

“World of Zero”@ProWein 2023

Hall 1 to become centre for non-alcoholic wines

A topic currently trending and holding quite some potential are non-alcoholic wines – and this is not only the case in Germany. Only recently popstar Kylie Minogue hit the international headlines with the launch of her first non-alcoholic sparkling rosé wine of the same name. It will hit the shelves at British supermarket Tesco, to name but one outlet. ‘Zero’ also plays an increasingly important role in food service. The growing health awareness and altered consumption behaviour of gen ‘Z’, i.e. the 26 to 37 year olds, are the key reasons for this trend.

With its ‘World of Zero’ ProWein, the world’s biggest and most relevant trade fair for wines and spirits, picks up on this trend and proactively sets the scene for it. While so far, non-alcoholic products had been spread at the stands of the respective producers and/or importers and exporters across all exhibition halls, they are now presented in a pooled manner on a focal area in Hall 1. “For our trade visitors from food service and retail this is the ideal platform to comprehensively, and above all efficiently, gather information on this segment,” explains Michael Degen, Executive Director Messe Düsseldorf, and adds: “This provides exhibitors with easier access to new buyers for their new products and allows visitors in turn to locate this new product group faster.” On the one hand, the ‘World of Zero’ showcases companies that operate their main stand in other halls and are also featured in this themed world. These currently include Schlumberger, Peter Riegel or Schloss Wachenheim, to name but a few. On the other, the ‘World of Zero’ presents exhibitors who are only represented here such as Kolonne Null from Berlin or Manufaktur Jörg Geiger, for example.



**19 - 21 March 2023
Düsseldorf, Germany**

**THE WORLD'S NO. 1
International Trade Fair
for Wines and Spirits.**
www.prowein.com



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The 'World of Zero' is rounded off by a tasting zone in the centre of this themed world. "We are very pleased that we can provide a perfect platform for this trending theme at ProWein 2023 together with publishing house Meininger Verlag. The annual, professional non-alcoholic tastings organised by these publishers as well as their editorial competence form the basis for this partnership," says Michael Degen. Lectures and panel discussions on this set of themes complete the programme at the 'World of Zero'.

For current information on ProWein as well as press visuals visit www.prowein.com.

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