



AMSTERDAM UNCORKED

UNCORK YOUR STORY & POUR YOUR PASSION

JUNE 30, 2025 // POSTILLION, AMSTERDAM



#AmsterdamUncorked

THE AMSTERDAM WINE EVENT POWERED BY...



A WINE PROMOTION EVENT PRESENTING WINE REGIONS, COUNTRIES & BRANDS FOR PROFESSIONAL & CONSUMERS

- » Easy and ready to join
- » Workshops, meetings, tastings and masterclasses
- » 200 - 350 Dutch wine professionals
- » 150 consumers in the evening
- » Wineshops, importers, sommeliers, press and bloggers
- » Wine regions and labels from all over the world
- » Located in Amsterdam, Postillon Convention Centre



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WHEN: JUNE 30, 2025

Amsterdam Uncorked is a vibrant wine event with international exhibitors for Dutch professionals during the day and welcoming wine-minded consumers in the evening. This one day wine fair experience gives wine producing companies the opportunity to meet hundreds of wine professionals in one iconic and very accessible venue, Amsterdam Postillion Convention Centre.

This fair is organized by Pitch PR, number one marketing and PR agency for the wine and drinks industry in The Netherlands.



AMSTERDAM UNCORKED



WHAT WE OFFER

- » Maximum exposure in event promotion
- » Accessible, professional location in Amsterdam
- » Visits from wine buyers
- » Decision making wine importers
- » Cooperation with sommeliers, retailers, journalists, horeca buyers and bloggers
- » Separate class room for masterclasses and time slots
- » Speed-dating sessions
- » Full service organization
- » Wine stockage before event
- » Attractive turn-key stand organization
- » Professional visitors from all parts of the country
- » 20 years experience in event organization
- » An affordable price to reach the maximum number of visitors
- » Assistance for best hotel prices
- » White paper Dutch wine industry trends and figures

THE DUTCH AUDIENCE

The Netherlands is a very busy and booming country.

The Netherlands is the 9th most wine drinking country. Per capita we drink a respectable 26.1 liters of wine per year.

Interest in wines has increased the last years, especially during COVID-19, consumers are seeking for higher quality and premium wines.

150 Restaurants are decorated with one or more Michelin Stars and nationally there are more than 160 specialized wine bars

Consumers increasingly purchase wine online, an estimated 20% of total sales.

Specialized wine and spirit boutiques are gaining popularity, the market leader in wine chains has received more than 500 physical stores in the country.

Supermarkets who still sell the largest volume of wine, are reorganizing their assortment and are becoming more involved focusing on price-quality ratio, sustainability, packaging and storytelling.

THE DUTCH WINE BUYERS

The wine buyer landscape is simple and complicated at the same time: about 700 boutique wine importers, 25 large professional importers with 10 to 100 employees, one large chain with around 500 wine shops, several smaller chains with 5 to 20 stores and a handful powerful supermarket chains with a professional, experienced buying & category team. The international wineries often see Dutch buyers as only looking for 'cheap wines', which is incorrect. Dutch wine buyers are well-informed, internationally oriented and tough negotiators that always look for the best price-quality ratio. Several premium regions are increasing sales in The Netherlands.

Most of the shops categorize their wines based on consumer taste, not based on region or country. However, the Dutch audience is open-minded, innovative and over the last decade increasingly interested in good food and awesome wines. The number of food truck festivals keeps increasing and there are over 400 specialized food- and wine bloggers in The Netherlands. The Dutch are open for wines from all over the world, and on the shelf we find the most various wine selection in terms of origin. Both European wines and overseas.

