



VS PACK 2023

**THE PROMISE OF AN EXCEPTIONAL EDITION FOR THE FRENCH TRADE SHOW
THAT ENHANCES THE WINE AND SPIRITS INDUSTRY**

PRESS RELEASE

On 5-6-7 December 2023, VS PACK, the not-to-be-missed event for premium wine and spirits packaging, will be back at the Cognac Exhibition Centre for a 12th edition full of promises and news in a rapidly changing market.

An exhibition space, a real showcase of exclusive know-how

The pandemic has really reshuffled the cards, leading to an unprecedented awareness, particularly concerning the need to relocate industrial activities on French territory.

This is a great opportunity for our expert companies, whose capacity for innovation has been proven.

The only one of its kind in France, the VS PACK exhibition has been the showcase of local and international know-how in the field of premium wine and spirits packaging for the past 12 editions.

And there are many of them!

The 2023 edition shows great prospects, with an increase in exhibition capacity to meet new demands. Thus, in addition to a renewal of the participation of nearly 80% of the exhibitors present in 2021, 20% of new know-how will be presented.

Exhibitors with unique and prestigious skills, some of which have even been awarded the EPV label (Entreprise du Patrimoine Vivant), a true mark of recognition, which distinguishes French companies with excellent traditional and industrial expertise.

www.vspack.com

Market trends ...

Despite an extreme socio-economic situation that seems set to continue, the wine and spirits market is showing real dynamism. Wine is strengthening its position, particularly in France where it is the preferred alcoholic beverage for 50% of the population. As for low-alcohol drinks, according to a recent study by the international institute Wine and Spirit Research (IWSR), they are expected to grow by 7% in volume by 2022 in 10 key markets worldwide (Australia, Brazil, Canada, France, Germany, Japan, South Africa, Spain, the United Kingdom and the United States), thus crossing the \$11 billion mark. Among the most striking consumer trends of this past period, a strong craze for spirits, led by rhums, vodka, liqueurs and cognac, and an ever-increasing premiumisation; consumers who are increasingly enlightened, knowledgeable, curious and sensitive to the CSR dimension; and online sales that do not dry up. For France, Europe's 2nd largest producer of wines and spirits with 44 categories of beverages and an export turnover of 17.2 billion euros (the second largest surplus in France's trade balance), the outlook is encouraging. However, the sector must face a new situation.

3 days of topical conferences and events

In addition to its exclusive exhibition space and the many areas of expertise on display, the success of VS PACK is also due to the wide-ranging programme of content on offer.

Trends and major challenges in the industry such as sustainability, close relationships between customers and suppliers, and the hyper-personalisation of packaging are among the themes of the conferences, which will be accessible free of charge to the 3000 visitors.

A fabulous opportunity to discuss the latest news, new packaging trends and market developments, in the presence of the most relevant experts on each of the topics.

Another key to the success of VS PACK is innovation, which is widely present throughout the show with the SPIRIPACK competition, one of the highlights dedicated to packaging excellence. Open to all exhibitors, this competition offers them a great opportunity to showcase their recently marketed packaging innovations. 3 of the numerous innovations studied by the jury of experts will be awarded the 2023 VS PACK exhibitors' packaging innovation prize.

The FREEPACK SPIRIT competition of the National Institute of Packaging Design will honour the projects of the rising generation. Students from schools of design and/or packaging design, graphic arts, visual communication, fine arts, future designers who will unveil their most original packaging creations on this occasion. Since 2003, no less than 1,000 candidates and around fifty different schools or courses have taken part in the exercise.

More than a trade show, VS Pack is a real journey to the heart of packaging excellence dedicated to Wines and Spirits.

See you on December 5-6-7, 2023 !



KEY FIGURES FOR THE SHOW

- 110 national and international exhibitors, experts in premium packaging, well-known groups as well as innovative small and medium-sized companies
- + 3,000 visitors
- 15 conferences over 3 days
- 7 trophies and prizes awarded to companies and students for their innovation in packaging.

They are already registered>>>

123 STYLMA EMBALLAGES - **ABZAC** - ADIC-LES ATELIERS - **ALPHA LASER** - AMERICO COELHO RELVAS SUCRS S.A - AMORIM TOP SERIES France - APTAR - **ASTRONOVA PRODUCT IDENTIFICATION** - AUTAJON - BERJON - CARBON META / CARBON DECOR - **CARTONEO** - COGNAC EMBOUTEILLAGE - DAHLINGER - DIGITAL PACKAGING - EGISA - EXCEPTIO - **FAIVELEYTECH** - GLASS MODEL - **GROUP FATECSA** - H+M (Hinderer + Mühlich France) - HRASTNIK 1860 - INESSENS - INJECTION ZAMAK TRAITEMENTS - INNOV DECOR – KURZ - LABRENTA LUXURY DIVISION OF GUALA CLOSURES GROUP - LITHOBRU - MAISON LINEA - MARKA'S - MERKURY ATELIERS - NACARA IMPRESSIONS - OLIVIER MAISONNEUVE - ORIOL & FONTANEL / SANTEX GROUP - **PACK-MAN** - PRESTATIONS DU FIEF - RIVERCAP - SAVERGLASS - **SCRIBOS** - SETOP DIAM - SLEEVEE - SMURFIT KAPPA - SODEM - SPINNLER Cartonnages - STOELZLE GLASS GROUP - **SUPERCAP** - VAN GENECHTEN PACKAGING - VARIAPRINT - VAUDAUX S.A - VERALLIA France - VERRERIE DU FUTUR - VETROELITE S.P.A - VINOLOK - VL DESIGN - WILDCAT PACKAGING ...



VS PACK is organized by ATLANPACK
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