

VS PACK 2025

Packaging Innovation at the Heart of Cognac

From December 2 to 4, 2025, the must-attend premium packaging trade show for wines & spirits will bring together the global industry in Cognac.

For three days, Cognac is set to become the international capital of packaging innovation. From December 2 to 4, 2025, **VS PACK** returns for its **13th edition** at the Parc des Expositions – Espace 3000, organized by **Atlanpack**. This professional event is the global benchmark for suppliers and **creators of premium, sustainable, and high-performance packaging solutions** serving wine and spirits brands.

A 2025 Edition Focused on Innovation and Expertise

With **over 120 exhibitors**—including **10% new participants**—and **3,500 visitors expected**, VS PACK 2025 promises a comprehensive overview of the latest advances in design, materials, technologies, and market trends. **A quarter of visitors will come from abroad**, confirming the event's global reach.

New for 2025: Four Thematic Villages

To address the sector's rapid changes, the 2025 edition will introduce four strategic areas:

- **Innovations Village**
- **Technologies Village**
- **Materials Village**
- **Training Village**



These are true hubs for targeted networking and building future partnerships.

Conferences, Debates, and Forward-Looking Perspectives

Throughout the show, **conferences, round tables, and innovation pitches** will explore key issues: regulations, CSR/ESG, artificial intelligence, traceability, market evolution, and marketing. The program is designed to **stimulate reflection and inspire decision-makers**.

Awards and Competitions: Excellence in the Spotlight

- **SPIRIPACK Awards:** A jury of professionals will honor the most outstanding packaging innovations during the evening event on December 3.
- **FREEPACK SPIRIT Competition:** Organized by the National Institute of Packaging Design, this contest invites students to create around the theme "A Spirit, A Journey." The awards ceremony will take place on December 4 at 3:30 p.m.

BLUES PACK Evening: Networking and Conviviality

A highlight for networking, **the BLUES PACK evening** will bring together exhibitors and partners on December 2 at the Cognac abattoirs, combining professional exchanges with a festive atmosphere.

VS PACK 2025 promises to be a showcase of innovation, expertise, and inspiration for imagining the premium packaging of tomorrow.



Practical Information

Dates: December 2, 3, and 4, 2025
Venue: Parc des Expositions – Espace 3000 – Cognac, France
www.vspack.com

About Atlanpack

Atlanpack, the graphic and packaging cluster of the Atlantic Arc and creator of the VS PACK show, brings together over 500 companies and 20,000 jobs. It offers information, consulting, networking, and training in packaging for all markets.

MEDIA CONTACT

Agence RP DRINKS
Astrid d'Estève - 06 61 96 42 00 - astrid@agence-rpdrinks.fr