

2-4.02.26

**BWW**

**BARCELONA WINE WEEK**

THE SPANISH WINE EVENT

ABOUT  
US

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NEW  
HORIZON  
2026

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BWW  
LIKES  
THE CITY!

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**ABOUT  
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# OUR COMPETITIVE ADVANTAGES



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## POSITIONING

The industry acknowledges us as the benchmark event for high-quality Spanish wine: “The Spanish Wine Event”.

## CALENDAR

The premier specialised event on the sector’s international trade fair circuit.

## DIFFERENTIAL MODEL

The participation model we offer adapts to each exhibitor’s needs, whether it is large groups and well-known labels to small, family-run wineries, where the product takes centre stage.

## UNIQUE CONCEPT

At BWW Lands we propose a visual and immersive journey through the national wine-growing region that directly transports the buyer to the area represented. We group the wineries together by autonomous communities under the umbrella of the different quality seals to be found in each of them to ensure that locating them is easy, fast and intuitive.

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## BUSINESS

We promote great business opportunities: we invest in attracting high-level international buyers and we provide them with a powerful platform to organise their meetings before the event (Matchmaking System).

## HUB

We are a hub of knowledge and trends with a schedule of activities that addresses all the challenges facing the industry.

## SUSTAINABILITY

We stand at the forefront of sustainability, as more than 80% of our furniture is reused from one event to the next. We recycle glass, cork, carpets, liquids and so on.

## INSTITUTIONS

We have the backing of the industry’s major stakeholders: MAPA (Spanish Ministry of Agriculture, Fisheries And Food), FEV (Spanish Wine Federation), ICEX Spain Exports and Investment, CECRV (Regulatory Boards of Spanish Wine Producers, OIVE (Spanish Wine Interprofessional Organisation), etc.



# OUR FIGURES SAY IT ALL

1,266 **EXHIBITORS**  
33% more than  
last year

81 **QUALITY SEALS**  
from 17 AUTON.  
COMMS

770 **INTERNATIONAL  
BUYERS** invited

70 **PROFESSIONAL  
TALKS AND  
TASTINGS**

10,000 m<sup>2</sup> **NET EXHIBITION  
SPACE**

25,700 **VISITORS**  
20% international  
from 80 countries

13,000 **BUSINESS  
MEETINGS  
SCHEDULED**

\* Data compiled from BWW 2025



# THE INDUSTRY BACKS US AS AN INTERNATIONAL BUSINESS TOOL



“My stay at Barcelona Wine Week was truly a happy one, because I love these wines. I have been a huge fan of Spanish wines for much of my life, undoubtedly throughout my career, so I think that the opportunity to sample so many wines made from heirloom rootstock is very exciting indeed. Some of these wines just aren’t seen in the United States, so that has been amazing.”

**DOUG FROST**  
Master of Wine & Master Sommelier



“Barcelona Wine Week is firmly established as one of the top trade shows in the world. For me it is a crucial date on my calendar.”

**TIM ATKIN**  
Master of Wine, taster and writer



“Our commitment to Barcelona Wine Week stems from our being leaders in Spain and this is the best trade show for wine in the country. We know we have to be a relevant presence here, which is why we have got behind, for the first and surely not the last time, an up-and-coming trade show like this one in order to pool all our efforts to promote Spanish wine from Barcelona Wine Week.”

**FERNANDO EZQUERRO**  
President of the DOCa Rioja Regulatory Council



“Barcelona Wine Week is the best showcase there is today to present our wines to Spain as a whole and internationally.”

**ANTONIO LOMBARDÍA**  
President of DO Ribeira Sacra



# THE INDUSTRY BACKS US AS AN INTERNATIONAL BUSINESS TOOL



“We are committed to this trade show, which for years has had an international facet and we consider it the best showcase for the world to learn about premium Spanish labels.”

