

13TH EDITION



P A C K

2.3.4
DECEMBER
2025

EXHIBITION
CENTER
COGNAC
FRANCE

WWW.VSPACK.COM

ORGANISED BY  ATLANTAPACK

COGNAC

PREMIUM PACKAGING INNOVATION SHOW FOR WINES & SPIRITS



PRESS KIT 2025

VS PACK 2025 TRADE SHOW > 13th Edition

An exceptional edition showcasing the excellence of the entire Wines & Spirits sector.

On **December 2, 3, and 4, 2025**, **VS PACK**, the must-attend event for premium packaging and technology for Wines & Spirits, returns to the **Cognac Exhibition Center** for its **13th edition**, focused on innovation, market challenges, and opportunities in a rapidly evolving industry.

120+ exhibitors

Global leaders, major groups, mid-sized companies, and SMEs with unique and prestigious expertise. Over 10% are new participants.

Over 3,500 visitors expected in 2025

Including 25% international decision-makers.



THE 2025 POSTER



VS PACK EXPANDS ITS OFFER!

A more suitable layout, an ever more diverse offer!

The Villages: New in 2025.

Additional exhibition and activity areas to cover all professions and services.

- **THE TRAINING VILLAGE**
- **THE TECHNOLOGY VILLAGE**
- **THE INNOVATION VILLAGE**
- **THE MATERIALS VILLAGE**

And still, 2,500 m² of optimized exhibition space, providing maximum visibility for exhibitors and comfort for visitors.



EXHIBITORS AT VS PACK 2025

More than 120 exhibitors will be present at VS PACK 2025.

The entire exhibition space has been redesigned to offer a comprehensive showcase for all sector players, providers of creative, sustainable, and high-performance solutions serving Wines & Spirits marketers.

