

Discover the  
best vintage of  
Spanish wine

3-5.02.2020

Barcelona Wine Week  
The Spanish Wine Event

This is not like any ordinary trade fair. It is more like a journey through different landscapes, imbibing the essence of the places visited. Barcelona Wine Week hopes to offer you new experiences, where wine, the land on which it is grown, wineries, the history and distinctive features of each place and vintage are at the heart of a unique, disruptive event, designed to raise awareness of the great diversity of Spanish wine-making regions and promote the Spanish wine industry in the international market.

BWW, a new experience for the sector, is organised by Alimentaria Exhibitions and will take place from 3 to 5 February 2020 in the Fira de Montjuïc precinct, 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 knowledge and culture hub  
A hub for raising brand awareness  
A showcase for the best products  
A place for inspiration  
A chance to learn  
A sensory experience  
A way to track trends

**#BWWBUSINESS**  
**#BWWEXHIBITION**  
**#BWWHUB**  
**#BWWGASTRONOMY**  
**#BARCELONACOCKTAILART**

At BWW we innovate, promote and transform, considering the  
needs of the sector to design an event that represents and raises  
the profile of all those involved



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

A unique event, promoting new  
forms of business and raising  
the profile of our market

15.000+  
SECTOR PROFESSIONALS

300+  
HOSTED INTERNATIONAL BUYERS

1.000+  
NATIONAL BUYERS INVITED

5.800+  
B2B MEETINGS

# #BWWBUSINESS

We are a platform promoting business and providing opportunities for all agents in the sector: wineries, national and international distributors, importers, brokers, etc.

We invite key national and international buyers to facilitate the development of business, setting up face-to-face meetings, organising quality networking events and ensuring the event has significant impact in the specialist press and media.

BWW invests in two programmes to involve top national and international buyers:

## HOSTED BUYERS PROGRAMME

We are inviting 300 top international buyers, who will meet all exhibitors who would like to speak to them. These are highly specialised buyers who are interested in our market. Each hosted buyer will take part in at least 10 meetings with selected exhibitors.

## VIP BUYERS PROGRAMME

A programme that ensures the presence of over 1,000 national buyers in the sector (distributors, wholesalers, retailers, etc.) with accredited decision-making and purchasing authority.

BWW makes four tools available to exhibitors and visitors to develop contacts and business opportunities:

## RECOMMEND PROGRAMME

Recommend a buyer and you will be able to meet them during the event. We will include them in our programmes for inviting buyers, treating your recommendation as confidential, of course.

## CATALOGUE OF EXHIBITORS AND PRODUCTS

The catalogue identifies companies and products of interest, shows their location on a map of the hall and generates contacts and favourites.

## B2B MEETINGS

BWW Matchmaking System is an advanced digital tool that enables us to schedule meetings between exhibitors and buyers. Easy to use and intuitive, it has a powerful interface that allows users to communicate according to their preferences and interests.

## BWW APP

Plan your visit and access all the information about the event from your mobile: times, access, transport, conferences, activities, speakers, etc.



Highlighting the quality of the product  
and the unique features of each brand

An exhibition where the product is the centre of attention  
An event where brands gain value  
An innovative design with great visual impact  
A model that promotes equal opportunity among exhibitors  
Bringing together the traditional sector and new trends  
Over 600 exhibitors

# #BWWEXHIBITION

## BWW LANDS

BWW highlights the value of the product and the characteristics of each area.

We aim to be a true reflection of today's market, including all types of wine: estate wines, designated origin (DO) wines, regional wines (VT), quality wine with protected geographical indication (PGI), etc. More sustainable trends are also included: organic wine, biodynamic wine and natural wine.

Economic exhibition formats are available to encourage the participation of new entrepreneurs.

## BWW GROUPS

A space for wine-making groups, large wineries and multi-brand distributors, showcasing their character and identity.

## BWW SPECIAL & SPARKLING WINES

This section focuses on special wines, such as fortified wines, liqueur wines and mistela. It also provides an opportunity for visitors to get to know our country's impressive range of sparkling wines.

## BWW COMPLEMENTS

Equipment, utensils, wine accessories, services and publications.

