



WINE WARSAW EXPO 2. EDITION

POST SHOW REPORT 2025

11-13 | 03 | 2025 POLAND, WARSAW



**PTAK
WARSAW
EXPO**


ufi
Member

www.winewarsawexpo.com

TRADE FAIR AND CONFERENCE PARTNERS



POLISH CHAMBER
OF COMMERCE



 **KDCP**
Kancelaria Doradztwa Celnego i Podatkowego
RUTKOWSKI & WSPÓLNICY





WINE

WARSAW EXPO

2. EDITION



REVOLUTIONARY TECHNOLOGICAL SOLUTIONS IN POLAND

Wine Warsaw Expo is an event dedicated to wine industry professionals, producers, importers, distributors, and sommeliers looking for the latest trends, flavors, and solutions related to the wine market. The fair presents a wide range of wines from different regions of the world, modern wine-making technologies, wine accessories, and solutions for the catering and HoReCa sectors. The event also focuses on education through tastings, sommelier training, expert presentations, and industry panels, providing a comprehensive platform for the exchange of knowledge and experience for importers, restaurateurs, traders, and wine culture enthusiasts.

EVENT STATISTICS

3 220

Visitors

52

Exhibitors

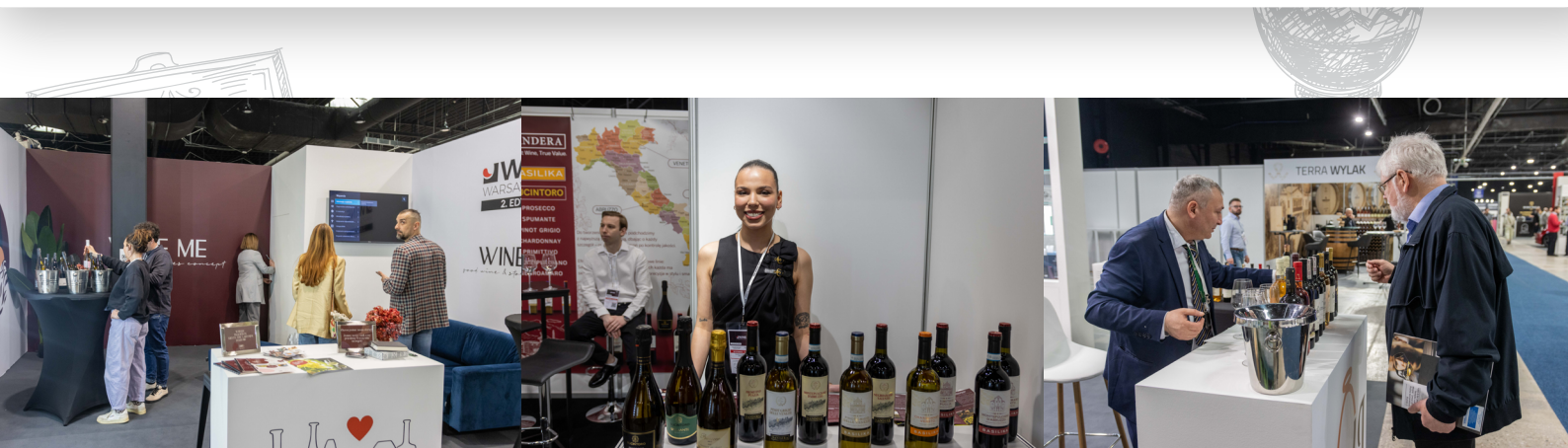
10 000M2

Surface area



"We are pleased with this move. For now, we can talk about good contacts, good timing, and promising deals."


17 60
GERLACH



WHO VISITS THE FAIR

Wine Warsaw Expo 2025?

Wine Warsaw Expo attracts a wide range of professionals from the wine, catering, and HoReCa industries who are looking for the latest trends, unique wines, and innovative solutions to support sales and tasting culture. The event provides a unique space for establishing business contacts, exchanging experiences, and discovering new producers, importers, and wine regions. Participants have the opportunity to talk directly with winemakers, take part in tastings and expert presentations, and observe real-life implementations of products and services related to professional wine service.



SECTORAL INTERESTS OF VISITORS

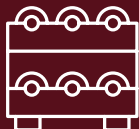
OVER
3000
VISITORS



66%

Craft and regional wines

A presentation of wines produced in limited series, highlighting the local terroir and the unique character of the producers.



9%

Vineyards and viticulture

Solutions and practices related to establishing, managing, and protecting vineyards in various climatic conditions.



4%

Wine production technologies and machinery

Modern equipment and technologies supporting the processes of vinification, fermentation, and wine aging.



9%

Wine distribution and marketing

sales, promotion, and wine brand building strategies in domestic and foreign markets.



3%

Packaging and labeling for the wine industry

Bottles, closures, labels, and design solutions that support product identification.



7%

Tastings and wine tourism

Tasting experiences and wine tourism offerings combining wine, culture, and the region.