**JAVIER RUIZ DE GALARRETA**  
Founder and CEO of ARAEX



“We are very pleased to be here at Barcelona Wine Week for another year, because it allows us to see our friends and customers from all over the world. This year people have come from Asia, the Americas, Europe and also from our country (Spain), and the truth is that it’s a marvellous opportunity to be able to talk about what’s new, the new varieties that we’re bringing back, and also be able to explain all we’ve been doing throughout the year, plus the differing qualities of each vintage. Very happy to be here and we hope that next year is even better.”

**MIREIA TETAS**  
3rd Generation of the Pinord Family



“I tell everyone to come here and learn something. You meet the people behind the bottles, and behind the labels. That’s the most important thing to do at Barcelona Wine Week. Here they hold business meeting, here there is passion, here is where people truly consider buying really good Spanish wines.”

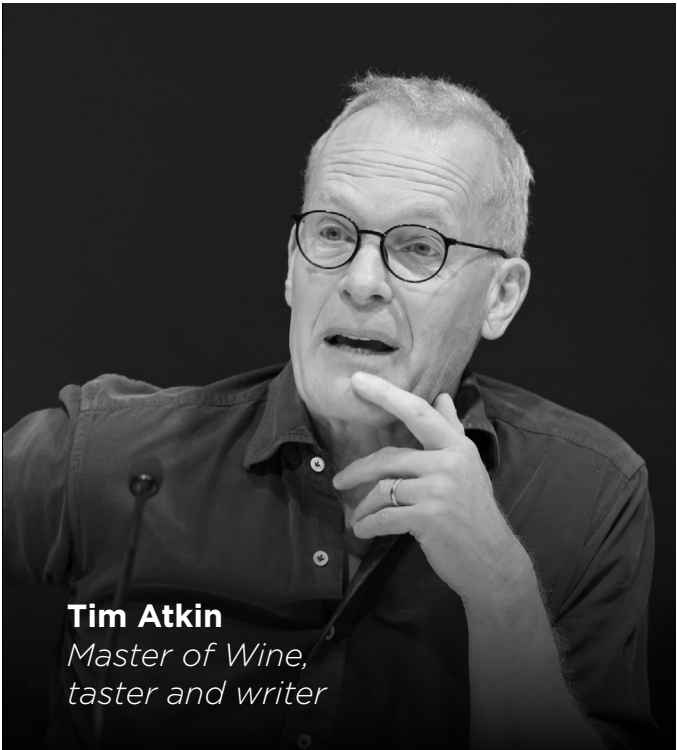
**KARI BROVALL**



“This is our second year at Barcelona Wine Week and we’ve had plenty of success at the show. We’ve been sell a great deal in China thanks to the show. We want to continue participating in Barcelona Wine Week next year and many more to come.”

**DIANA CUI**

WE ARE THE  
MOUTHPIECE  
FOR THE MAJOR  
EXPERTS



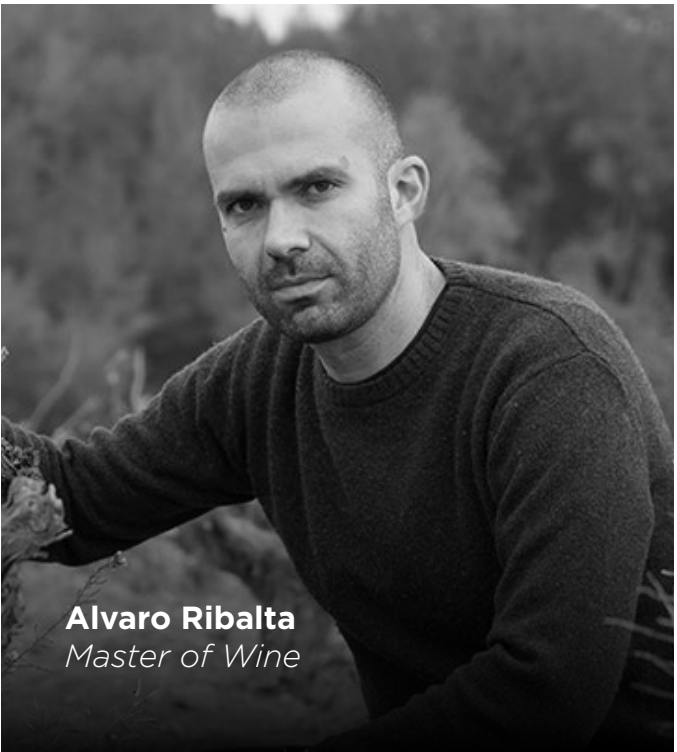
**Tim Atkin**  
*Master of Wine,  
taster and writer*



