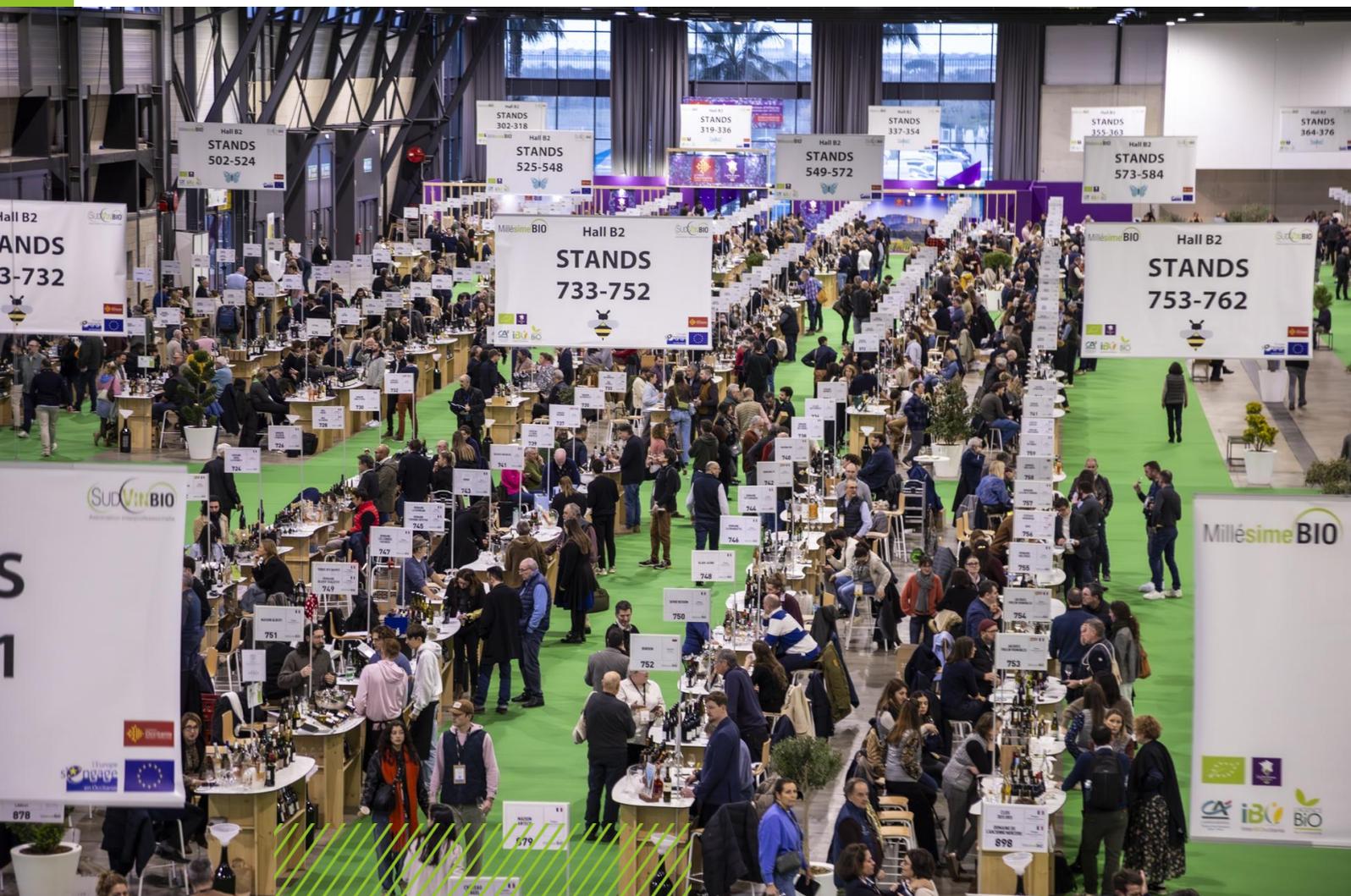


# ORGANIC FARMING MILLÉSIME BIO CONFIRMS ITS STATUS AS A MARKETPLACE

- With its 100 % organic product range, uniform stand format for all exhibitors and access reserved exclusively for trade visitors, the 33rd edition of Millésime BIO, which closed on Wednesday, reaffirmed the core principles on which the exhibition is built.
- Over three days, the show welcomed 8,700 visits, a slight decrease reflecting the broader challenges facing the wine industry amid ongoing uncertainty.
- In this context, the exhibition – uniquely organised by the winegrowers themselves – stands by its rigorous visitor qualification policy, designed to foster meaningful, high-quality conversations between exhibitors and visitors.
- This approach, endorsed by both exhibitors and visitors, confirms Millésime BIO's status as the world's leading trade marketplace for organic wines and alcoholic beverages, underscored by a strong international profile with 22 % of visitors from abroad, representing 50 nationalities.



## RESULTS KEY FIGURES



1,400

**EXHIBITORS**

including 14 % new exhibitors



8,700

**TRADE VISITS**

including 22 % foreign visitors

## ANALYSIS

### “MILLÉSIME BIO, AN EXHIBITION COMMITTED TO THE INDUSTRY”

**Julien Franclet**

Chairman of SudVinBio



“Our industry is experiencing a unique moment in its history. On the one hand, it shows all the hallmarks of a growth sector, with record production levels and strong sales momentum, both in France and internationally. On the other, it is facing a number of headwinds, including declining supermarket listings and growing challenges to public policies supporting the environmental transition. These pressures are having very real consequences, affecting both producer morale and sales dynamics. This is a source of concern as organic farming sits at the crossroads of expectations – those of consumers and of society at large – where it is widely recognised as a driver of progress, helping to protect our water resources, our soils and biodiversity, as well as the health of producers and rural communities. During her visit to Millésime BIO, Carole Delga, chair of the Occitania Regional Council, emphasised that organic farming is “a choice for the future [...] addressing major environmental issues and evolving consumer expectations”. As an exhibition committed to the industry, Millésime BIO helps shape this future by encouraging meaningful exchanges between those responsible for producing and those responsible for bringing organic products to market”.

