

WINE PARIS

OUR TOP 10!

What we take away from
this 2025 edition: 3
intense days in 10 key
points.



Wine Services



WINE PARIS

1. A record edition!

For Wine Paris with 52,600 visitors
and for **Wine Services** > nearly 90
appointments in 3 days.



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2. An exciting conference!

On dry white wines in restaurants
for **The Voice of the Industry** in
partnership with **EY**.

Podcast available soon.



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3. An inspiring talk!
With La Wine Tech on “CSR as an export lever”.
Replay coming soon.



WINE PARIS

4. A team more motivated than ever!

Congratulations Hugo, Caroline, Alexia & Clément for their continuous energy.



WINE PARIS

5. Even more press coverage!

Thank you @La Revue du Vin de France and @The Daily for these publications.



Wine Services



Wine Services: Optimising wine and spirits distribution through actionable market insights

A leading global wine and spirits intelligence firm, Wine Services enables brands to better track their performance, optimise distribution, and anticipate market trends. Wine Paris 2025 attendees can get a taste of President and CEO Caroline Meesmaecker's expertise at today's conference.

In an increasingly competitive environment, wine and spirits houses must refine their strategies to stand out. Access to reliable and actionable data has become a crucial lever for managing distribution and optimising market positioning on an international scale. That's where Wine Services comes in, providing brands with the ability to make strategic, data-driven decisions. For the past 14 years Wine Services has supported over 200 iconic wine and Champagne houses, and it is now extending into the spirits sector.



As part of its comprehensive approach, Wine Services uses global distribution mapping to identify premium sales points, as well as real-time tracking of brand presence

in digitalised markets. Additionally, the firm performs a competitive pricing analysis, assessing brand penetration rates, market-specific price comparisons, and consumption trends. Wine Services also identifies brands' growth opportunities by spotting key markets and high potential sales points to accelerate their development.

CONFERENCE

"Dry white wines conquering the table: Which regions come out on top in 2024?"

Wine Services President and CEO Caroline Meesmaecker will reveal the regions that are emerging as top players in the U.S. and the U.K. and how terroirs are responding to rising demand. - Language: English

Today, 1:00p.m. - 2:00p.m.

Hall 72 / Room 5 - Let's Talk About Wine!



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6.The off

Memorable tastings of incredible wines at the show and during dinners.

W^s
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7. Stimulating exchanges!

Reunions with our customers,
enriching meetings with potential
partners and new collaborations under
consideration with interprofessions.



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8 A white paper co-written with WineTech
Data is emerging not just as a tool, but as an essential strategic lever. It is also emerging as a new “fuel” for innovative solutions and decision-making tools. *Available soon.*



LA DATA

L'INDISPENSABLE
VIRAGE POUR LA FILIÈRE

Transformer la filière
vinicole grâce aux données :
compétitivité, durabilité,
innovation



**Caroline
Messemaecker**
WINE SERVICES

“En consultant nos données sur les prix, les millésimes présents dans les lieux de vente haut de gamme, le client a pu ajuster sa stratégie : ciblage de restaurants et cavités “prestige”, alignement de son prix sur la concurrence, etc. Résultat : +20 % de distribution en moins d’un an.”

[Retrouvez l’entretien complet ici](#)

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9. An international show with 54 countries represented!



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At Wine Services, our customers come from 10 different countries, a golden opportunity to meet them again and present their personalized annual reviews.



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10. Spirits in the spotlight!

With 300 producers present, the V&S News Spirits of the Year Award and the launch of our spirits offer!

