

VINEXPO

THE WORLD OF WINE & SPIRITS

— MARCH 4 & 5 2019

NEW YORK

BEYOND WINE



Panel Explores “What is a Craft Spirit?”

With the craft spirits movement on a rapid rise, *Whisky Advocate* executive director Jeffery Lindenmuth will lead a panel discussion on March 5 that delves into the burgeoning trend. Among the expert panelists is Paul Hletko, CEO and co-owner of Portland's [FEW Spirits](#), which specializes in small-batch bourbon whisky, rye whisky, barrel gin and American gin. Hletko is also a past president of the [American Craft Spirits Association \(ACSA\)](#). Also on the panel is [The Winebow Group's](#) national spirits director, Monique Huston, who brings 20 years of industry experience to her position. Winebow's distribution portfolio ranges from some of the most established, family-owned properties to a new generation of winemakers and distillers who are dedicated to innovation and quality.

A photograph of a person walking away from the camera through a doorway. The person is silhouetted against the light coming from the doorway. They are carrying a bag or basket. The scene is set in a room with dark wood paneling.

DISCOVERING CÔTES DE BORDEAUX

A Master Class

Visitors at Vinexpo New York will have a chance to explore the lesser-known wine region of Côtes du Bordeaux in a master class led by renowned New York City sommelier Yannick Benjamin. This Right Bank AOC, distinguished by its hillside vineyards with southern exposure and rich clay limestone soils, is increasingly sought out by sommeliers. Attendees will be introduced to Côtes du Bordeaux's five appellations—Blaye, Cadillac, Castillon, Francs and Sainte-Foy—where small family-owned estates prevail and production of quality wines of exceptional value is the norm. Tradition and innovation will come together in a tasting of six wines, including blend-driven reds and whites as well as single-varietal reds of distinction, all presented by their producers.



[A-Wines Spain & Portugal](#) and its 50 family-owned bodegas have been gaining the attention of consumers worldwide for the quality and value of their wines. In its return to Vinexpo New York, the Madrid-based company will join with [Diva Bordeaux](#) to exhibit a wide range of Bordeaux and Spanish wines at different price points. From A-Wines Spain, new launches include Hoffman sauvignon blanc from Jumilla in southern Spain, D.O. Rioja from Alavesa, and a selection of organic and vegan wines from Valencia, Jumilla, Rioja and Almansa. Diva Bordeaux will showcase some of the best Grands Crus from Bordeaux alongside interesting boutique wines from small châteaux.

South African exporter Robinson & Sinclair will be back this year to once again take advantage of “the purchasing power and willingness to try different and new wines that’s unique to the States,” says Cyril Meidinger, the company’s wine sales executive for Americas and Africa. [Robinson & Sinclair](#) will show wines from well-known appellations like Stellenbosch, but also upcoming and trendy regions like the Swartland and Wellington, which produce fruit-driven wines that promise to fit well in the U.S. market. Set to debut at Vinexpo New York is an exclusive range with eye-catching labels targeting millennials—the fastest growing and biggest wine-consuming category who, says Meidinger, are “ready to move away from the traditional labels and wines.” Among the new offerings: The Blushing Bride Rosé, The Golden Shower Chardonnay, and The Morning Glory Syrah.

Collaboration with Wine Business Institute at Sonoma State University

Vinexpo New York is collaborating with the [Wine Business Institute at Sonoma State University](#) (SSU) to produce an exhibitor education program focused on market entry into the US beverage alcohol market. SSU is a global leader in wine business education and research and brings a wealth of expertise to this project. The goal of the series is to help exhibitors navigate and better understand the complexities of working in the US market, and to better prepare them for

exhibiting at Vinexpo New York. This educational program will cover a variety of topics ranging from the basics of the US market, to legal issues, and route to market strategies.



REGISTER EARLY & SAVE

PRE-EVENT
NOW - March 3
\$125

ON-SITE
March 4 & 5
\$150

[REGISTER NOW](#)

MORE NEWS TO COME

February will mark our final newsletter before the March 4 kick-off to Vinexpo New York 2019. Please keep an eye out for more insight on programming and exhibitors.

RESOURCES

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