**Ferran Centelles**  
*Sommelier Boullifoundation  
Wine History*



**Doug Frost**  
*Master of Wine  
Master Sommelier*



**Alvaro Ribalta**  
*Master of Wine*



**Norrel Robertson**  
*Master of Wine*



**Fernando Mora**  
*Master of Wine*



**Pedro Ballesteros**  
*Master of Wine*



# OUR FOLLOWERS ARE ON THE RISE

#1 Top ranking in followers for national trade shows in the industry + 5,166 followers as compared to the 2024 edition

+ 270M potential audience impact + 1,500 published information pieces

+ 550 registered reporters Follow us at #BarcelonaWineWeek @bcnwineweek



Barcelona Wine Week / El programa / por Xavi Datzira

## El valor de las cepas viejas

Barcelona Wine Week cuenta con un completo programa de catas y conferencias dirigidas por más de 150 grandes bodegueros y expertos, que tienen como objetivo identificar los caminos que permitirán al sector vinícola español avanzar hacia el futuro. Curiosamente, uno de ellos consiste en mirar al pasado. Y es que una de las tendencias a nivel global es la revalorización de los vinos de cepas viejas, un patrimonio histórico del que las bodegas españolas pueden sacar mucho partido.

Bajo el título Cepas viejas, patrimonio histórico, Barcelona Wine Week 2025 reunirá a destacados expertos y bodegueros de renombre cuyo denominador común es que elaboran grandes vinos en viñedos que tienen entre 50 y casi 300 años. Actualmente, se reconoce este tipo de cepas por la calidad superior de sus uvas, su capacidad de adaptación al medio climático y su poder para expresar la personalidad del terreno en el que tienen su origen.

Explican las clases de este tipo de viñedos y la posterior elaboración de vinos de calidad expertos como el bodeguero Raúl Pérez, que en el 2020 obtuvo los exitosos 100 puntos Parker con un vino de cepas viejas de El Bierzo. También estarán, entre otros, Ricard Rufes, enólogo de Scala Dei, la bodega con los viñedos más antiguos de El Priorat, y Fernando Mota (Bodega Península), que recoge viñedos históricos en Alpujarra y actualmente elabora algunas de las garrafas más reputadas del mundo.

Otras de las catas más relevantes en este ámbito serán Cepas viejas: el paradigma entre lo racional y lo racional, que dirige Doug Frost, Master of Wine y Master Sommelier, o la de Pe-



dro Ballesteros, que conmemorará el centenario de la D.O.Ca. Rioja con la degustación de ocho vinos de viñedos históricos. También se hará la sesión que reunirá a elaboradores de vinos de cepas prehistóricas, algunas con casi 200 años de antigüedad. Finalmente, para analizar esta tendencia, tres de los mejores sommeliers del país, como Fer-

### Los viñedos antiguos ofrecen uvas de mayor calidad y más expresivas

nando Mayoral, protagonizarán una actividad conjunta.

En paralelo, el espacio Wine Tasting Journey, organizado por el Ministerio de Agricultura, Pesca y Alimentación, también visitará la riqueza y variedad de los vinos de cepas viejas y ofrecerá una cata autoguiada con más de 80 referencias de todo el país.



### Tendencia Los vinos blancos se reivindican

Después de décadas a la sombra de los tintos, los vinos blancos están experimentando un auge de la mano del aumento de la demanda, que ha impulsado la aparición de una oferta más diversa y completa. Un cambio de ciclo asentado sobre el hecho que el consumidor busca ahora vinos más ligeros, con menos graduación alcohólica, cuerpo e intensidad.

