

ENOEXPO[®]

03rd-05th
November
2021
Krakow, Poland

18th International Wine Trade Fair in Krakow



Targi
w Krakowie

ENOEXPO
KRAKOW

ufi
Approved
Event

enoexpo.krakow.pl

Why Poland?

The Polish wine and spirits market is one of the most dynamic in Europe. This is a fast-growing economy with over 38 million people. The **ENOEXPO®** wine fair takes place in Krakow, the city with the largest concentration of restaurants in Poland, which is visited by over 14 million tourists annually.

The International Wine Fair in Krakow **ENOEXPO®** is the largest wine event in Poland. It is held simultaneously with the 28th International Trade Fair for Hotel and Catering Equipment **HORECA®** and the 19th Food and Drinks for Catering Trade Fair **GASTROFOOD®**. This is an ideal opportunity to present your wines to recipients from the HoReCa sector and find a distributor on the Polish market.



Visitor Profile

ENOEXPO®

Thanks to the reputation of **HORECA®** and **ENOEXPO®**, media coverage and industry contacts fairs are visited by over **15,000** visitors every year.

- importers and distributors
- purchasing specialists
- specialist stores
- wine producers
- wine advisers, sommeliers
- restaurateurs
- event organizers
- media

In my opinion, ENOEXPO® is the best wine fair trade in Poland. I attended various events in the country, but these are the best. You can find here the biggest amount of potential customers and the most suppliers. Tradition is also important, and ENOEXPO® has it.

Mariusz Śliwiński
importer,
owner „Misja” company

Polish wine

More and more Polish wine producers cooperate with distributors or deliver wines directly to restaurants. Many of these business contacts were started at **ENOEXPO®**. Thanks to the Polish Wine zone, each winery has the opportunity to present its products. Presence at the fair is a reliable signal for the industry that it is dealing with a mature business concept.



In a word - good. Because this is a good place to show how winemaking in Lower Silesia is developing. Some of our winemakers get their business contacts here, unfortunately I am only one day this year, and I have already talked to several interesting recipients. In a longer or shorter time I will end up with some deeper co-operation and for sure each of the winemakers from our association has similar feelings.

Nestor Kościński
Moderna Winery
President of the Lower
Silesian Wineries
Association

Cool Climate Wines

Following the most interesting trends, during the 18th edition, we pay attention to wines cultivated in a cool climate. The long ripening vine has own unique character. We encourage producers and distributors to present the most interesting wines from the **Cool Climate Wines** regions.

Wine Academy

ENOEXPO®

A three-day tasting and training cycle for the wine industry led by experts. The academy's co-creators are exhibitors, wine associations and embassies. In previous editions we were hosting reputable speakers like: Romana Echensperger MW, Piotr Pietras MS, Elizabeth Gabay MW, Monika Bielka - Vescovi and Andrzej Strzelczyk.



The 13th Winemaking Competition



Every year, nearly 300 samples compete for the title of the best wines in one of the largest wine competitions in Poland - the International Wine Competition for the Trade Fair Medals has been an integral part of the **ENOEXPO®** Fair for 13 years. Wine producers and importers can enter the competition, regardless of whether they are exhibitors of the **ENOEXPO®** Fair.

Wine consumption in Poland is at a much higher level than before. The reception of wine is also different, the availability and diversity are much better. At the fair, people have the opportunity to meet the producers, talk with them and try entire portfolio. For me, the key is a connection with the man who produces this wine and you can find it during such fairs and initiatives. Each year, ENOEXPO® becomes stronger and more recognizable as a brand.

Piotr Pietras
Master Sommelier



International rank

During the last edition **190** exhibitors took part in the fair, including **118** foreign from over **18** countries, including Italy, Germany, Georgia, Armenia, Hungary, France, Bulgaria, Spain, Slovakia, Czech Republic, Ukraine, Kosovo, Serbia, Portugal, Azerbaijan, Croatia, Sweden.

Exhibitors from the beer, cider and spirits sectors as well as companies offering wine accessories and services related to production are also present at the fair.



Beers and spirits

The value of beers and spirits total sale in Poland is constantly increasing. This is one of the fastest growing markets in the world. The **ENOEXPO®** fair is the perfect place to present your products to the HoReCa industry. Foreign producers will establish contacts with distributors who are intensively expanding their offer of spirits.

Organiser:



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Venue:



KRAKOW

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