VISITORS INCLUDED, AMONG OTHERS, REPRESENTATIVES OF COMPANIES

Radisson

FIVE
SEASONS

REYNDERS
label printing

EUROCASH
CASH & CARRY

HOTEL
SOPOT

DOUBLETREE
HOTEL

KONICA MINOLTA

GOTOMA
SOFTWARE HOUSE

Hilton
HOTELS & RESORTS

Vinimex

Quantis
A BCG COMPANY

Lediberg

PolKa
POLSKA KAUCJA

WINNICA CYGÓW

CENTRUM WINA

LUCRUM

MONDOVINO
4PL PROVIDER FOR WINES & SPIRITS

Browar Zamkowy Racibórz

makro

1816
SGGW

VINO BAR

TOMGAST

hellmann
WORLDWIDE LOGISTICS

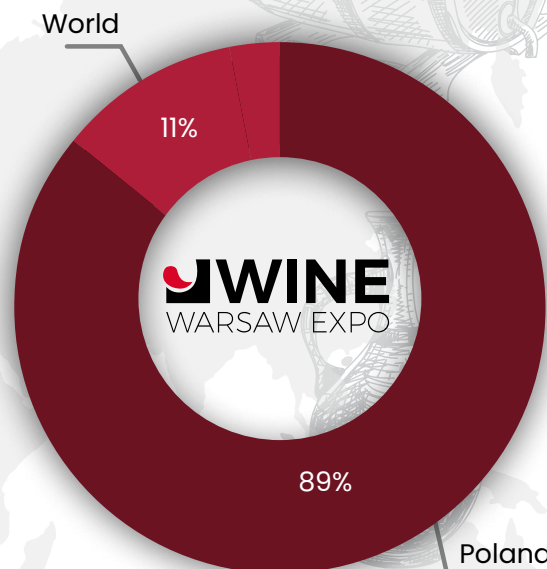
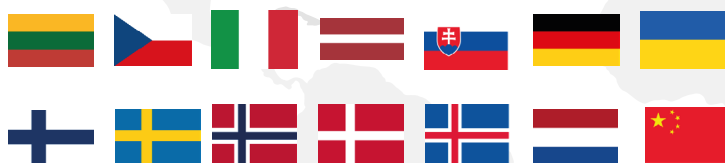
MONO
KITCHEN

WINNICA WIEJOWA
KONFERENCJA

INTERNATIONAL REACH OF THE EVENT

Wine Warsaw Expo 2025

The **Wine Warsaw Expo 2025** trade fair attracted **3 220** participants from over **8** countries. The vast majority were guests from Poland (**89%**). There were also representatives of foreign markets (**11%**), most often from Lithuania, Slovakia, the Czech Republic, Latvia, and Germany. There were also guests from the United Kingdom, Switzerland, and Turkey.



THE MOST IMPORTANT PROFESSIONAL FUNCTIONS PRESENT ON WINE WARSAW EXPO 2025



2%

Winemaker / Enologist

Specjaliści nadzorujący proces produkcji wina, od winifikacji po dojrzewanie i jakość finalnego produktu.



9%

Sommelier / Wine Specialist

Profesjonaliści zajmujący się doborem, oceną i prezentacją win w gastronomii oraz handlu.



14%

Wine marketing and sales specialist

Osoby tworzące strategie promocyjne, komunikację marki i wsparcie sprzedaży.



36%

Owner/Manager of the vineyard

The people who manage the vineyard and are responsible for its development strategy, production, and wine sales.



20%

Sales representative

People responsible for wine sales, building customer relationships, and developing distribution channels.



21%

Other

Representatives of industry institutions, service providers, consultants, and wine market enthusiasts.

THE MAIN REASONS WHY OUR VISITORS PARTICIPATE IN THE FAIR

- Learn about the latest trends and discover unique wines – taste a wide selection of craft, regional, and imported wines, and learn about new wines from around the world.
- Establishing business contacts – meetings with producers, importers, distributors, sommeliers, and HoReCa representatives, which enable the development of commercial cooperation and the expansion of your network of contacts.
- Direct product testing – an opportunity to taste wines, learn about their characteristics, check their quality, and talk to wine-makers and experts about production methods and terroir.
- Participation in training courses and presentations – gaining practical knowledge from sommeliers, oenologists, and wine marketing specialists, including tasting techniques, food & wine pairing rules, and sales trends.
- Inspiration and benchmarking – an opportunity to compare wine market offerings, discover new producers and distributors, and implement best practices in sales, wine service, and collection building.