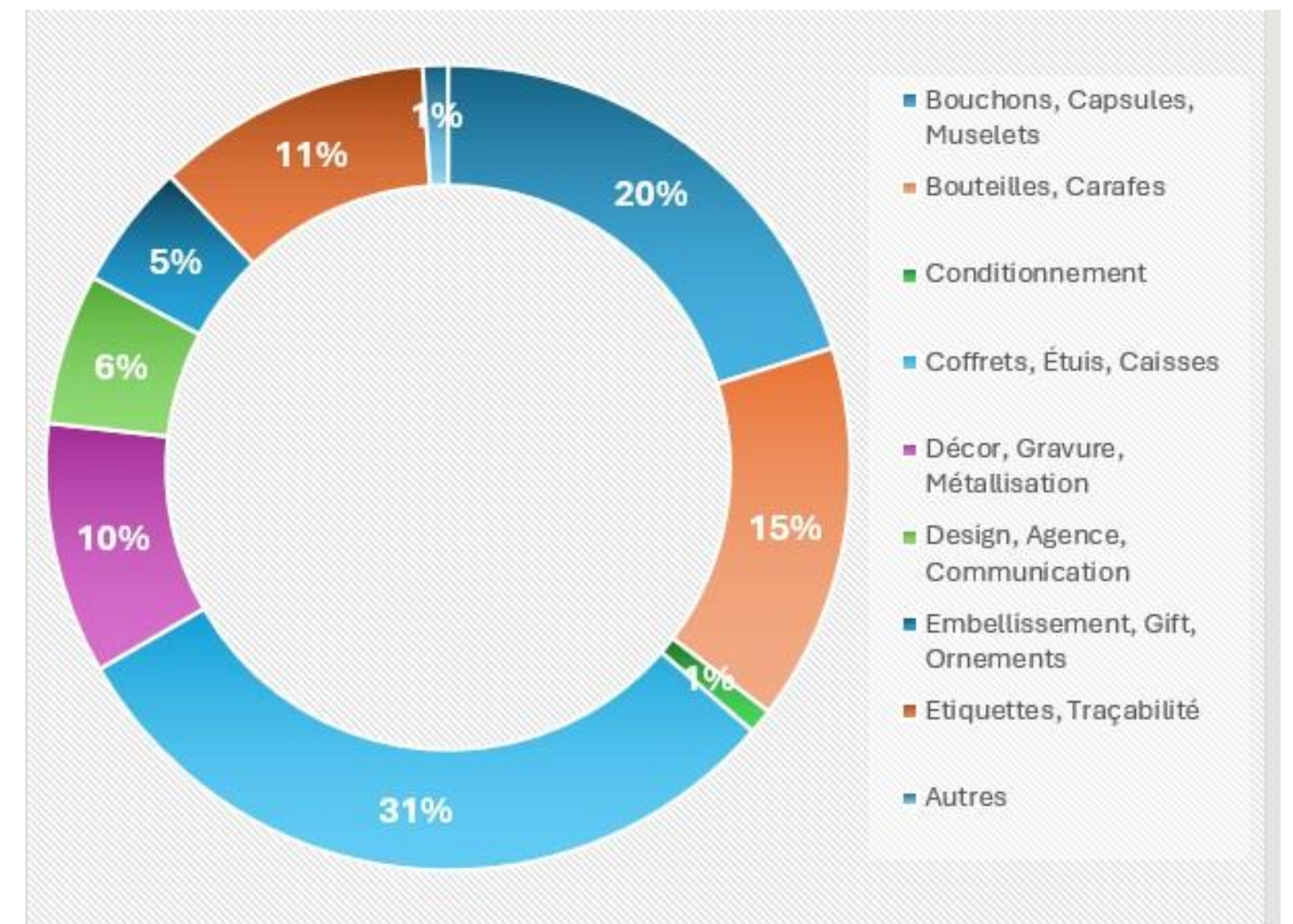
GEOGRAPHICAL ORIGIN ▼

FRANCE	80 %
WORLD	20%

A wide range of products, materials, and expertise

Exhibitors present a particularly rich and diverse range of products, materials, and know-how. Their fields of activity are divided into the main families of packaging and associated technologies, illustrating the diversity and complementarity of expertise gathered at the show.

Statistics from the 2023 edition.



A GREAT DIVERSITY OF EXHIBITORS IN 2025!

ADIC - LES ATELIERS - ALLIANCE ETIQUETTES - AMERICO COELHO RELVAS SUCRS - AMORIM TOP SERIES - ASSERQUALI – ATELIER DAEDALUS - AUTAJON - AYANO - BERLIN PACKAGING - BERNADET - BORMIOLI LUIGI GLASSWARE - BOUCHAGES DELAGE - C.E.P.S - CARBON DECORS - CARTONEO - COGNAC EMBOUTEILLAGE - COLIEGE METALCO EMBALLAGES - DAHLINGER - DIGITAL PACKAGING - EGISA by ISEM - EURO PLV - FUTURAMAT - GRAFOPACK - GUALA CLOSURES - HRASTNIK 1860 / VAIDER GROUP AG - INESSENS (SOCAB) - INNOV DECOR - IUT ANGOULEME - JC RIBEIRO - KEFLA / VERRERIE DU FUTUR - KURZ - LA POSTE - LE SANGLIER PACKAGING EDITION - M2S EVOLUTION - MAESTRO PACKAGING - MAISON LINEA - MARKA 'S - MERKURY ATELIERS - MICRO SABLAGE VERRIER - MPO - NACARA IMPRESSIONS GROUPE LABELYS - NOVAGRAAF - OLIVIER MAISONNEUVE - ORIOL & FONTANEL / SANTEX GROUP - OC REGROUPEMENT - OZÉ DESIGN - P H P - PACKMAN - PGP GLASS EUROPE - PHILAPOSTE - PLEAT-IT - RAMBAULT - RIVERCAP PART OF CREALIS - RUEL ETIQUETTES - SAVERGLASS - SEGEDE - SETOP DIAM - SLEEVE – SMURFIT WESTROCK - SODEM - SPINNLER CARTONNAGES - STOELZLE GLASS GROUP - TALIS BARTOPS - TEMACO - THIBAUT BERGERON - VALADIE EMBALLAGES - VAN GENECHTEN PACKAGING - VAUDAUX HAUTE GAINERIE DEPUIS 1908 - VERALLIA – VARIAPRINT - VERPACK - VETROELITE - VINOLOK - VL DESIGN - WILDCAT PACKAGING - WINTER & COMPANY - WOODPACK - ZIGNAGO VETRO ...

