



FINAL REPORT

XXXIII
Iinternational Exhibition of
Vine-growing and Wine Producing

Vinaria

ufi Approved Event

2026

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

In 2026, VINARIA – the International Exhibition of vine-growing and wine producing – reasserted its position as the most significant economic event for the viticulture and winemaking industry in Southeastern Europe.

Pavilion No. 6 was transformed into a City of Wine where finished wine products, technological solutions, machinery, equipment and services for the sector met together.

VINARIA 2026 was held under the auspices of the Ministry of Agriculture and Food and presented the full cycle of wine production: from the vineyards to the finished product.

Co-organizers

University of Food Technology of Plovdiv,
Union of Oenologists in Bulgaria

Partners

Agricultural Academy
University of Food Technologies



VINARIA 2026 attracted over 150 exhibitors, who presented their products and services to nearly 53 000 visitors.



Scienc

Practice

Technology

Technique

Products

Services



150 EXHIBITORS	**10 200 square meters of exhibition space**	**10 % more the Bulgarian producers**
10 ДЪРЖАВИ Bulgaria, France, Italy, Spain, Greece, Turkey, Czech Republic, Romania, Pakistan, New Zealand	**2 Pavilions and open areas**	**500 publications in specialized media**

VINARIA 2026 HIGHLIGHTS

- New boutique wineries and premiere wine projects
- Terroir wines from Bulgaria, Italy, Spain, Greece and other regions
- Premium vodka, brandy, whiskey, ouzo, gin
- Fruit wines and spirits in innovative combinations
- New grape varieties, seedlings and care products
- Machinery, materials, packaging and services for viticulture and winemaking

The main goal of VINARIA 2026 was to present modern trends, innovations and market premieres in viticulture and winemaking, creating an environment for professional contacts, tastings, business deals and knowledge exchange between producers, technologists, traders and experts.



EXHIBITION



The 33rd edition of VINARIA presented traditional and well-established wineries, boutique cellars, new wine projects, as well as a rich technological zone for wine production.

The exhibition showcased:

- modern machinery and equipment for the wine and brewing industry
- fermentation and storage tanks
- laboratory and analytical equipment
- solutions for automation, control and optimization of production processes
- packaging, labeling and design for market positioning

The oenological section included a wide selection of white, red and rosé wines, premium spirits and innovative fruit alcoholic products. Exhibitors presented terroir series from Bulgaria and Europe, as well as new grape varieties created in our country.

TRENDS

VINARIA 2026 outlined several major trends:

- increased interest in boutique and terroir wines
- a variety of innovative fruit drinks
- strong presence of Czech breweries
- growing demand for state-of-the-art equipment for analysis and automation
- integrated solutions for packaging, labeling and design
- focus on efficiency, control and added value in production

MAIN CATEGORIES

- Вино и винодельческая продукция, алкогольные напитки-Wines and spirits
- Machines, technology and materials for winemaking
- Seedlings, equipment and care products for viticulture
- Packaging
- Specializing media







VINARIA 2026 INTERNATIONAL TASTING COMPETITION

The international tasting competition was among the brightest highlights of **VINARIA 2026** and once again demonstrated the high level of Bulgarian wines and spirits.
An international jury tasted **nearly 200 samples from Bulgaria and abroad,** and the highest awards were presented at a special ceremony.

Golden Rhyton – the highest award of VINARIA 2026

Four Bulgarian and one Italian wine were awarded:

- Wine Cellar Yamantievs – Yamantievs Syrah & Pepi Verdo, vintage 2023
- Wine Cellar Daniel's Plain – Cabernet Franc, vintage 2025
- Villa Yustina Winery – Gorkata Mavrud/Rubin/Merlot blend, vintage 2020
- Wine Cellar Divino Brothers – Gigino Grande Aniversario, vintage 2022
- Wine Cellar Vrachanska Temenuga – Grey Label, Vrachanski Misket, vintage 2025







Other awards

Gold and silver medals were awarded in the **categories: spirits; white, red and rosé wines; special series and terroir wines to international participants from Greece, Ukraine, Serbia, Italy and the Czech Republic.**

The competition proved once again that it stands among the most authoritative places for assessing quality and craftsmanship in winemaking and the production of spirits.





SIDE EVENTS

The side events were among the strongest elements of the exhibition:

- Presentation of the Golden Rhyton awards and the medals from the International Wine and Spirits Tasting Competition VINARIA 2026
- Consumer's Choice Competition: white, red and rosé
- Rich business program with presentations, discussions and professional meetings







VINARIA 2026

The 33rd edition confirmed the authority of the International Exhibition VINARIA as the leading forum for viticulture and winemaking in the region, combining tradition, innovation and international presence.

VINARIA 2026 provided a strong platform for business development, tastings, premieres and professional exchange, clearly outlining the future of the sector: high-quality products, modern technologies and sustainable practices.







Visitors
VINARIA 2026

Over 35 000 visitors
from 10 countries
in Europe and Asia.







Wholesalers, retailers, distributors andimporters



Restaurateurs, owners, managers, managers ofrestaurants and hotels



Sommeliers andoenologists, lovers andconnoisseurs of qualityspirits, wine and beer



XXXIV
International Exhibition
of Vinegrowing and Wine Producing

VINARIA 2027

23-27 FEBRUARY

Together with AGRA and FOODTECH

WELCOME!

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