STRONG INDUSTRY REPRESENTATION



full list of exhibitors

MANUFACTURER OF WINE-MAKING EQUIPMENT AND RAW MATERIALS:



RESTAURANT / HOTEL / WINE BAR:



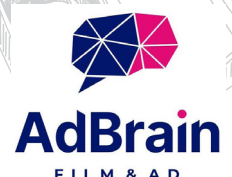
WINERY/WINE PRODUCER:



WINE IMPORTER/DISTRIBUTOR:



OTHER (LEGAL SERVICES, BRANDING, ACCESSORIES, ART, OTHER)



THIS IS WHAT THOSE WHO HAVE ALREADY BEEN WITH US SAY



We are delighted to have the opportunity to meet potential new customers. We are very pleased to have received this award, which motivates us greatly to continue developing.



"We establish contacts with both suppliers and customers, we build relationships that are likely to translate into further growth for the company—in fact, we are certain that they will."



"We consider this event to be one that is growing, helping Polish gastronomy to develop and allowing our entrepreneurs to grow."



MARKETING AND PR

We promote each event in a comprehensive and multi-channel manner – we carry out modern marketing campaigns in the digital space, including advertising on Google, Facebook, and Instagram, and we actively maintain a YouTube profile. We send mailings, newsletters, and text messages, prepare elegant paper invitations, and contact potential visitors directly by phone. We research which countries have the greatest demand for this type of event and direct our promotional activities there in order to reach the right audience with our advertising.

GOOGLE

1mln

Views

37tys

Clicks

FACEBOOK

11mln

Views

76tys

Clicks

1,9mln
Coverage

GENERAL INFORMATION

12tys

Visit
the website

20tys

Invitations sent

150tys

Contacts in the
database

PARTNERS AND PATRONS

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KDCP Kancelaria Rutkowski & Wspólnicy is a valued industry partner specializing in legal, tax, and regulatory consulting for the alcohol and food sectors, as well as companies operating in the HoReCa market. As a patron of the fair, it supports participants with its expert knowledge in the areas of excise duty, labeling, advertising, and the marketing of alcoholic products, helping entrepreneurs navigate complex legal requirements.



Dom Wina Polskiego is an organization promoting Polish winemaking and supporting the development of domestic wine culture through education, tastings, and networking activities. As the patron of the fair, it contributes its expert knowledge on domestic grape varieties, production technologies, and the potential of Polish wine regions, helping participants better understand the dynamically developing local market.



MEDIA SUPPORTING THE FAIR

WINE WARSAW EXPO 2025

bevlegal
PRAWO ALKOHOLOWE



HM Hotel
Management

**PARAGRAF
W KIELISZKU**
blog prawie o alkoholu...

RM Restaurant
Management

Szef Kuchni
MAGAZYN BRANŻY GASTRONOMICZNEJ

Trybuszon [tre-bouchon]



WINE ME
food, wine & stories concept


WINO PASJA



CONFERENCES AND ACCOMPANYING EVENTS

Conferences and substantive program – Wine Warsaw Expo 2025

- During Wine Warsaw Expo 2025, the substantive part of the fair was the Wine Innovation Forum, organized as part of the event by Ptak Warsaw Expo as an integral industry congress for the wine community. The forum focused on practical and current issues related to the wine market, its promotion, consumer trends, and practical aspects of doing business in the wine sector.
- The main topics discussed during the conference were trends, relationships, and business in the wine industry, including consumer forecasts for 2025, strategies for introducing new products to the market, and changes in customer behavior. Participants had the opportunity to learn about the challenges and opportunities facing importers and catering managers, and discussed how the wine market has changed in recent years.
- The program also included workshops and practical presentations that engaged participants in deepening their knowledge of the details that influence the perception of wine. One such workshop was "The Art of the Glass: The Key to Enhancing the Taste of Wine in a Restaurant," where experts discussed how the choice of glass shape and type can significantly affect the aroma and taste of the drink.
- The speakers included Tomasz Mischczak, an expert with many years of experience in the glass and catering accessories industry, Wiesław Polakiewicz and Tomasz Prange-Barczyński, who led a session on market trends, as well as Radosław Froń and Jarosław Wesołowski – experts discussing alcohol advertising and labeling, shared practical knowledge and examples of real-world business applications. The program also included sessions on storytelling and personal brand building, led by Karolina Korytkowski, and workshops on the role of the sommelier as a profession of the future, led by representatives of the Polish Sommelier Association, among others.
- The conference was complemented by practical tastings and presentations, including thematic sessions devoted to Polish craft alcohols and the exploration of traditional wine regions, such as Georgia, led by specialists from external partners.
- The program of educational events during the Wine Innovation Forum gave participants the opportunity to gain up-to-date, practical industry knowledge, exchange experiences with market practitioners, and establish business contacts among producers, importers, and wine specialists.



WINNERS OF TRADE FAIR MEDALS



CENTRUM WINA



KONDRAT
WINA WYBRANE



BROWAR
HOPLALA



MV Group
Distribution





**RESERVE
YOUR STAND**

MARCH 10-12, 2026
POLAND, WARSAW



UFI

The Global Association
of the Exhibition Industry

UFI is the global association of the world's leading trade show organisers and fairground owners, as well as the major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organiser of international trade fairs.

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