Non-exhaustive list, regularly updated at > www.vspack.com/visiteurs/liste-des-exposants

3 days of conferences and round tables at the heart of the show!

VS PACK offers 3 days of free conferences and round tables covering all market topics. Gain perspective on your business thanks to experts and professional speakers from the packaging and Wines & Spirits sector.

TUESDAY, DECEMBER 2

09:45 - 10:45 Opening conference

11:00 - 12:00 International, European, and French regulations applied to Wines & Spirits

14:00 - 15:00 CSR and ESG commitments of sector players

15:15 - 16:15 Sector dynamics in international markets

16:30 - 17:30 Innovation pitch

WEDNESDAY, DECEMBER 3

09:45 - 10:30 Glass creation and decoration serving diversification

10:45 - 11:30 Anti-counterfeiting, security, traceability, international challenge

10:45 - 12:30 Marketing and Artificial Intelligence

14:00 - 15:00 Conference on market trends

15:15 - 16:15 Consumer information: labels and connected packaging

16:30 - 17:30 Exhibitor conference

18:00 - 22:00 SPIRIPACK awards ceremony – Evening event at the show

THURSDAY, DECEMBER 4

09:45 - 10:45 Spirits consumers: who are they?

11:00 - 12:00 Design: a source of enchantment for your packaging

14:15 - 15:15 Conference on paper creation and innovation

15:30 - 16:00 FREEPACK awards ceremony

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Conférences
VS Pack



Program regularly updated at:
www.vspack.com/programme/conferences

SPIRIPACK AWARDS 2025

7th edition of the exhibitors' innovation awards

SPIRIPACK is a competition open to all VS PACK exhibitors, allowing them to highlight a recently marketed packaging innovation.

Candidate innovations are evaluated by a jury of professionals who award prizes in 3 categories.

Innovation, design, commercial impact, and eco-design are among the criteria considered by the jury.

Products are showcased in a dedicated area at the heart of VS PACK, gaining visibility among professional visitors and journalists covering the event.

The awards ceremony will take place on Wednesday, December 3 at 6:00 pm during the VS PACK evening event.



FREEPACK SPIRIT COMPETITION 2025

12th edition of the student packaging design competition

Organized by the National Institute of Packaging Design, FREEPACK SPIRIT is a packaging design competition open to students from design schools, packaging design, graphic arts, visual communication, or fine arts.

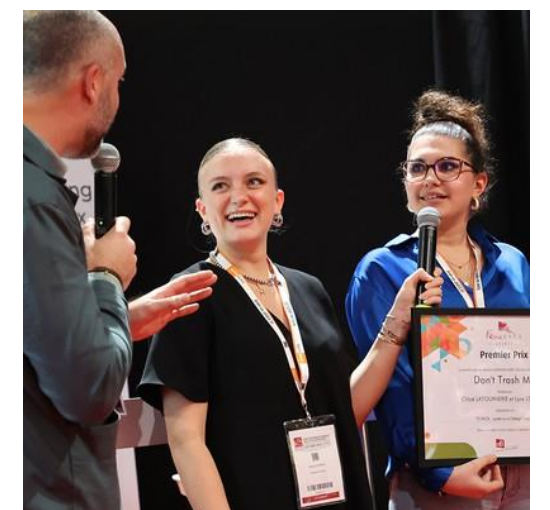
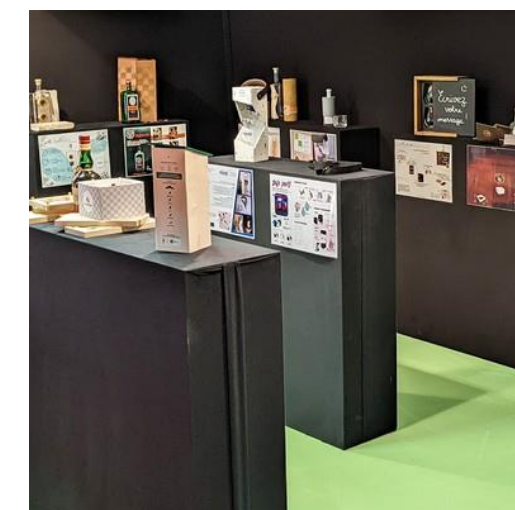
Since its creation in 2003, more than 1,300 students from about sixty institutions have taken up the challenge, making this competition a real springboard for young talent. Selected projects are evaluated by a jury of professionals and showcased in an exhibition at the heart of VS PACK, offering students exceptional visibility among professional visitors and attending media.