Para analizar las oportunidades que se abren, así como debatir si se trata de una moda pasajera o un cambio consolidado, una sesión reunirá a los sommeliers de los restaurantes Puro Roncero (M<sup>a</sup> José Huertas) y Disfrutar (Rodrigo Roldán), entre otros especialistas. A nivel de catas, cobrará protagonismo la DO Rias Baixas con una sesión dirigida por el periodista y crítico Ramón Franco en la que se podrán catar diez de sus mejores vinos, la mayoría blancos.

Y en la línea de la búsqueda de elaboraciones más ligeras, en el salón se presentará el primer vino español de baja graduación, no desalcoholizado, avalado por una DO, en este caso, la de Terra Alta.



**Pedro Ballesteros**  
Primer español en conseguir el título de Master of Wine

Participa en dos sesiones: Resonancia histórica sensorial por la DO Terra Alta y El patrimonio ancestral de Rioja, entre otras cosas viejas (Jueves 8).



**Rodrigo Briceño**  
Sommelier del restaurante Disfrutar de Barcelona

El sommelier del Mejor Restaurante del Mundo según la lista The World's 50 Best Restaurants hablará sobre el auge de los vinos blancos (Jueves 8).



**Pilar Higuero**  
Fundadora del colectivo Artisan Wine Attraction

Propietaria de la bodega Lagar de Salazar, es un referente de los vinos biológicos. Hablará sobre la viticultura ecológica y el cambio climático (Jueves 8).



**Sara Pérez Ovejero**  
Elaboradora de vinos en el Priorat y el Montsant

Practica la viticultura ecológica y elabora vinos de paisaje. Será una de las expertas en la mesa redonda Viñedos ancestrales y cambio climático (Jueves 8).



**Laura Tragant**  
Enóloga de Codorní

Con más de 15 años de experiencia, contribuye a innovación y tradición en la creación de vinos premium. Te una de las ponentes de Vinos de Autora (Jueves 8).

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# HORIZON 2026

2 HALLS

More wineries  
More visitors  
More international buyers  
More business  
More keynote speakers











10,200m <sup>2</sup>	NET EXHIBITION SPACE	+ 1,300	EXHIBITORS
+26,000	VISITORS 20% foreign	+800	INTERNATIONAL BUYERS Invited by the trade show
13,500	SCHEDULED BUSINESS MEETINGS	+85	QUALITY SEALS
+1,000	NATIONAL BUYERS Invited by the trade show		

OUR  
GOALS

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# A SUPERB LOCATION

THE SECTORS:

