

Beviour Marketing Unveils Growth Strategies for Global Wineries Expanding into U.S. Wine Fairs

New activation program helps international brands move beyond foot traffic to secure pre-booked trade meetings and high-impact media coverage



Miami, Florida Apr 22, 2026 ([Issuewire.com](https://www.issuewire.com)) - Beviour Marketing, a boutique U.S.-based agency specializing in wine trade and media relations, is proud to announce its strategic activation program for international wineries at upcoming U.S. wine fairs. Founded by Eter Gorgiladze, the agency provides the essential "Business Bridge" for global brands seeking to secure high-impact media coverage and pre-booked trade meetings in the competitive U.S. market.

If you've ever walked the floor of a major U.S. wine fair, you know the vibe. It's a sensory overload of clinking glasses, pour-spouts, and thousands of labels all screaming for the same thing: attention. For many international wineries, a trade show is a massive investment. You fly halfway across the world, set up a beautiful stand, and then... you wait. You wait for that one legendary importer to stroll by, taste your Reserva, and change your life.

Spoiler alert: That's not a strategy. That's a lottery ticket.

The U.S. market is notoriously competitive and strictly relationship-driven. To truly maximize your presence, you have to stop thinking like an exhibitor and start thinking like a promoter.

The Blueprint for a Successful U.S. Wine Fair Presence

To move beyond "foot traffic" and into "frequent orders," wineries must adopt a structured activation strategy long before the first cork is pulled. Based on Eter Gorgiladze, founder and managing director of Beviour Marketing—an agency specialized in wine trade and media relations—here are the three pillars of a winning presence:

- **Pre-Event Media Narrative:** You must turn your brand into a story journalists actually want to cover. This involves professional press release distribution to national databases and personalized pitches to top-tier journalists. The goal is to secure pre-event coverage and on-site interviews to maximize earned media exposure.
- **Targeted Trade Outreach:** The U.S. is relationship-driven. You need direct, personal contact with top-priority targets—importers, distributors, and buyers—to secure pre-booked meetings before the fair begins. This is achieved through strategic email campaigns and direct outreach to qualified professionals.
- **Influencer Engagement:** The wine sector must own past misconceptions and credit influencers for their incredible work attracting millions of consumers, especially during times of decreased consumption. Modern strategy requires scouting creators with authentic "taste" and personality based on the event's location to invite them to your stand. By sharing your story through an interesting pitch and hosting in-person meetings with the producer, you secure organic social reach to thousands of wine lovers who otherwise might never discover your brand.

While these actions are essential for success in the U.S., they are incredibly time-consuming and demand local market knowledge and established trade and media relations. Many wineries lack the resources to implement them alone. This is where Beviour Marketing steps in to do the "heavy lifting," managing these critical activities to ensure a high-performance market entry. As Eter Gorgiladze emphasizes, having a local partner is vital in a relationship-driven landscape. By leveraging Beviour's expertise, wineries transform their presence from mere attendance into a strategic win filled with pre-scheduled meetings and earned media headlines.

The Business Bridge: Vinexpo Americas 2026

A prime opportunity to put these strategies into play is the upcoming Vinexpo Americas, held on April 29–30, 2026, at the Miami Beach Convention Center. This event has evolved into the "Business Bridge" for the entire continent, offering a strategic crossroads for international brands and high-impact buyers across North, Central, and South America.

- **A Multi-Category Universe:** The show floor is a dynamic ecosystem featuring Vinexpo Americas for wine, the Miami debut of Be Spirits for spirits and mixology, and Be No, a future-focused space for alcohol-free innovation.
- **The "Academy" Experience:** Beyond the booths, the Vinexpo Academy delivers high-octane market intelligence. Expect one-hour masterclasses and 30-minute "Quick Talks" decoding the U.S. three-tier system and competitive Florida market dynamics.
- **Unrivaled Reach:** With 40% of attendees historically coming from Latin America and the Caribbean, this is the premier stage to meet decision-makers who control the taps and shelves across the Western Hemisphere.

Exclusive Opportunity for Trade Professionals

To ensure the most productive environment for our industry partners, beverage trade professionals are eligible for complimentary tickets through Beviour's collaboration with Vinexposium. **Claim Your Complimentary Trade Pass:** [Register at this Link](#) using registration code: **VAM26BEVIOUR**

To learn more about how to maximize your presence at U.S. wine fairs, contact Eter Gorgiladze at eter@beviour.com or visit www.beviour.com

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