



Wine South America projects growth in 2026 after historic edition

Fair will take place from May 12 to 14, 2026, in Bento Gonçalves (RS)

The next Wine South America, one of Latin America's leading professional wine trade fairs, is already scheduled: it will take place from May 12 to 14, 2026, in Bento Gonçalves (RS). The 2025 edition was historic, recording a 20% increase in the number of exhibiting brands, generating more than R\$ 100 million in business, and attracting over 7,000 buyers from all regions of Brazil and 19 countries, consolidating the fair as an essential business platform in the first half of the year.

For 2026, even greater growth is expected, with expanded participation from both national and international wineries, in addition to stronger representation from importers. Portugal and Italy have confirmed their interest in expanding their exhibition spaces, Greece has already secured a larger presence than in 2025, and south American - Argentina, Chile, and Uruguay - is expected to further increase its traditional participation, consolidating the fair as an essential business platform in the first half of the year.

"With each edition, Wine South America gains more relevance for the industry's key players. Our commitment is to provide an increasingly strategic environment for business, where exhibitors and buyers can find real opportunities to expand in both the Brazilian and international markets," says Marcos Milanez, the event's director. "Being at Wine South America means positioning yourself before the sector's leading buyers, distributors, and specialists. In 2026, we want to expand this reach even further, reinforcing the fair's role as a strategic showcase for producers from different regions of the world," adds Milanez.

Serra Gaúcha region, the country's largest wine-producing area and host of the fair, is expected to welcome a record number of Brazilian wineries in 2026. In 2025, 200 national brands participated, representing terroirs such as Serra and Campanha Gaúcha, Serra do Sudeste, Campos de Cima da Serra, Serra Catarinense, Vales da Uva Goethe, Cerrado Goiano, Vale do São Francisco, Serra da Mantiqueira, and Brasília — which debuted at the event and has already confirmed its return. Traditional brands such as Casa Valduga, Miolo, Aurora, Don Guerino, Pizzato, and Nova Aliança have already secured their presence, alongside entities including Aprobelo (Monte Belo do Sul), Afavin (Farroupilha), Aprovale (Vale dos Vinhedos), and Altos Montes (Flores da Cunha).

"Holding Wine South America in Serra Gaúcha strengthens not only national wineries but the entire Brazilian wine sector. It is an opportunity to showcase the strength of



our production and connect the region with buyers from all over the world,” highlights Daniel Panizzi, Vice President of Consevitis-RS.

Italy in the Spotlight

In the 2025 edition, Italy established itself as the leading international presence, with a record participation of more than 80 brands — more than double the previous edition — supported by ICE, the Agency for the promotion abroad and internationalization of Italian companies, through the Trade Promotion Department of the Italian Embassy (ITA – Italian Trade Agency). For 2026, an even larger and more representative pavilion is expected.

“Wine South America has become a strategic showcase for Italian wines in Brazil and Latin America. The growth of Italian participation reflects confidence in the fair’s potential and highlights the importance of the Brazilian market as a destination for our producers,” says Milena Del Grosso, director of ICE.

The Wines of Portugal project also stood out, bringing 11 producers within a group of more than 25 Portuguese wineries, showcasing the diversity of terroirs such as Douro, Alentejo, Vinho Verde, Dão, Bairrada, and Lisbon.

“We came to WSA especially to diversify the distribution of our products. We are well represented in Brazil, but we want to reach more regions. For this, we sought a professional fair capable of connecting us to markets we would not normally access. WSA offers business matchmaking sessions that are undoubtedly a highlight for making valuable contacts,” emphasizes Daniela Costa, area manager for Wines of Portugal.

A Growing Market

The performance of the Brazilian wine market reinforces WSA’s relevance and its potential to anticipate negotiations ahead of winter, one of the most important periods for wine consumption in Brazil. In 2025, the Brazilian wine market demonstrated resilience and expansion in the first quarter, with a total sales volume of 82.5 million liters, a 7% increase compared to the previous year, according to Ideal BI Consulting. Imports were the main driver of this growth. Based on this scenario, the Brazilian wine market is expected to surpass R\$ 22 billion in 2025, showing remarkable resilience despite the current economic situation, also according to Ideal BI Consulting.

Business and Knowledge Platform

Exclusively aimed at professionals in the wine market — such as retailers, importers, exporters, and supermarket chains — the fair is organized by Milanez & Milaneze, a



company of the Veronafi Group, which holds the know-how of Vinitaly, the world's leading wine trade fair with more than 55 years of history.

In addition to the exhibition area, the next edition will once again feature a robust knowledge-sharing program, offering market talks, masterclasses, and high-level tastings, reinforcing Wine South America's role as both a business platform and a center of knowledge for the industry.