**BWW LANDS**

BWW Impulse  
BWW Collectives

**BWW BRANDS**

**BWW COMPLEMENTS&TECH**

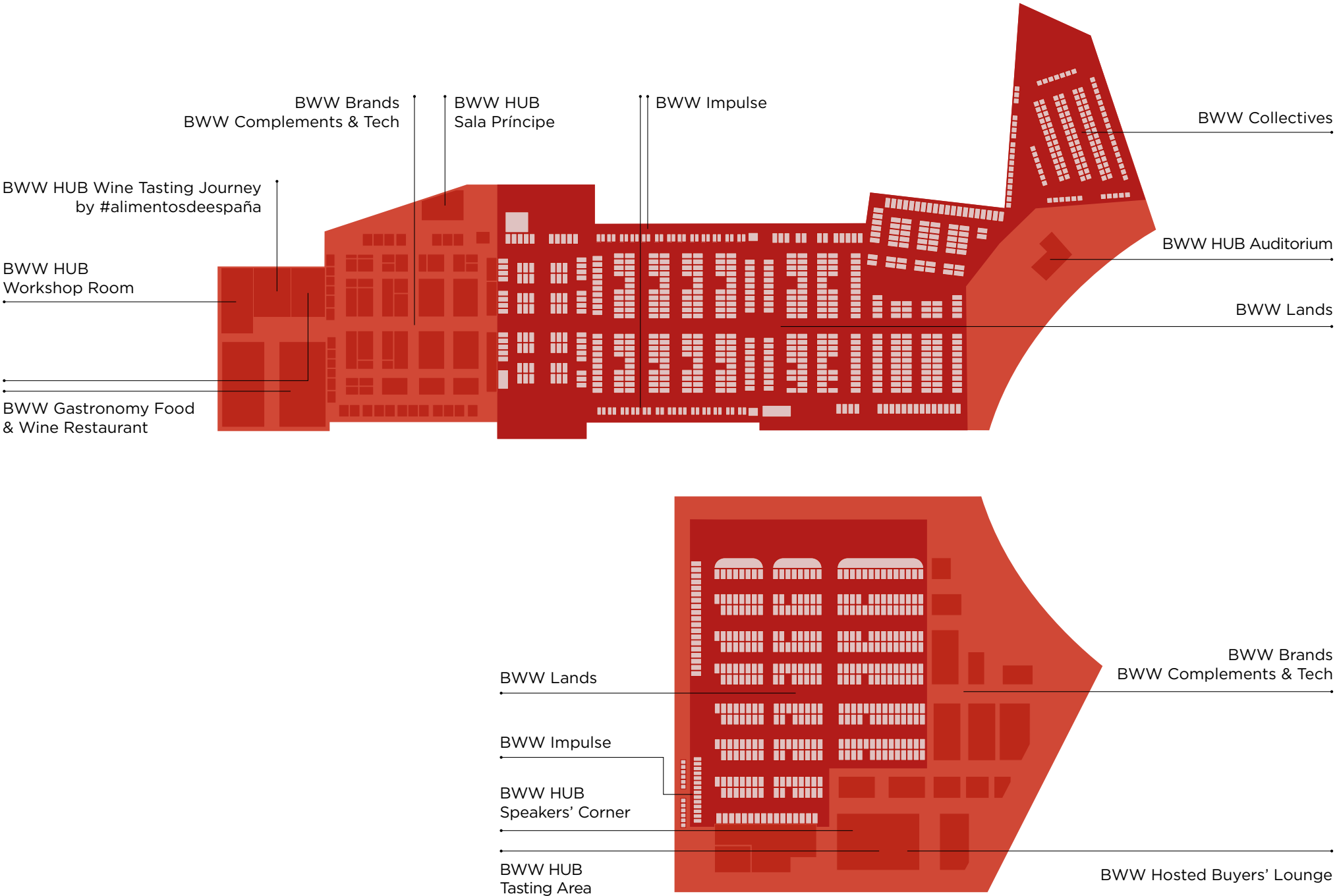
**BWW HUB**

BWW HUB Workshop  
BWW HUB Wine Tasting Journey by #alimentosdeespaña  
BWW HUB Tasting Area  
BWW HUB Speakers' Corner  
BWW HUB Sala Príncipe  
BWW HUB Auditorium

**BWW GASTRONOMY FOOD&WINE RESTAURANT**

**BUYERS' LOUNGE**

\* Provisional maps subject to change





# BWW LANDS

Sector that hosts exhibitors under a unique and egalitarian spatial design that highlights the quality and singularity of each product.

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Set up as a journey through our country's different wine-producing regions, highlighting each area's rich wine-growing heritage and singularities. Wineries are grouped according to the different quality seals that exist in each Autonomous Community.

Being pre-designed stand packages, key in hand, the exhibitor only needs to worry about bringing their product, thus saving the resulting time and money.

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At BWW LANDS, we have stand packages of different sizes and furnishing, aiming to meet a wide variety of needs: 7, 14, 21 and 35 m<sup>2</sup>.

We also offer ideal formats for hosting start-ups and very small wineries, who consequently have a very limited budget: **BWW IMPULSE** and **BWW COLLECTIVES**.





