

Beat: Lifestyle

## **BULLES EXPO PARIS - The First International Sparkling Wine Expo**

**On June 20 & 21 - Parc Floral PARIS**

PARIS, 24.06.2016, 14:16 Time

**USPA NEWS** - The First International Sparkling Wine Show was held on June 20-21, 2016 at Parc Floral PARIS (An enchanting garden setting which is one of the most popular amongst Parisians.). Around 120 wine growers and marketing companies presented the largest showcase for sparkling wines over 10,000 m2...

The First International Sparkling Wine Show was held on June 20-21, 2016 at Parc Floral PARIS (An enchanting garden setting which is one of the most popular amongst Parisians.). Around 120 wine growers and marketing companies presented the largest showcase for sparkling wines over 10,000 m2. 4-5,000 visitors were expected to attend.

For the last ten years, consumption of sparkling wines has grown three times faster than that of still wines. Exports of sparkling wines have boosted trade between countries.

Two leading consumer countries (the United Kingdom and the United States) have doubled their imports of sparkling wines over the last decade. France, the top producer of sparkling wines, has benefited from market growth, but not to the extent that Italy and Spain have. Both production and consumption of fizz are increasing worldwide.

The 5 leading sparkling wine producer countries (France, Germany, Italy, Russia and Spain) account for over 70% of global production. Sparkling wine production has surged in the New World countries that are Chile, Argentina and South Africa, though also in the United States where it stands at 1 million hectolitres.

The BULLES-EXPO show provides an opportunity to review market trends and prospects for the future, possibly giving rise to an economic observatory. The concept of BULLES-EXPO has been well received, partly because of the buoyancy of the category. Consumption of sparkling wines is on the rise and should continue to head north. The market is becoming more organised, legislation is evolving, new products are emerging, new companies are starting to import or export sparkling wines and shippers are launching new ranges. The world of sparkling wines is abuzz with activity.

Between 2014 and 2015, French sparkling wines turned over 3 billion euros in export sales, an increase of 12%, according to statistics released by the French Wine & Spirits Exporters' Federation (FEVS). Growth is particularly remarkable in China, where turnover surged by 60% to 23 million euros. The Chinese market, which for a long time had failed to show any interest in sparkling wines, is apparently warming to them.

Other noteworthy performances include the United States, up 36% to 563 million euros. The US market is now worth more than the UK market which generated 526 million euros in sales of sparkling wines, up 8%. Two countries showed declining sales: Russia, a major consumer of fizz, which dropped 33% to 16 million euros, and Germany which fell by 3% to 243 million euros. In the case of Russia, a challenging economy and strained diplomatic relations are probably part of the explanation for the shortfall.

'We are launching the Bulles Expo show with the firm intention of supporting the interests of the wine industry and trade and allowing France to assert its position at the top of the sparkling wine pyramid', explained Gérard Julien, managing director of the France Agricole group.

Source : BullesExpoParis

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**Article online:**

<https://www.uspa24.com/bericht-8450/bulles-expo-paris-the-first-international-sparkling-wine-expo.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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