

# BWW

BARCELONA WINE WEEK  
THE SPANISH WINE EVENT



5-7.02.24

The Spanish  
wine event

Hall 8  
Montjuïc venue

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 from 5th to 7th February 2024 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**  
FOOD&WINE RESTAURANT

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**

<b>+20,000</b> VISITORS 20% INTERNATIONAL FROM 80 COUNTRIES	<b>+1,300</b> DOMESTIC BUYERS INVITED
<b>+650</b> INTERNATIONAL BUYERS INVITED	<b>+8,000</b> B2B MEETINGS

# #BWWBUSINESS

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

#### HOSTED BUYERS PROGRAMME

We are inviting more than 650 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&TECH

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



A meeting place for knowledge, culture,  
experimentation and innovation

A large multidisciplinary laboratory with an  
extensive programme of activities.

# #BWWHUB

## A SPACE FOR KNOWLEDGE

It is articulated  
around a technical  
axis whose theme  
changes each edition

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

## FOOD&WINE RESTAURANT

A pop up restaurant that reinvents itself  
every day of the event and highlights the  
value of gastronomy and wine pairing. A  
relaxed atmosphere where you can enjoy  
the creations of the best chefs paired by  
a renowned sommelier.





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.»

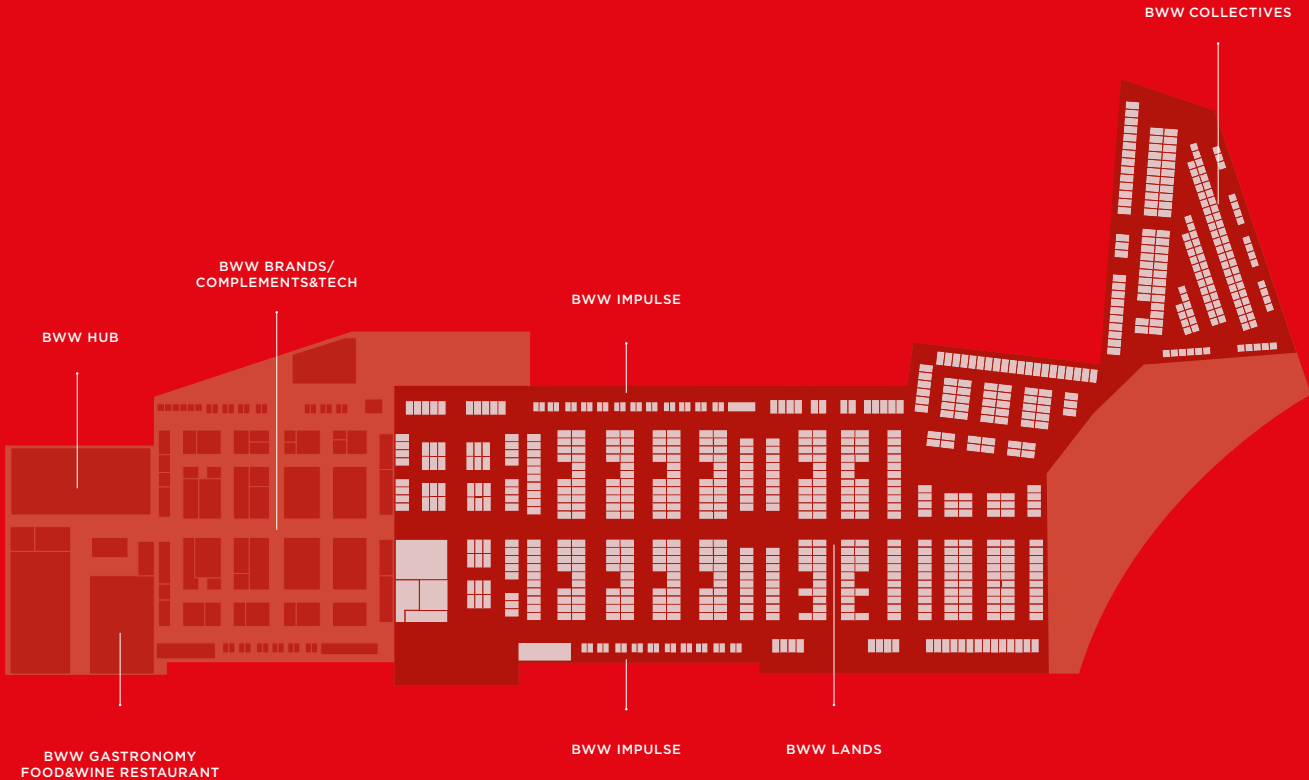
**JOSÉ LUIS BENÍTEZ**  
General Manager of the Spanish  
Wine Federation (FEV)

Barcelona Wine Week  
a unique tour of Spanish wine-growing  
regions in an area of 20,000 m<sup>2</sup>