An event where knowledge, culture, experimentation  
and innovation meet

A unique multi-disciplinary laboratory  
An extensive programme of talks, tastings, round tables, training sessions, etc  
Unique sensory experiences in a dynamic environment

# #BWWHUB

## A SPACE FOR INFORMATION

Guided tastings  
Tastings with food pairings  
Knowledge pills  
Storytelling

## A SPACE FOR THE DIGITAL TRANSFORMATION

Apps and start-ups  
Digital Lab

## A SPACE FOR CULTURE

Wine & music  
Wine & art  
Wine & film  
Wine & history  
Wine & literature  
Wine tourism, etc.

## A SPACE FOR INTERNATIONALISATION

Markets  
Networking



A space for gastronomy  
Focusing on the Mediterranean diet and the  
nutritional value of wine

#BWWGASTRONOMY

A setting to relax in and enjoy the creative  
work of the best chefs, highlighting the  
virtues of our cuisine.  
An opportunity to enjoy unique, original  
food and wine pairings.



An exclusive section devoted to the preparation of cocktails  
Introductory training programme

#BARCELONA  
COCKTAILART

BARCELONA  
COCKTAIL  
ART LIVE SPIRITS

Barcelona Cocktail Art is a  
section where you can find  
new ideas and innovative  
products in the world of  
cocktails. Visitors and  
influencers can discover  
brands and meet exhibitors  
and professionals working  
in the sector in this country  
and abroad. An original  
space which features training,  
presentations, workshops,  
master classes and tastings,  
led by national and  
international experts in trends  
and sustainability.





“This new approach is based on a journey through Spain’s wine-growing regions, using them as points of reference, in just the same way as the choice of one wine or another at the point of sale may be determined by the variety of grape.”

