

POST SHOW  
**REPORT**  
2026

**WINE**  
WARSAW EXPO

3. EDITION

POLAND, WARSAW

**10-12.03.2026**

**PTAK**  
WARSAW  
EXPO

**ufi**  
Member

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

**PARTNERS OF THE TRADE FAIR AND CONFERENCE:**

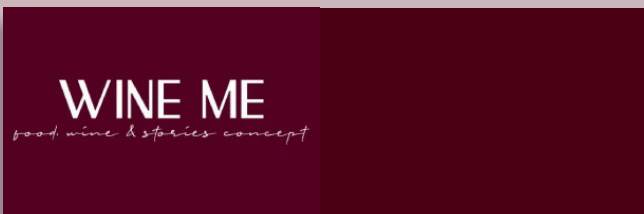




# WINE

## WARSAW EXPO

3. EDITION



“This event is a true melting pot of the wine industry’s many sectors—from retail to HoReCa. The fact that EuroGastro and Beer Warsaw Expo are held concurrently is a huge asset, as it significantly enhances the quality and scope of industry networking opportunities. Wine Warsaw Expo perfectly illustrates the many facets of wine and how strongly it connects different market sectors.”

Karolina Korytkowska  
Wine Me

## Event description

Wine Warsaw Expo – The only wine event of its kind in Poland, bringing together producers, importers, and wine enthusiasts. It's an excellent opportunity to network and discover industry trends.

The fair provides a space for business meetings, product presentations, and building brand recognition in the market. It is also a place where knowledge meets practice, and the industry sets the direction for its own development.

## EVENT STATISTICS

**10 000 m2**  
exhibition space

**3580**  
visitors

**61**  
exhibitors

## WHO VISITS OUR SITE:

The fair attracted a wide range of professionals and enthusiasts from the wine industry. The event was attended by vineyard managers, wine importers and merchants, as well as restaurateurs and sommeliers looking for new products and inspiration for their offerings.

Also present were wine experts and educators, who shared their knowledge and experience, as well as bloggers and wine enthusiasts keeping up with the latest market trends.

Representatives of stores and retail chains, interested in expanding their product range and establishing new business relationships, also constituted an important group.



