



## **ProWein 2023: the who's who of the wine and spirits industry**

- **ProWein – the stage for current trends and topics**
- **Quick overview at the click of a mouse**

Soon that time will have come round again – ProWein 2023 will kick off from 19 to 21 March. However, even today international wine and spirits professionals can already obtain an overview of the global ranges awaiting them at the world's biggest and most relevant trade fair for wines and spirits in Düsseldorf. At [www.prowein.de](http://www.prowein.de) the who's who of the sector is represented – and what's more – for 365 days a year. The exhibitor database lists the key data of the over 6,000 exhibitors from around 60 countries in a coherently structured way. Here the company profiles and data, the product and press news of vintners, joint participations, importers and exporters, spirits and craft-beer suppliers are available online – ensuring the ideal digital platform to perfectly organise your visit to ProWein.

### **13 exhibition halls, clearly segmented ranges**

13 exhibition halls await visitors with clearly structured product ranges. This – and the extra-wide aisles – guarantee a quick overview and a stress-free visit to the trade fair. The product ranges are grouped as follows:

- **Argentina, Chile, Uruguay & other overseas / New World nations: Halls 13 and 14**
- **Australia, California, South Africa & other overseas / New World nations: Halls 14**
- **Germany: Halls 1 and 4**
- **France: Halls 9 and 10**
- **Greece: Hall 17**

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memberships:

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Public transport:  
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Bus 722: Messe-Center Verwaltung

- Italy: Halls 15, 16 and 17
- Japan: Hall 14
- Austria: Hall 5
- Eastern Europe and rest of Europe: Hall 12
- Portugal: Hall 12
- Spain: Hall 11
- Spirits: Hall 13
- Trendshow “same but different”: Hall 7.0

### Curtains up for current trends & topics

ProWein would not be so successful if it did not pick up current topics and address in the form of trend shows, special shows and event forums. These include:

- Debuting at the forthcoming ProWein 2023 will be the ”**World of Zero**” in Hall 1. It hones in on the topical “non-alcoholic” theme. National and international exhibitors will present their wines and spirits – their ranges will be completed by a tasting zone.
- The “0% proof” theme was already addressed by the two trend scouts Paula Redes Sidore and Stuart Pigott at the **Trend Hour Tastings** at the last ProWein. In 2023 the topics will include “Tetrapack, Lightweight Bottles & Co”, “#kabilove and the New Freshness in Wine” as well as “The World of Organic Wines”.
- Trendshow **same-but-different**: Encompassing more than 120 exhibitors in Hall 7.0 this has been truly a highlight for the world of craft spirits, craft beer and cider for years now. Its success formula and hallmark are the special spirit and unique atmosphere.
- After its successful debut at the previous ProWein the ”**Urban Gastronomy Lounge** by #asktoni & ProWein” will again feature on the agenda. Toni Askitis, a gastronomer, sommelier and influencer himself, will breathe life into these workshops turning theory into events that are streamed live all over the world. Food service professionals are in for a tailor-made programme. International guest speakers will



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report from their world, share tips and inspirations. Another Masterclass will revolve around “Marketing & Communication”; also featuring on the agenda are “Food Pairing” and the “World of Glasses”.

- **“Champagne Lounge”** in Hall 9: it is this combination of central tasting zone alongside individual exhibitors (to the tune of 120 Champagne producers) that constitutes real added value for visitors.
- Hall 5 stands out with two topics: the organic area & the **“Organic World”** as well the Special Show **“Packaging & Design”**.
- Also featuring again are the two **ProWein Forums** in Hall 13 and Hall 10 where exhibitors will present their highlights.

#### **ProWein & ProWein World: A strong network**

After the pandemic-induced, forced break ProWein 2022 has impressively reported back. This is confirmed by the key data of ProWein 2022: with 5,724 exhibitors from 62 countries and over 38,000 trade visitors from 145 countries it proved the pivotal industry event in 2022. ProWein started in 1994 with 321 exhibitors from eight countries and reached its preliminary climax at its 25<sup>th</sup> anniversary event in 2019 with 6,900 exhibitors from 64 countries and 61,560 visitors from 143 nations.

No less successful are the satellite events of the [ProWein World](#) in Asia and South America. In 2023 five trade fairs will feature on the agenda. Not forgetting the “Wine & Gourmet Japan – powered by ProWein” in April 2023, which will enhance the ProWein World as ProWine Tokyo from 2024:

- [Wine & Gourmet Japan – powered by ProWein](#): 12 -14 April 2023
- [ProWine Singapore](#): 25 - 28 April 2023
- [ProWine Hong Kong](#): 10 - 12 Mai 2023
- [ProWine Sao Paulo](#): 3 - 5 October 2023
- [ProWine Mumbai](#): 1 - 2 December 2023
- [ProWine Shanghai](#): November 2023



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For current information on ProWein, on the ProWein World as well as press photos visit [www.prowein.de](http://www.prowein.de)



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<https://www.linkedin.com/showcase/prowein-tradefair/>

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