**JOSÉ LUIS BENÍTEZ**  
Director-General of Federación Española del Vino (FEV)

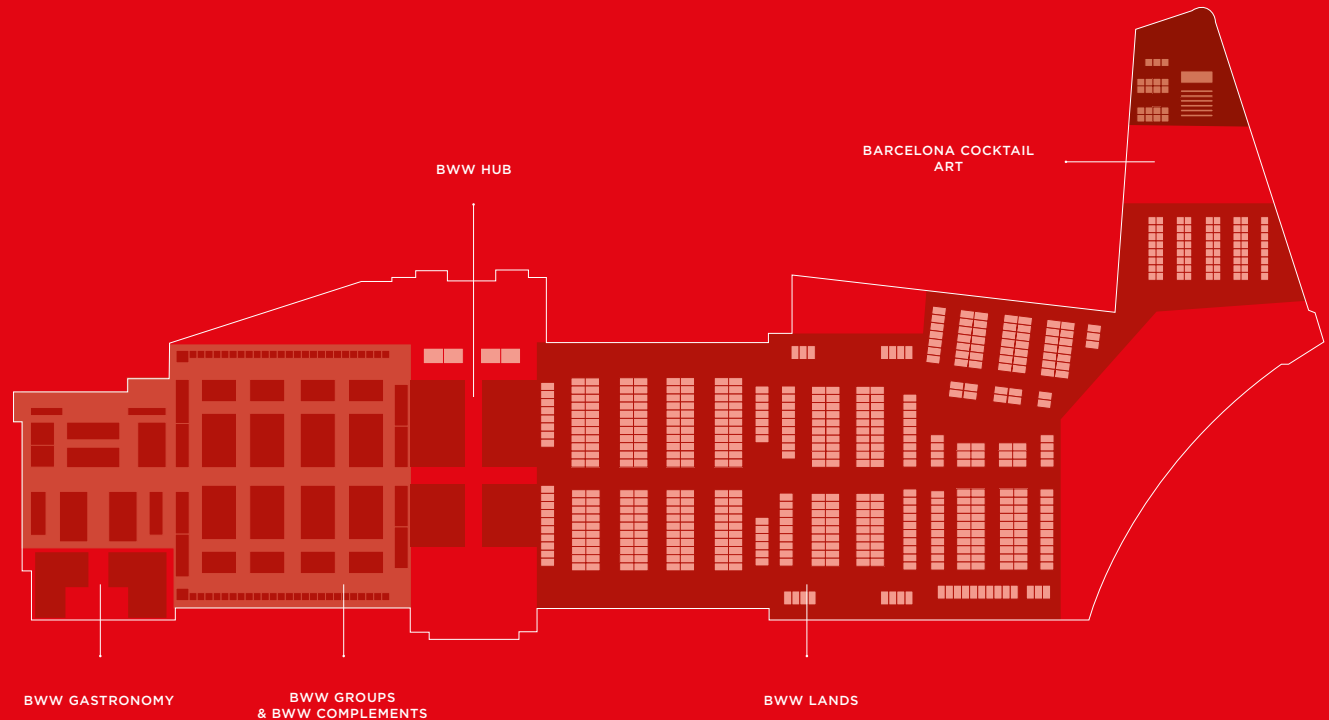


Barcelona Wine Week,  
a unique journey through Spain’s wine-growing  
regions in a 20,000 m<sup>2</sup> venue

**Barcelona Wine Week  
makes its debut with a  
revolutionary design that  
highlights the wealth of  
the country’s wine-growing  
regions and the distinctive  
features of each area.**

It is an unrivalled exhibition  
platform, where products,  
experience and expertise are  
in the spotlight.

Fira de Montjuïc  
Hall 8





## BWW LANDS

An original layout that highlights the country's rich variety of wine-growing regions and the distinctive features of each of them



Barcelona Wine Week is “a unique, transformational and inspirational event, whose aim is to become a model showcase for the sector and a faithful reflection of the distinctive features of the Spanish wine-making scene.”

**JAVIER PAGÈS**  
President of DO Cava and Chair of BWW



All rendering is subject to possible changes.



BWW has its origins in the 40-year history of Alimentaria-Intervin and has been created to offer the sector a unique, disruptive platform, which will enable its representatives to learn, travel, have new experiences and do business

BWW has the support of Spain’s main wine-producing institutions and organisations and is positioned to play a key role in consolidating the wine market and expanding it internationally

“BWW will demonstrate that Spain is one of the world’s most important wine producers, maximising the visibility of our wines in markets where their quality is already recognised and in others where we foresee interesting opportunities for positioning our products, which are among the most attractive and innovative in the market, with a view to increasing demand for them.”

**MARÍA NARANJO**  
Director of Foodstuffs and Gastronomy, ICEX

**International recognition**

The international growth of Spanish wine is accelerating, with an increasingly strong presence in foreign markets. Sales in this country, reactivated by domestic consumption and demand from new consumers, are also experiencing growth.

Spain's largest customers are the United Kingdom, Germany and France, although the fastest growing markets are the USA, Canada, Mexico, Italy, China and Ireland.

**There is a fundamental need for a national event to consolidate and promote all this potential with new, creative ideas. But there will be no changes without a transformation. Barcelona Wine Week thus proposes a unique event where experience and knowledge contribute to new types of business.**