*Photo credit: Mindprod*





## Jeanne Fabre

Chair of the Millésime BIO committee

“As an organiser, I am very pleased that the exhibition succeeded in maintaining a consistent balance between exhibitor and visitor numbers, despite a particularly challenging environment for the wine industry. In fact, exhibitors support our visitor qualification policy, which is based on a strict vetting process for potential buyers. They prefer fewer but more useful meetings that result in actual sales opportunities. Visitors, for their part, endorsed our decision to group exhibitors by country or region because it meant they could optimise their time and schedule more stand meetings.

They also made extensive use of the wine library and the Challenge Bar – showcasing all the award-winners from the Millésime BIO Challenge – which serve as valuable points of entry for structuring their visit”.



## OUTLOOK IS ORGANIC FARMING KEY TO ENGAGING YOUNGER WINE CONSUMERS?

Xavier Thuizat, France’s Best Sommelier 2022 and recipient of the *Meilleur Ouvrier de France* award, chaired the 2026 Millésime BIO Challenge. He attended Millésime BIO to lead a masterclass focusing on younger generations. He emphasised that Gen Z stands out for its comparatively strong engagement with organic wine, a point that echoes the findings of Millésime BIO – ObSoCo research conducted in the autumn. The study shows that 18-34 year-olds – who represent 28% of the population – over-index both among non-wine drinkers (36%) and organic wine consumers (31%). This apparent contradiction suggests that organic farming may represent a key entry point for reconnecting younger generations with wine.



**34<sup>th</sup> exhibition**

**25-27 January 2027**

**With the 20<sup>th</sup> anniversary of the Millésime BIO Challenge**

## EXHIBITION MILLÉSIME BIO

Established in 1993, Millésime BIO today is the largest trade exhibition in the world for organically farmed wines, beers, ciders, spirits and no-low drinks. Organised by the SudVinBio association – which brings together over 1,100 winegrowers, co-operative growers and trading companies in the Occitania region – its 33<sup>rd</sup> edition held in Montpellier from 26 to 28 January 2026 was attended by 1,400 exhibitors from some fifteen countries across the globe.

[www.millesime-bio.com](http://www.millesime-bio.com)

[www.linkedin.com/company/sudvinbio](https://www.linkedin.com/company/sudvinbio)

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