BWW

BARCELONA WINE WEEK

THE SPANISH WINE EVENT

Graphic materials guide



8-10.02.2027

Montjuïc Venue | Halls 1-2

Fira Barcelona

Alimentaria Exhibitions

00 | Graphic materials guide

Promote your participation

This document will help you find interesting content about Barcelona Wine Week more easily to post on social media, so you can share it easily with your contacts.

In this guide you will find the following content:

1. About BWW
2. Our social media
3. Content to post
4. Graphic materials

01 | About BWW

Information about the trade show

Barcelona Wine Week is the major annual event for quality Spanish wine. A commitment to a sensory experience, where the wine, the land, the wineries, the stories and the unique character of each place and vintage take centre stage in this unique and disruptive event. An event that showcases the great territorial diversity of Spain's wine heritage and helps to promote it on the domestic and international markets.

#BarcelonaWineWeek **#TheSpanishWineEvent**

#MEDIACENTER	#BWWBUSINESS	#BWWEXHIBITION	#BWWHUB

BWW is an event organised by Alimentaria Exhibitions and will take place from 8 to 10 February 2027 in Halls 1 and 2 of Fira de Barcelona's Montjuïc venue.

03 | Our social media

Follow us on our profiles!

		
@bcnwineweek	BWW	@bcnwineweek
		
BWW	BWW	#BWWTALKS

04 | Content to post

Messages for your social media

Post 1

The countdown begins for a new edition of the leading Spanish #wine event! 🔝 A unique gathering that will showcase the variety and quality of Spanish wines and help to promote them on the international market 🍇 See you from 8 to 10 February 2027 in Halls 1 and 2 of Fira de Barcelona's Montjuïc venue 📍

Post 2

From 8 to 10 February 2027 #BarcelonaWineWeek will put the spotlight on its #technicaltheme: the value of time and the fullness of age-worthy wines; as well as #macrotrends, #mastertastings and #foodandwinetourism 🍷 You can take part in a programme of activities led by Masters of Wine and prestigious specialists from the Spanish and international #wine sector 🍇 Are you going to miss it?

Post 3

Small artisan wineries, large corporations and renowned brands are the foundation of the success of #BarcelonaWineWeek 🍷 I'm taking part! See you at BWW? Register and discover the full #power of Spanish #wine at #TheSpanishWineEvent 🍇

04 | Social media content

Ready-to-use posts

Post 4

Don't miss #BarcelonaWineWeek, a unique event starring #wine, the land, the #wineries, the stories and the unique character of each place and vintage in Spain 🍇 Join us and discover the great territorial diversity of Spain's wine heritage at #TheSpanishWineEvent 🍷 From 8 to 10 February 2027 at Fira de Barcelona 📍

Post 5

#BarcelonaWineWeek is the first major #wine industry event on the international calendar 🍷 A unique occasion showcasing the great territorial diversity and richness of Spain's #winemaking heritage 🍇🌿 You can't miss it! From 8 to 10 February 2027. See you at #TheSpanishWineEvent 📍

Post 6

#BarcelonaWineWeek is a unique gathering to discover the latest news from the #winemaking sector 🍷 Experts, Masters of Wine, sommeliers, critics and leading winemakers will star in #BWWHUB, the event's programme of talks, #tastings, round tables and training sessions. See you at #TheSpanishWineEvent! ✨

04 | Social media content

Ready-to-use posts

Post 7

This February, #BarcelonaWineWeek, the major #wine industry event, is here! #BWWLANDS offers a journey through the country's different wine-producing regions, highlighting their winemaking wealth and the distinctive features of each area 🍷 If you want to discover the great territorial diversity of Spain's #winemaking heritage, you have a date from 8 to 10 February. See you at #TheSpanishWineEvent 🍇

Post 8

#BarcelonaWineWeek offers a unique journey through Spain's different #wine regions 🍷 An event where product quality shines through and the distinctive character of each brand is enhanced 🌿 Are you going to miss it? This February, join #TheSpanishWineEvent ✨

Post 9

#BarcelonaWineWeek will feature more than 🍇 90 quality seals and over 1,300 wineries taking part in the leading #wine industry event 🍷 Don't miss this edition, which will once again bring together Masters of Wine, sommeliers, critics, experts and leading winemakers to analyse the sector's major challenges and macrotrends and offer unique, unrepeatable tastings. See you at BWW!

05 | Graphic materials

Ready-to-use graphics

Logos, poster, banners and email signature
https://www.barcelonawineweek.com/en/graphic-material/

Fonts
It is important to download the BWW fonts before downloading the graphic materials.
https://s3.eu-west-1.amazonaws.com/firamedia-repository/J134/027/Marketing/rrss/BWW27_Tipografia_Gotham.zip

Generic BWW image
Customisable to include your logo, company name, etc:

- Post 1200x1200px (ES / EN)
- Story 1080x1920px (ES / EN)



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