing demand from new customers and a loyal home base.

The main destinations for Spanish wines are the United Kingdom, Germany and France, although the most significant upturns have occurred in the USA, Canada, Mexico, Italy, China and Ireland.

The need for a national event to reaffirm and further boost this potential with new and creative ideas is essential. But there is no change without transformation. That is why Barcelona Wine Week proposes a unique event where experience and knowledge lead to new forms of business.

Data on the sector in Spain

4.373
WINE CELLARS

949.565
HECTARES OF
VINEYARDS PLANTED

3.rd
LARGEST WINE PRODUCER
WORLDWIDE

1.st
LARGEST ORGANIC WINE
PRODUCER WORLDWIDE

Wine exports (2018)

21 M HL
1st LARGEST EXPORTER IN
VOLUME WORLDWIDE

2.700 M€
3rd LARGEST WORLD
EXPORTER BY REVENUE

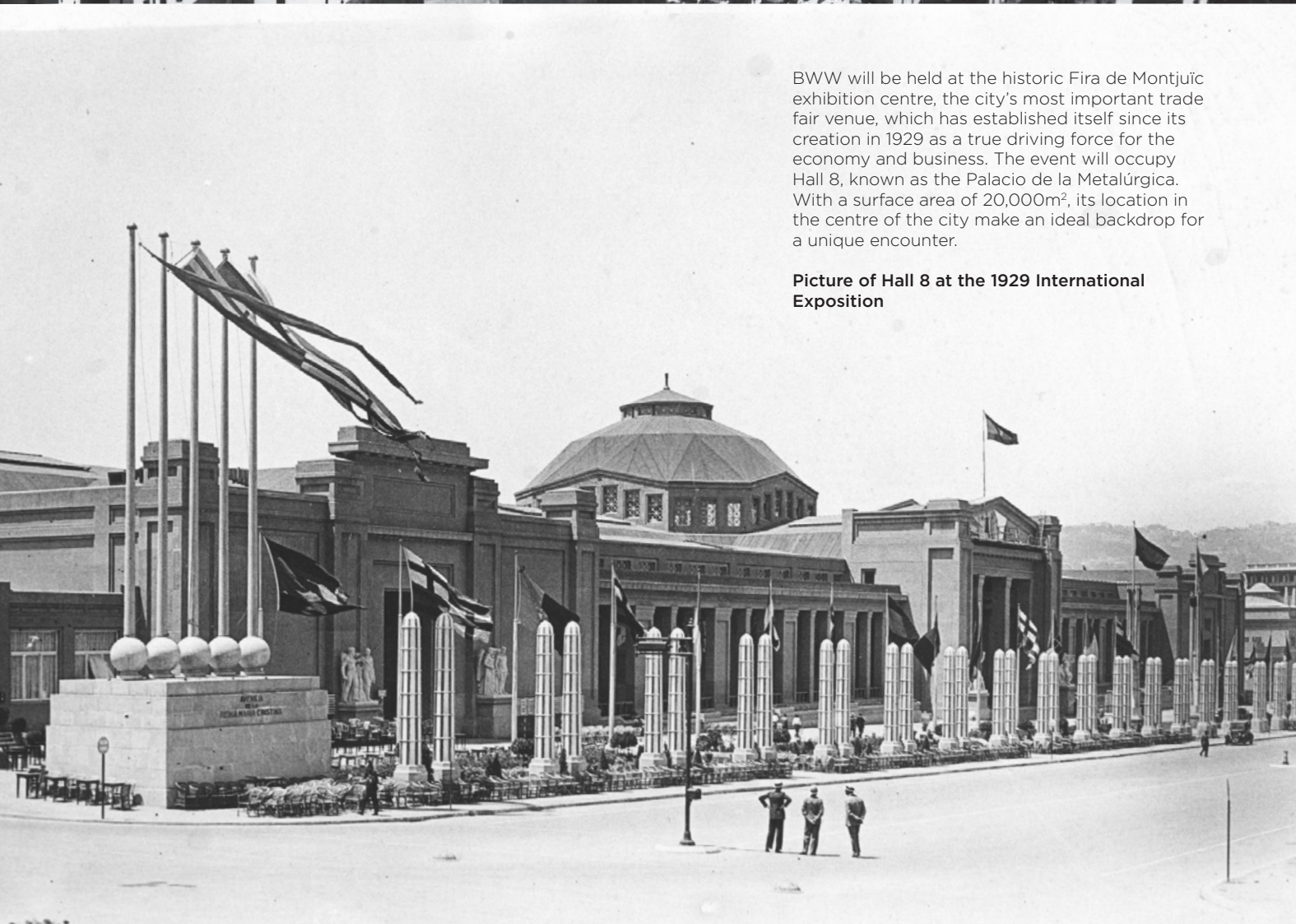
Source: Spanish Wine Federation
(FEV in its Spanish initials)