## VISITORS' INDUSTRY INTERESTS:

Red, white  
and rosé wines – 77,2%

Sparkling wines  
and champagnes – 7,3%

Wine Distribution and Export – 4,3%

Wine Production  
and Storage Technologies – 3,5%

Regional  
and artisanal wines – 3,0%

Organic  
and natural wines – 2,7%

Wine accessories  
(glasses, decanters, stoppers) – 2,2%

## VISITORS INCLUDED REPRESENTATIVES FROM THE FOLLOWING COMPANIES, AMONG OTHERS:



# COMPOSITION OF FAIR VISITORS:

**3186**  
all visitors

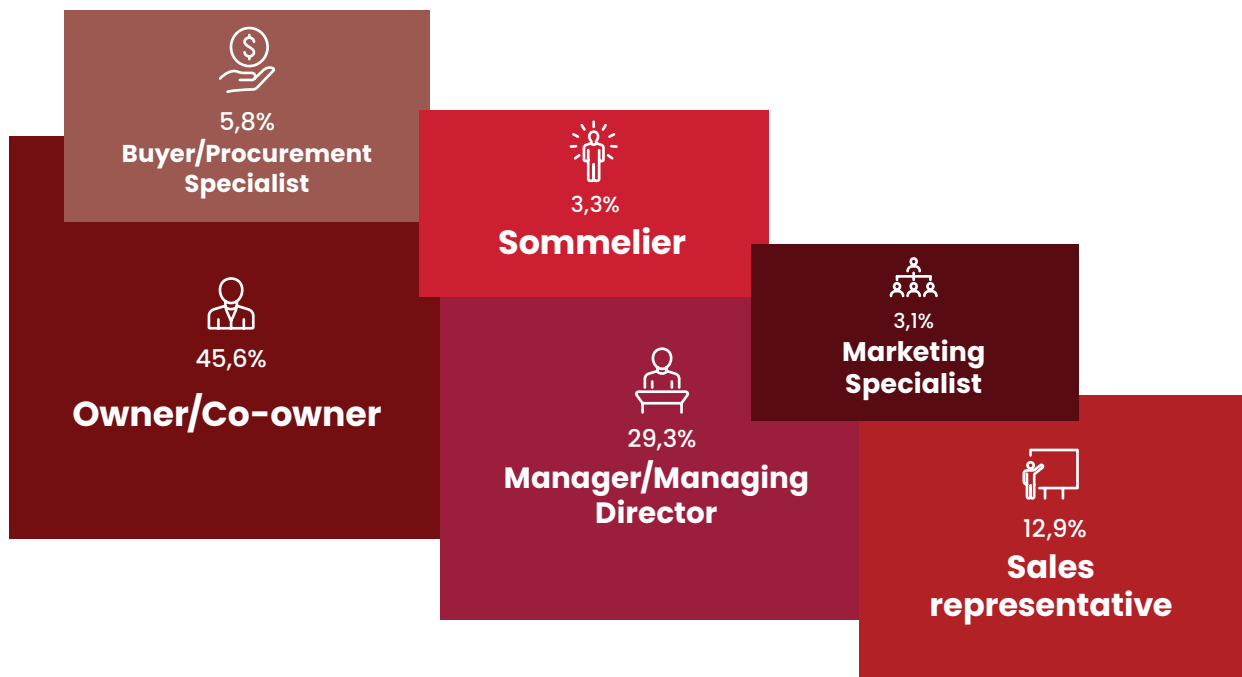
**89%**  
visitors  
from Poland

**11%**  
visitors  
from abroad

Among our visitors were people from countries such as:

- Spain
- Czech Republic
- Slovenia
- Italy
- Estonia
- Slovakia
- Lithuania
- France
- Ukraine
- Germany
- Austria
- China
- Mexico
- Belgium
- Latvia
- Greece
- the Netherlands
- Portugal

# INDUSTRY FOCUS



## THE MAIN REASONS WHY OUR VISITORS ATTEND THE TRADE SHOW:

Business networking – **~65%**  
 Searching for new suppliers and products to add to our product range – **~58%**  
 Staying up to date on market trends and new products (wines, spirits, concepts) – **~52%**  
 Tasting and selection of products for purchase – **~47%**  
 Knowledge development (conferences, training, inspiration) – **~38%**  
 Meetings with current business partners – **~34%**  
 Competitive and Market Analysis – **~29%**  
 Brand building and promoting your own business – **~26%**  
 Looking for inspiration for the food service industry/offers HoReCa – **~24%**  
 Personal development/passion for wine – **~18%**



## STRONG INDUSTRY REPRESENTATION LAST YEAR:

### ORGANIC FARMING:



AgronetPro

### COMPLEMENTARY OFFER FOR THE WINE AND HORECA MARKETS:



AgronetPro



### POLISH WINERIES:



Winnica KOROL



### WINE SPECIAL:



wino Si

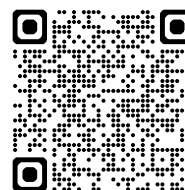
### SPARKLING WINES, TOKAY, AND SPECIAL STYLES:



CHATEAU RUBAN



PREVIOUS LIST OF EXHIBITORS



## THIS IS WHAT THOSE WHO HAVE ALREADY BEEN WITH US SAY



"This event is a true melting pot of the wine industry's many sectors—from retail to HoReCa. The fact that EuroGastro and Beer Warsaw Expo are held concurrently is a huge asset, as it significantly enhances the quality and scope of industry networking opportunities. Wine Warsaw Expo perfectly illustrates the many facets of wine and how strongly it connects different market sectors."



"We rate the organization of the trade show quite highly, considering the scale of the event. The 'technical' staff (in our case, the electricians) were very helpful. We are definitely considering participating in the next edition of the trade show."



"I'm glad to be here. The number of visitors from the HoReCa industry is what matters most to us—that's our top priority. We've already signed up for early registration for next season so we can participate in the next edition of the trade show."



"We are very pleased to be participating in the Wine&Beer Expo. This is an outstanding trade show, and we are delighted to present our original and natural products. The most important thing for us is to learn about the cultures of other countries so that we can understand what might be of interest to them. Discovering new aspects that we haven't known until now. We also plan to participate in next year's fair."

# MARKETING AND PR

We promote each event in a comprehensive and multi-channel manner—we run modern marketing campaigns in the digital space, including ads on Google, Facebook, and Instagram, and we actively manage our YouTube channel. We send out emails, newsletters, and text messages, prepare elegant paper invitations, and contact potential visitors directly via phone calls. We research which countries have the greatest demand for this type of event and direct our promotional efforts there to ensure our ads reach the right audience.

