

Moodie Davitt International unveils World of Spirits Virtual Expo



Organized by the newly formed Moodie Davitt Virtual Expo Company division of Moodie Davitt International in collaboration with FILTR, the global consumer-to-trade event will be designed for both trade visitors and the public to learn more about the spirits industry, engage with its leading experts and embrace the digital experience

Moodie Davitt International is proud to unveil the World of Spirits Virtual Expo, a pioneering global consumer-to-trade event for the alcoholic drinks sector, which will take place on March 8 - 14, 2021.

The Expo, designed for both trade visitors and the public, is organized by the newly formed Moodie Davitt Virtual Expo Company division of Moodie Davitt International (publisher of the market-leading travel retail title *The Moodie Davitt Report*). Registration for buyers, retailers and consumers will be complimentary.

Moodie Davitt Virtual Expo Company has once again teamed up with Singapore and London-based FILTR, as the event's Virtual Stand and Experience Partner. FILTR will provide an account manager to support each exhibitor in creating their virtual stands, as well as crafting the User Experience (UX) and digital architecture of the Expo.

FILTR and Moodie Davitt International have collaborated on the upcoming Virtual Trade Retail Expo, taking place next month (October 12 - 16). This event has attracted more than 4,500 registered visitors to date, with 122 exhibitors and will feature 55 symposium speakers throughout the week.

The World of Spirits Virtual Expo is being led by UK-based spirits expert Becky Paskin, co-founder of OurWhisky and former editor of Scotchwhisky.com and The Spirits Business, alongside Martin Moodie, Founder & Chairman of *The Moodie Davitt Report*.

Some of the leading experts in the spirits industry will be joining as ambassadors to help shape their specialist category's presence at the show.



With the ability to view and download content, the Exhibition Hub will feature a variety of stands where exhibitors can showcase products, prototypes and services to both a consumer and trade audience

Exhibition Hub

The Exhibition Hub will feature a variety of stands where exhibitors can showcase products, prototypes and services to both a consumer and trade audience. Visitors will be able to engage with each stand's digital experience, view and download content, and interact with exhibiting brands and services. The trade audience will be able to network with other trade delegates.

Each exhibition hall will be themed to reflect ten core categories:

- Cocktails & Mixers
- Whiskies
- Gin
- Rum
- Vodka
- Tequila & Mezcal
- Cognac & all other Brandies
- No & Low-alcohol
- Specialty Spirits (from Baijiu to Bitters and numerous others) & Liqueurs
- Barware

There are a range of exhibitor options available, with early bird rates starting at \$US6,500.



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EMMA STOKES
AUTHOR & FOUNDER,
WORLD GIN DAY



TEQUILA
JESSE ESTES
GLOBAL BRAND
AMBASSADOR, TEQUILA OCHO



RUM
MATT PIETREK
WRITER & AUTHOR



WHISKY
BECKY PASKIN
WRITER & CONSULTANT



NO AND LOW
CAMILLE VIDAL
FOUNDER,
LA MAISON WELLNESS

More to be announced soon...

With each exhibition hall themed to reflect ten core categories, some of the leading names in the spirits industry will take on the role of ambassador to help shape their specialist category's presence at the show via a curated series of presentations, discussions and debates

Knowledge and Experience Hubs

In the Knowledge Hub, some of the industry's leading names will feature in a curated series of presentations, discussions and debates covering the most important topics in spirits.

The Experience Hub will include pop-up bars and lounges, designed to engage visitors through activities such as masterclasses, demonstrations, Q&As with leading drinks experts and authors, as well as takeovers from the world's best bars.

Figures and Experts

"The World of Spirits Virtual Expo is an exciting, innovative exhibition employing cutting-edge technology to introduce buyers, retailers, distributors, bartenders and consumers to the most relevant spirits companies, products, brands and services on the planet.

Education and trial have never been more important, which is why we've made them the cornerstones of our Expo with a Knowledge Hub (a curated, eclectic symposium of speakers) and an Experience Hub (immersive experiences hosted by exhibitors), running alongside our main Exhibition Hall. Visitors will have the opportunity to discover new products, learn about innovations and category advancements and even taste liquid.

Driven by a sense of adventure, consumers are seeking new flavors and drinking experiences by experimenting with new spirit categories. With at-home consumption increasing, especially amid the escalating popularity of home mixology, there has never been a better time for spirits producers to embrace digital advancements to capture consumer imagination," comments Becky Paskin, Expo Director, World Spirits.

"We are hugely excited to announce World of Spirits, a Virtual Expo that marries the classic exhibition component of seller meets trade buyer with an ambitious consumer dimension. Any consumer of legal drinking age will be able to visit our exhibitor partners, while the drinks trade - from on-premise to off-premise, e-commerce providers to agents & distributors - will be able to access the event from all around the world without leaving their desks. No travel, no hotels, no entertainment, no taxis, no stress and no lost time from the office.

We know from the success of our Virtual Travel Retail Expo that the combination of cost-efficiency for

exhibitors, superb visitor analytics, and sheer reach of the virtual formula makes it a winner from a return on investment perspective. Marry that with the quality of experience that our partners at FILTR will create and we are convinced World of Spirits will prove to be a landmark event,” explains Martin Moodie.

“I’ve been really impressed with the way spirits brands have embraced the pioneering Virtual Travel Retail Expo. They were the early adopters of the concept and we’re seeing some brilliant digital creativity and O2O innovation in the experiences they are curating.

This is exactly where the world is moving. Transitioning into a global virtual spirits event featuring all channels – on-trade and off-trade – is the next exhilarating step along our virtual expo journey.

“The FILTR team cannot wait to get working with the exceptional marketeers in the alcoholic drinks sector, and explore what can be achieved together, alongside Moodie Davitt International, Becky Paskin and the whole World of Spirits team,” shares Alex Cook, Co-Founder & Managing Director, FILTR.

For more information, please visit <https://worldofspiritsxpo.com/> or contact info@worldofspirits.com.