

FENAVIN Match Strengthens International Opportunities for Spanish Wine in Strategic Markets Such as the United Kingdom

- British buyers are showing interest in sustainable wines, low-alcohol options and innovative proposals adapted to new consumption trends.
- Emerging regions, storytelling, personalized experiences and sustainability will create new opportunities for Spanish producers in the British market.

Ciudad Real, May 12, 2026. FENAVIN Match, the new business tool for the wine sector, will take place on June 2 and 3 at IFEDI in Ciudad Real. The event strengthens international opportunities for Spanish wine in strategic markets such as the United Kingdom.

In this regards, Gerald Lawson-Tancred, FENAVIN Match delegate in the United Kingdom, highlights that “FENAVIN is a highly recognised trade fair within the British wine sector” and underlines the positive feedback from some of the leading importers that attended previous editions, including Berkmann, Hallgarten, Indigo Wines, C&C Group, Alliance, Thorman Hunt and Berry Brothers & Rudd.

According to Lawson-Tancred, one of FENAVIN’s main strengths “lies in the strong representation of Spanish wine and the presence of both small wineries and major wine groups.” This diversity provides a comprehensive, competitive and specialised overview of the Spanish wine sector.

Regarding current preferences in the British market, sustainability has become a key concept within the industry. The growing interest in organic, natural/orange and biodynamic wines reflects buyer preferences and market trends, as does the increasing rejection of heavy bottles.

Spain also continues to enjoy an excellent reputation in the United Kingdom thanks to its strong value for money, especially in accessible categories that meet new consumer demands.

Lawson-Tancred also points out that some British buyers have shifted their preferences “towards wines with less influence from American and French oak,” favouring more refined and elegant expressions. In this context, he states that “Spanish Garnacha is leading this trend with wines showing minimal oak influence and fresher styles.”

Looking ahead to the coming years, online sales and direct-to-consumer (DTC) models are expected to grow, with artificial intelligence playing an increasingly important role in the development of subscription models offering personalized experiences and exclusive services for customers.

At the same time, wine-based ready-to-drink beverages (RTDs) and low- and no-alcohol categories are also gaining momentum in the United Kingdom, consolidating their

position as some of the most promising segments for growth and innovation within the sector.

When it comes to establishing a strong position in the United Kingdom, Gerald Lawson-Tancred recommends that Spanish wineries “seek importers that match the profile and needs of their wines.” For smaller wineries, he advises “identifying distributors specialized in the on-trade channel” and expanding their search beyond London to cities such as Manchester, Belfast, Edinburgh and Cardiff.

It is also essential for Spanish premium wine producers to strengthen their brand positioning in the British market. In this regard, emerging regions, storytelling and sustainability are key elements in creating new business opportunities in a constantly evolving market.

FENAVIN Match continues to work on attracting both international and national buyers, with the aim of consolidating a highly specialized, efficient and results-driven business environment. Commercial opportunities will be driven through meetings with one common purpose: Only contacts. Only opportunities. Only business.