**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 the DO Cava  
and President of the Trade Show





## BWW BRANDS / COMPLEMENTS&TECH

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

4,024  
WINE EXPORTING  
COMPANIES (data from 2022)

955,000  
HECTARES OF VINEYARDS

3.<sup>rd</sup>  
LARGEST WINE PRODUCER  
WORLDWIDE

1.<sup>st</sup>  
COUNTRY IN TERMS OF  
CERTIFIED ORGANIC  
VINEYARD SURFACE AREA

Wine exports

2,122 M L  
2.<sup>ND</sup> LARGEST WORLD  
PRODUCER IN VOLUME

3,024 M €  
3.<sup>RD</sup> LARGEST WORLD  
PRODUCER IN REVENUE  
(data from 2022)

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



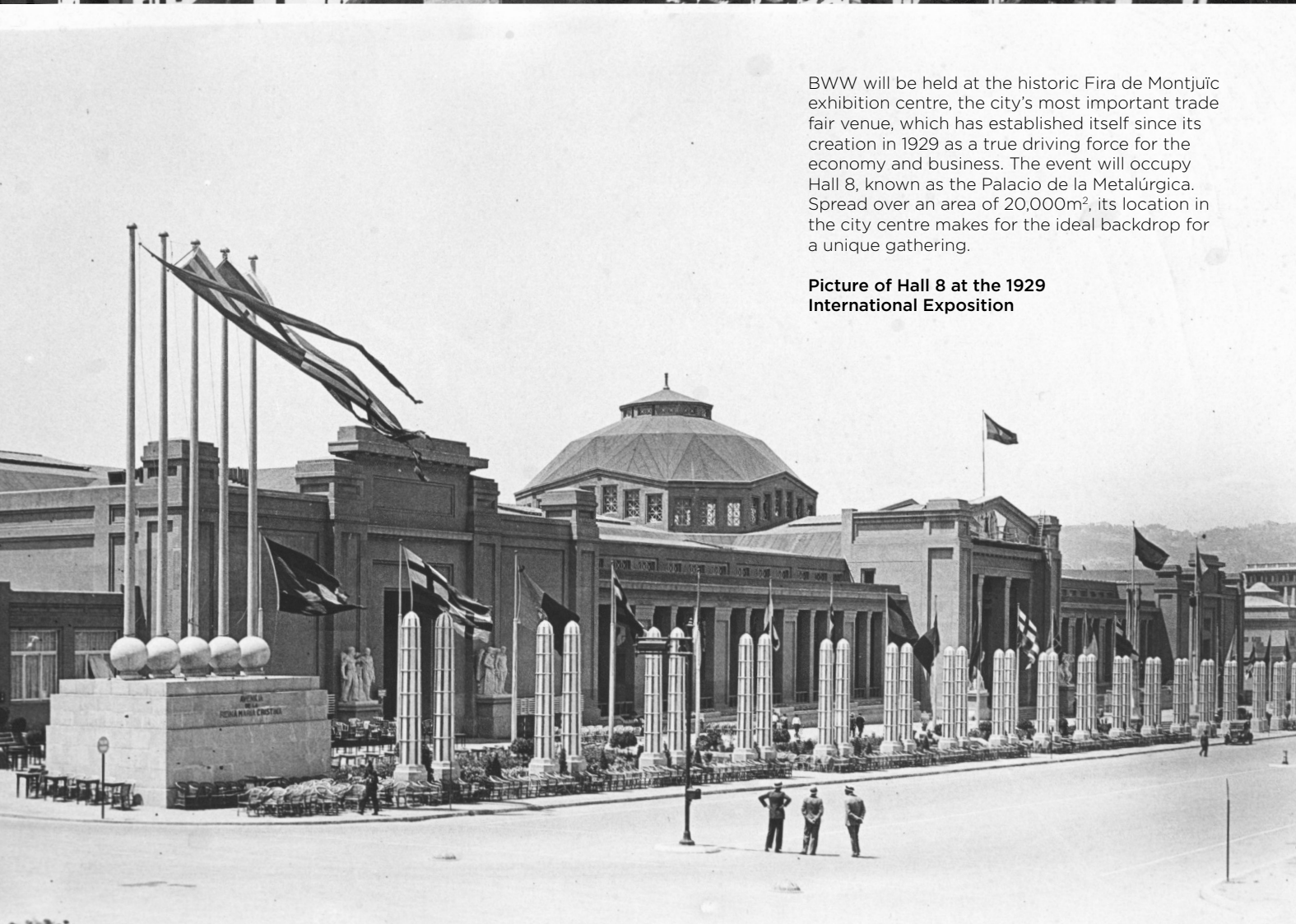




A one-of-a-kind event,  
in a unique and historic venue



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 Palacio de la Metalúrgica. Spread over an area of 20,000m<sup>2</sup>, 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!  
[www.barcelonawineweek.com](http://www.barcelonawineweek.com)

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