

FINAL REPORT

31st INTERNATIONAL EXHIBITION OF VINE-GROWING AND WINE PRODUCING

Vinaria 2024

VINARIA was held together with
International Agricultural Exhibition **AGRA** and
International exhibition for food and drinks, packaging, machinery and technology **FOODTECH**

The 31st edition of VINARIA took place from February 20 to 24, 2024.
It defended it's position at the largest event for the wine industry in South-Eastern Europe.

VINARIA 2024 is organized by the International Fair Plovdiv under the auspices of the Ministry of Agriculture and Food.



Partners

Agricultural Academy
University of Food Technologies
Union of Oenologists in Bulgaria

The International Wine Tourism Conference (IWINETC) was a partner in the 31st edition of VINARIA. The renowned platform was founded in 2009 in Spain and includes over 2,500 participants from 45 countries.

VINARIA 2024 welcomed exhibitors and visitors with a new vision and attractive stand design, creatively designed to highlight the companies and their products.





- Science
- Practice
- Technology
- Technique
- Products
- Services



130 EXHIBITORS	**10 200 square meters of exhibition space**	**15 % more the Bulgarian producers**
9 COUNTRIES France, Italy, Spain, Greece, Moldova, Turkey, Romania, Serbia.	**2 pavilions and open areas**	**500 publications in specialized media**

MAJOR CATEGORIES

- Wine and spirits;
- Machinery, technology, materials and services for winemaking;
- Seedlings, technology, equipment, materials and services for viticulture;
- Packaging;
- Wine tourism.









VINARIA 2024

Prestigious stage of the year for presentations, tastings and premieres of products, technological solutions, machines and equipment.



Exhibitors

The 31st edition presented traditional and established wineries, boutique wineries from different regions and countries, new and modern wine projects.

High-quality wineries from Italy, France, Spain, Moldova, and Romania exhibited selected wine collections.

Winemakers from Greece, Turkey, and Serbia participated with a wide range of boutique wines.

Bulgarian wineries focused on local varieties, as well as wineries that produce wine from grape varieties considered exotic for our country until recently, had a strong presence.

The expositions of family wineries from Plovdiv, Haskovo, Stara Zagora, Yambol, Vidin, Burgas, Varna, Ivaylovgrad, Sredna Gora and other regions were impressive.



VINARIA 2024

PRESENT

New wine projects and start-up wineries showed their own visions of the trends in Bulgaria's wine list.





- Selection of products of new boutique wineries;
- Wide range of quality terroir wines from Bulgaria and Europe;
- Premium brands of vodka, rakia, brandy, whiskey, ouzo, gin;
- Fruit-based wines and spirits in exotic combinations;
- New grape varieties created in Bulgaria;
- Machinery and materials for viticulture and winemaking.

COMPETITION GOLDEN RITONS

Nearly 200 samples of Bulgarian and foreign wineries from Bulgaria, Italy, Romania, Greece, Turkey and Moldova rivaled in the competition for the prestigious awards.

Six Bulgarian wines were awarded a Golden Riton from the Specialized International Exhibition VINARIA 2024.

The samples were evaluated by a jury of 13 members, which included top tasters from the country and abroad, most of them international, and three winners of the Oenologist of the Year award.

For the first time, International Fair Plovdiv gave each exhibitor a chance to participate in the competition with one sample.

The winners of the "Golden Rhyton" 2024 Competition by the specialized jury were:

- Villa Yustina, B&B, Semillon & Chardonnay & Dimyat (2023)
- Edoardo Miroglio, EM Rosé, Pinot noir & Melnik (2023)
- Dzhemperlievi, Cabernet franc & Syrah (2023)
- Stephan Pirev wines – Chardonnay (2021)



INTERNATIONAL INNOVATIONS COMPETITION

At VINARIA, the exhibitors had the opportunity to participate with their products in the International Innovation Competition.

In the category “Machines and technologies for the production of wines and spirits”, three developments were awarded:

- **Roxs Winery Ltd. for CHARDONNAY BARRIQUE GOLD with gold particles**
- **DD Ltd. for Natural jujube liqueur**
- **Bevine Ltd. for BeVine - Solution for optimization and management from the vineyard to the bottle**



EVENTS ON THE ACCOMPANYING PROGRAM

- Presentation of the awards in the Golden Riton competition and the medals of International Fair Plovdiv for wines and spirits;
- Awarding the winners of the Young Oenologist and Oenologist of the Year competitions;
- Presentation of the book Viticulture in Bulgaria from the origins to the 20th century by Assoc. Prof. Todor Nachev;
- Wine tourism round table
- Forum: Current aspects of sustainable development of the viniculture sector in the conditions of climate changes and a dynamic market environment
- Tastings of Golden Riton winners;
- Innovations Competition;
- Tastings of Golden Riton and medal-winning wines.





Visitors
VINARIA 2024

Over 53,000 visitors from 12 countries in Europe and Asia.

86% Wholesalers, retailers, distributors and importers

63% Restaurateurs, owners, managers, managers of restaurants and hotels

54% Sommeliers and oenologists, lovers and connoisseurs of quality spirits, wine and beer







VINARIA 2025

FEBRUARY 18-22

Together with
AGRA and FOODTECH

WE ARE EXPECTING YOU!

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