## GOOGLE

**10,1mln**

VIEWS

**64 350**

CLICK

## FACEBOOK

**4 350 410**

VIEWS

**44 532**

CLICK

**10 330**

RANGE

## GENERAL INFORMATION

**33 156**

NUMBER OF VISITS TO  
THE WEBSITE

**214 212**

THE NUMBER OF BASES  
WE WORK AT

**14 235**

NUMBER OF  
INVITATIONS SENT

# PARTNERS AND SPONSORS

However, marketing our events involves more than just advertising campaigns and sending out invitations—it also involves strategic partnerships with key industry players. We collaborate with industry associations, trade media, prestigious magazines, and authors of specialized blogs in Poland and abroad. This allows us to effectively attract professional visitors and ensure our exhibitors achieve maximum reach and tangible business results.



WineMe is a brand dedicated to the sale and promotion of wine, offering services such as wine subscriptions, online sales, and a concept store in Warsaw. The company focuses on carefully selected wines from various regions around the world and caters to both individual customers and those looking for gifts or inspiration for wine tastings.



Wino Pasja – a marketplace platform dedicated to Polish wine and wineries. It combines sales functionality with a directory of producers and a showcase for wine tourism offerings, helping to promote Polish winemaking and facilitating contact between winemakers and customers.



Food News (wiadomoscispozywcze.pl) – an industry news portal focused on the FMCG sector, with a particular emphasis on the food market, retail, and distribution. It publishes news, market analyses, interviews, and reports on manufacturers, retail chains, and consumer trends, serving as a knowledge resource for industry professionals.

## MEDIA PARTNERS OF THE WINE WARSAW EXPO 2026



## CONFERENCES AND RELATED EVENTS:

### **The conference “Polish Wine Zone – Knowledge and Education for the Industry,” organized by Wine Me.**

On **March 11, 2026**, the conference “Polish Wine Zone – Knowledge and Education for the Industry” took place, organized by the company **Wine Me**. The event was dedicated to the development of Polish winemaking and industry education, serving as a platform for knowledge exchange among producers, experts, and market representatives.

The conference program focused on key issues such as the diversity of Polish wine styles, the importance of terroir and regional identity, the growing popularity of wine tourism, and challenges related to sustainable development.

Speakers included Mateusz Papiernik, who discussed the diversity of Polish sparkling wines; Bożena Maciaszek from Winnica Kmiecia, who presented the influence of terroir using the Bieszczady region as an example; Dr. Katarzyna Korzeń, who explored the phenomenon of wine tourism; and Dr. Nina Rapo-Wierzchoń, who analyzed the importance of sustainability in the wine industry.

### **On March 12, 2026, the conference “Polish Wine Zone – Knowledge and Education for the Industry” was held as part of the Wine Warsaw Expo trade fair.**

The event was dedicated to the development of Polish winemaking and building its market position through education, promotion, and the exchange of experiences. The program covered a wide range of topics—from wine styles and diversity, through the importance of terroir and regional authenticity, to consumer trends, wine tourism, and sustainable development.

Speakers included Mateusz Papiernik, who discussed the diversity of Polish sparkling wines; Bożena Maciaszek from Winnica Kmiecia, who presented the importance of the Bieszczady region’s terroir; and Dr. Katarzyna Korzeń, who explored the phenomenon of wine tourism and led a tasting journey through Polish wines. Dr. Nina Rapo-Wierzchoń addressed the topic of sustainability in the industry, while Dr. A. Pawłowska from the Polish Wine Chamber focused on the role of geographical indications and tradition in building product value.

Participants also had the opportunity to hear a presentation by Arkadiusz Prośniewski from the Witaj Słońce Winery on the influence of location and exposure on the character of wine, a presentation by Robert Stawski from the Aris Winery dedicated to sparkling wines, and a masterclass by Piotr Płochocki, who analyzed the importance of time in the winemaking process. The conference served as a comprehensive source of knowledge and inspiration, highlighting the directions of development for Polish winemaking.

# FAIR AWARDS

## FAIR MEDAL WINNERS:

### INNOVATION:

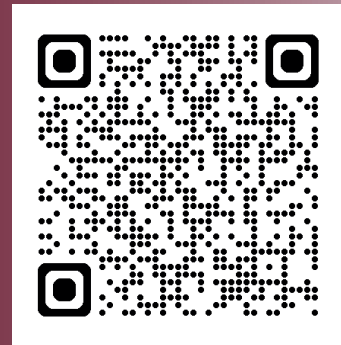


### FAIR PRODUCT:



 **JWINE**  
WARSAW EXPO  
3. EDITION

**RESERVE  
YOUR BOOTH**



**MARCH 9-11, 2027**



**CONTACT OUR TEAM:**

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