OUR PROGRAM (SUBJECT TO CHANGE)

10.00 am Room open for exhibitors, everything ready and prepared

10.30 am » Small workshop: trends & figures Dutch wine market »

11.00 am Start tastings , professional session

17.30 pm End of professional session

18.00 pm » Open for wine consumers

21.00 pm » Closure

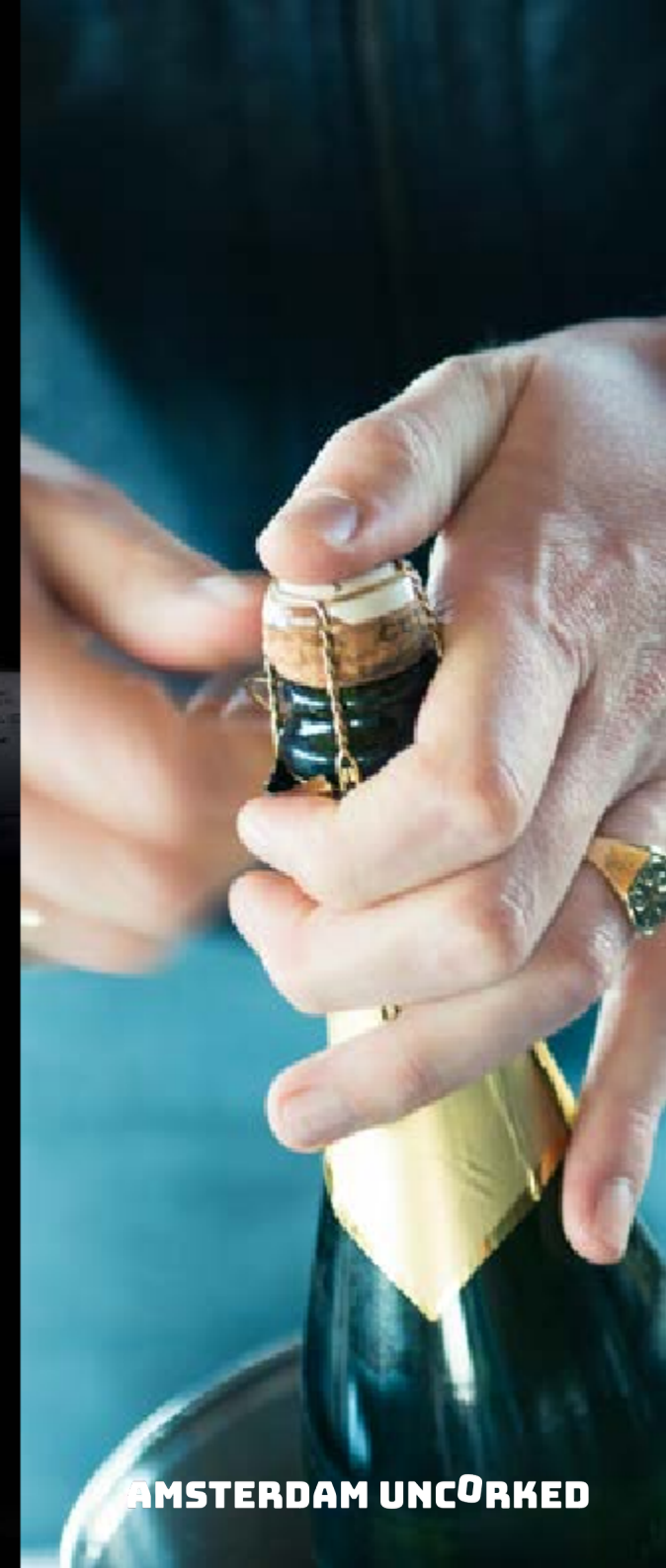
PAST & PRESENT EXHIBITORS



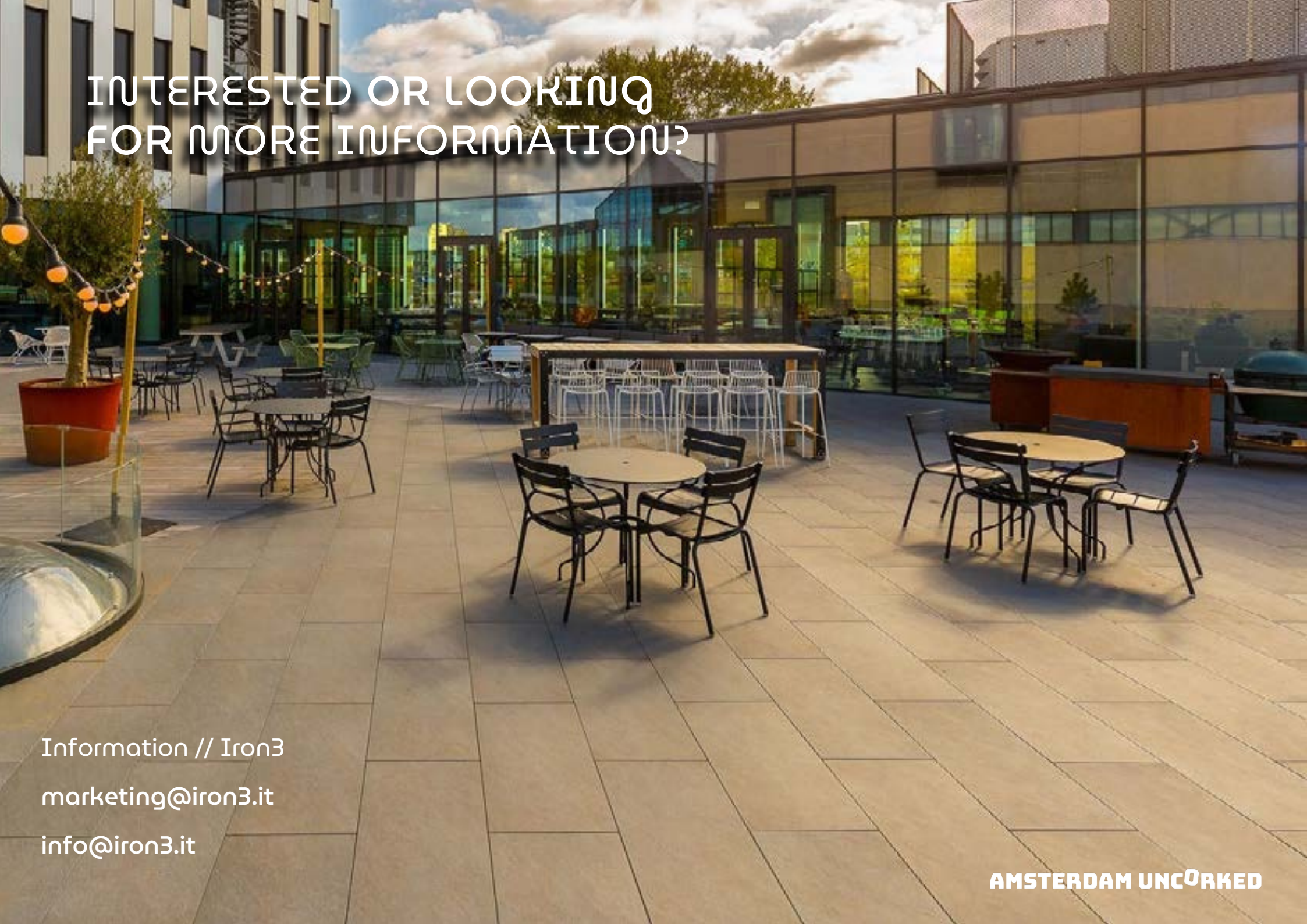
OUR WINE FAIR, LEAN & MEAN

After many years of experience in wine marketing and media, we notice that it is getting more difficult to gather a lot of importers, buyers, press and sommeliers for a small or mid-size single wine region event. The Netherlands is an interesting, but small and extremely busy country with dozens of wine tastings and events per quarter.

Amsterdam Uncorked will give wineries from renowned wine regions from all over the world the opportunity to present themselves in an informal, beneficial way. Not with a large, commercial, countrywide focus, but region-specific so people are able to discover wines in a relevant and efficient way. We focus on the wines, the future, the business and the conversion.



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INTERESTED OR LOOKING
FOR MORE INFORMATION?

Information // Iron3
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LET'S GET THIS EVENT UNCORKED!



Best Benelux Food & Wine
Brand Promotional Agency