Source: infographics in *La Semana Vitivinícola*

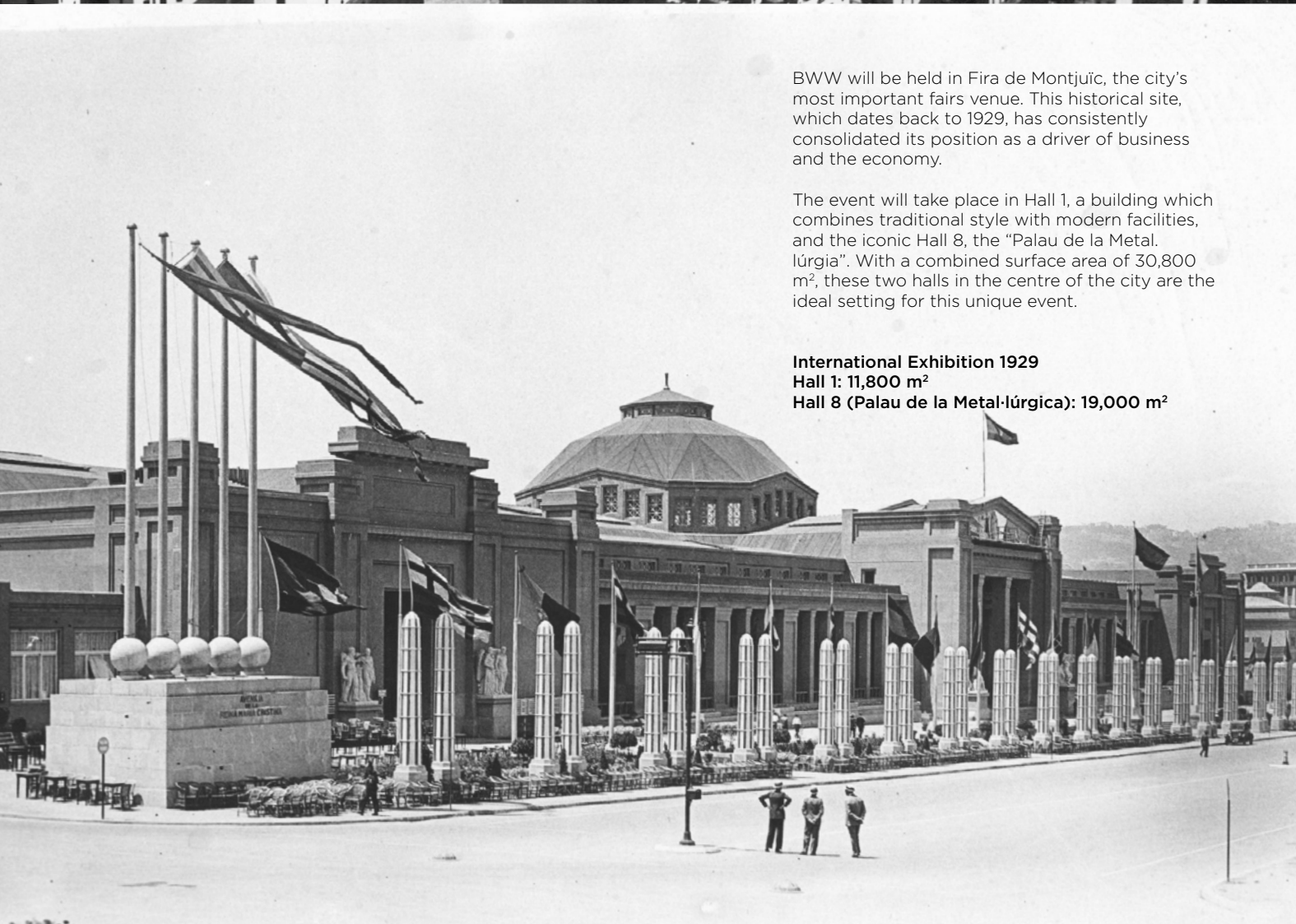




A unique event in an outstanding historical venue



Barcelona, our image, our values



BWW will be held in Fira de Montjuïc, the city's most important fairs venue. This historical site, which dates back to 1929, has consistently consolidated its position as a driver of business and the economy.

The event will take place in Hall 1, a building which combines traditional style with modern facilities, and the iconic Hall 8, the "Palau de la Metal·lúrgica". With a combined surface area of 30,800 m<sup>2</sup>, these two halls in the centre of the city are the ideal setting for this unique event.

**International Exhibition 1929**  
Hall 1: 11,800 m<sup>2</sup>  
Hall 8 (Palau de la Metal·lúrgica): 19,000 m<sup>2</sup>



**Barcelona, international business city and gastronomic capital**

BWW shares many values with the city hosting it, as both are Mediterranean, international, dynamic and have a keen interest in culture and gastronomy.

By locating the event in a cosmopolitan city with an international reputation, we identify with innovative, contemporary ways of working, where knowledge and experience foster new ways of doing business.



## #BarcelonaWineWeek

### Contact us!

[www.barcelonawineweek.com](http://www.barcelonawineweek.com)

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#### Alimentaria Exhibitions

[www.alimentariaexhibitions.com](http://www.alimentariaexhibitions.com)

Alimentaria  Exhibitions

