



**13-14-15
February 2020**

**Caen, Normandy,
France**

1st edition

Presentation file



Supported by :



A co-production





CIDREXPO, AN EVENT FOR THE ENTIRE INDUSTRY

WHY CIDREXPO?

February 13-14-15

Cider and their brandies are fashionable in many countries where they come as an alternative to craft beers. Cider festivals are flourishing and consumption is increasing.

France has made it for centuries and makes it more with a wine approach. Cidrexpo is going to be the crossroad of cider cultures.

Thought by producers for producers, it is a unique opportunity to showcase our products on the commercial and media scene.

The selected dates are strategic:

From February 10th to 12th, in Paris will take place Vinexpo which welcomes nearly 40,000 professional visitors from all over the world. They are the priority target of our communication plan.

Accompanied by professionals in the organisation of the event, Cidrexpo is an event of international stature, a place for cultural, technical and commercial exchanges for the entire industry.



CIDREXPO VISITORS

23 500 PROFESSIONALS

Importers, distributors, wine, beers and spirits retailers from 145 countries invited to participate in Cidrexpo.

THE MAIN NETWORKS OF SOMMELIERS / WINE MERCHANTS

The international market is one of our priorities. Through the public of the prescribers, we will endeavor to offer them a new approach on our products with tasting workshops.

GENERAL PRESS AND SPECIALIZED PRESS

To control the image of our products, the press and social medias play a key role.

GENERAL PUBLIC

Opening Cidrexpo to the French is way to show different cider cultures in the world. Cidrexpo is also a temporary point of sale for your products.

EXHIBIT IN CIDREXPO

A standard exhibition stand **1100€ pre-tax**

In order that every cider maker gets the same chance to promote his products, we decided to sale the same type of exhibition stand to everyone

A 9m² stand includes:

- 9m² with carpet
- A counter
- 1kW electrical connection
- Partition walls
- Lightening
- A title sign
- 50 invitations



Options available

We offer additional options to equip your stand. These are detailed in the registration form.

Our sales department is at your disposal for any other request.



CIDREXPO IS ORGANISED BY:



Association du Salon
International des Produits
Cidricoles

and



CIDREXPO SUPPORTED BY:



Your sales contact:

Etienne Fournet +337 89 82 59 63

etienne@cidrexpo.com