2025 Theme: "A Spirit, A Journey – Explore the World Through Packaging“

Travel is a rich and emotional concept that connects consumers to stories, places, and sensations. This theme invites students to imagine packaging that does more than contain a beverage—it transports the consumer on a sensory, cultural, and geographical adventure. It's an opportunity to play with imagination, emotion, and offer a true escape through packaging.

Featured material: paperboard

The awards ceremony will take place on Thursday, December 4 at 3:30 pm at VS PACK.



THE BLUES PACK EVENING

Atlanpack invites exhibitors and partners to an exclusive event focused on networking and conviviality.

For three days, the show is in full swing: attracting prospects, strengthening team cohesion, thanking loyal partners, and forging new collaborations... opportunities abound and energy expenditure is high.

Organized on Tuesday, December 2 in the evening at Les Abattoirs de Cognac, this exclusive event is a true convivial interlude, combining professional exchanges and musical ambiance around Blues, in a warm and relaxed setting.

A privileged moment to continue discussions differently, **create connections and share** between exhibitors and partners, while promoting the attractiveness of Cognac and its region through business tourism films. Atlanpack invites exhibitors and partners to an exclusive event focused on networking and conviviality.





The organizer

Atlanpack, the Graphic and Packaging cluster, aims to promote the expertise of packaging professionals rooted in the Atlantic Arc region. Its sector and market expertise supports the growth of member companies, strengthens their competitiveness by developing solid partnerships within and outside the greater southwest.

For over 25 years, **Atlanpack** has been the leading territorial competence center in the field of packaging in France. **Atlanpack**, creator of the VS PACK show, brings together more than 500 companies and 20,000 jobs. It offers information, advice, networking, and training in packaging for all markets.



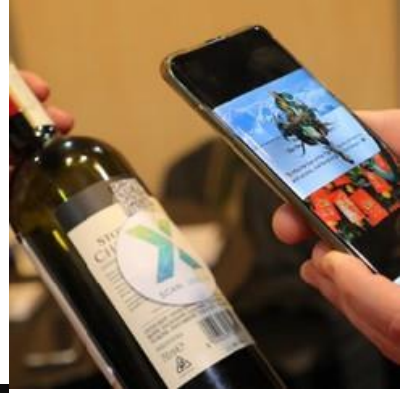
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Atlanpack's annual program is supported by



PRACTICAL INFORMATION

DATE	From Tuesday, December 2 to Thursday, December 4, 2025
TIMES	Tuesday 9 am to 6 pm – Wednesday 9 am to 6 pm (+ evening event) – Thursday 9 am to 5 pm
LOCATION	Exhibition Center - Espace 3000 - Boulevard Oscar Planat - 16100 Cognac - FRANCE
ACCREDITATION	Request at: www.vspack.com/presse/demande-accréditation
EXHIBITORS	More than 120 exhibitors
SECTORS	Bottles, decanters – closures and collars – cases, boxes, gift sets – labels, sleeves, decorations – materials – packaging technologies – services – accessories, gifts – POS displays – design – components and equipment serving Wines & Spirits...
VISITORS	Over 3,500 expected
INFORMATION	www.vspack.com





Packaging innovation show for Wines & Spirits
December 2, 3 & 4, 2025 – COGNAC – FRANCE

www.vspack.com

MEDIA CONTACT

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