BWW LANDS



Impulse



Lands



Lands / Impulse



Collectives



Lands



# 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 BRANDS



# BWW COMPLEMENTS &TECH

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





# BWW COMPLEMENTS&TECH



# BWW HUB

A meeting point for knowledge, culture, experimentation and innovation. A great multi-faceted laboratory with a wide range of activities scheduled.

ACTIVITY PROGRAMME: THE 4 AXES

- **A SPACE FOR KNOWLEDGE**

It is structured around a technical axis whose theme changes with each edition. This year we address: **“The human factor, a legacy to be preserved”**.

- **A SPACE FOR THE INDUSTRY’S MACROTRENDS**

Innovation  
Digitalisation  
Sustainability  
Internationalisation and business, etc.

- **A SPACE FOR WINE-GASTRO TOURISM AND HEALTHY CONSUMPTION**

Wine tourism and Gastronomy, Wine, and Health.

- **A SPACE FOR MASTER-CLASS TASTINGS**

Historic tasting of unique, singular wines, etc.





# BWW HUB

BWW has different multi-disciplinary activity spaces, which are a sure bet for learning and fun.

- **WINE BAR (WINE TASTING JOURNEY by #alimentosdeespaña)**

A bar with over 80 wines carefully selected under the criteria of each edition's technical axis..

- **SPEAKERS' CORNER**

A space to discover the industry's macrotrends. Studies, talks, round-table discussions where top specialists in the field come together.

- **TASTING AREA & SALA PRÍNCIPE**

Spaces set aside for enjoying the best tasting led by the industry's most renowned experts.

- **SALA WORSHOP**

A multi-purpose room to hold contexts, awards ceremonies, seminars, etc.





BWW HUB



# BWW GASTRONOMY FOOD&WINE RESTAURANT

A pop-up restaurant which reinvents and highlights the pairing of good food and wine. A relaxed atmosphere to enjoy the creations of top chef paired by a renowned sommelier.





# BWW GASTRONOMY FOOD&WINE RESTAURANT





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# DEMAND IN THE SPOTLIGHT





# A GREAT BUSINESS PLATFORM

This is how we ensure we draw top-tier national and international professionals

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## RECOMMEND PROGRAMME

We want to invite your best current or potential customers

Through this programme, you can recommend your best contacts to the organisation so they can receive an invitation in your name. Those falling within the interest criteria will become part of the Key Buyers (national scope) or Hosted Buyers (international) programmes.

## HOSTED BUYERS PROGRAMME

We invite international business professional with purchasing power and give them preferential treatment so they can get to know and meet with the exhibiting companies

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## Benefits

- Total or partial travel coverage
- Free entry with VIP access every day of the event
- Access to the facilities of the Buyer's Lounge
- Personalised attention during their visit

## KEY BUYERS PROGRAMME

We make sure that all the key national buyers in the industry come to the trade show with this exclusive programme

## Benefits

- Free entry with VIP access every day of the event



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# BWW LIKES THE CITY!

BWW Likes the City! This is a series of activities and experiences that go beyond the trade show itself to flood the city in wine, thanks to our alliances with different sectors, such as commerce, culture and entertainment.

If you are a winery that participates in BWW and you want to increase your visibility and promote your product beyond the trade show, get in touch with us to take part in BWW LIKES THE CITY!

The most important wine bars, restaurants and emblematic sites of Barcelona are waiting for you.

- **More than 40 activities in the city's emblematic restaurants and sites**
- **8 five-star hotels sponsors by 8 Spanish DOs**

\* Data from the 2025 edition





# BWW LIKES THE CITY!

**BWW**  
♥ THE CITY!





# BOOK YOUR SPACE AND YOUR STAY!

SAVE THE DATE!  
2-4.02.2026

Barcelona is a city with a huge tourist draw and a **great international MICE destination**. [Book your hotel here](#) as soon as possible to **make sure you are at BWW 2026**.



RELIVE  
THE BEST  
MOMENTS

Barcelona Wine Week 2025



# #BarcelonaWineWeek

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