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

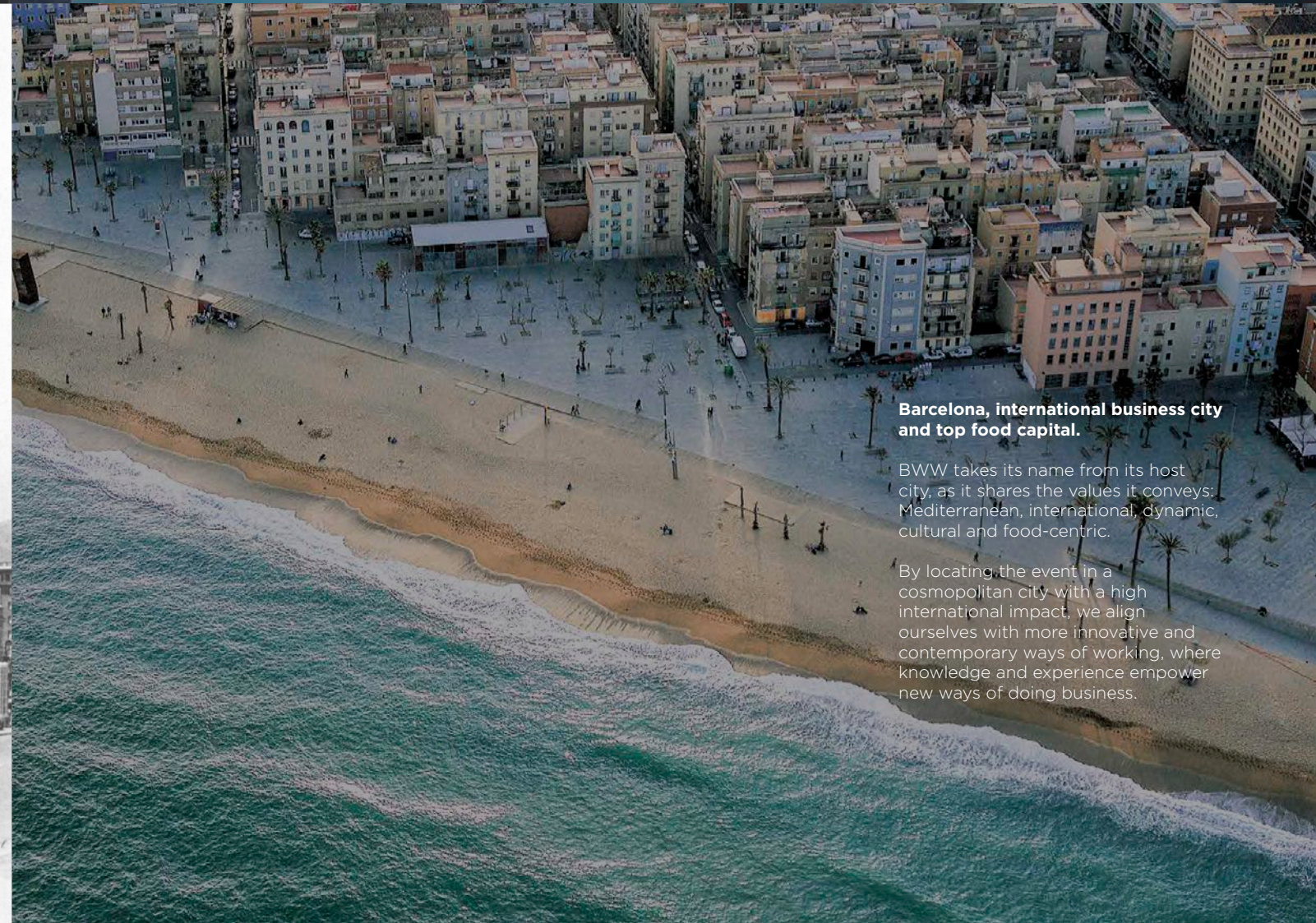


Barcelona, our image,
our values



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 Palacio de la Metalúrgica. With a surface area of 20,000m², its location in the centre of the city make an ideal backdrop for a unique encounter.

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-centric.

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!

www.barcelonawineweek.com

Ferran Escardó

fescardo@alimentaria.com

T. (+34) 93 567 96 89

M. (+34) 603 853 603

Daniel Rodríguez

drodriguez@alimentaria.com

T. (+34) 93 452 07 25

M. (+34) 650 647 019

Estela Portela

eportela@alimentaria.com

T. (+34) 93 567 96 86

M. (+34) 627 519 558

Lluís Arribas

larribas@firabarcelona.com

T. (+34) 93 233 29 95

M. (+34) 662 322 139

Alimentaria Exhibitions

www.alimentariaexhibitions.com

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