



## ProWine Mumbai 2022 / Final Press Release October 2022

### **ProWine Mumbai successfully concluded its second edition**

#### **Success of ProWine Mumbai 2022 demonstrates the growth of demand in India's burgeoning wines and spirits business**

ProWine Mumbai wrapped up its second edition, held at the world-class Jio World Convention Centre on the 17th and 18th of October. ProWine Mumbai is a part of the globally iconic ProWein World and is jointly organised by Messe Düsseldorf India and All Things Nice.

ProWine Mumbai 2022 featured over 150 companies showcasing 1000+ brands across 19 countries and 4140 attendees from the industry. Over two days, the well laid out exhibition buzzed with tastings and conversations as the industry caught up with each other and facilitated business meetings. Visitors at ProWine Mumbai ranged from large hoteliers, prominent restaurateurs and bar owners, importers, distributors and retailers, sommeliers, chefs and food & beverage teams.

ProWine Mumbai succeeded in putting together a platform not just for business meetings but also for people in the trade to be introduced to new products that are now available in the Indian market. On showcase was an array of wines well represented by brands from India and many countries across the world. The French Pavilion led by Business France as well as country pavilions from South Australia, Portugal, Chile brought in their country wine makers and provided access to visitors to meet the wine producers digitally throughout the day. In the Spirits section, visitors were able to taste and meet producers of gin, vodka, single malts, rum, tequila, mezcal and beer. The highlight for visitors seemed to be the

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International Trade Fair  
for Wines and Spirits.

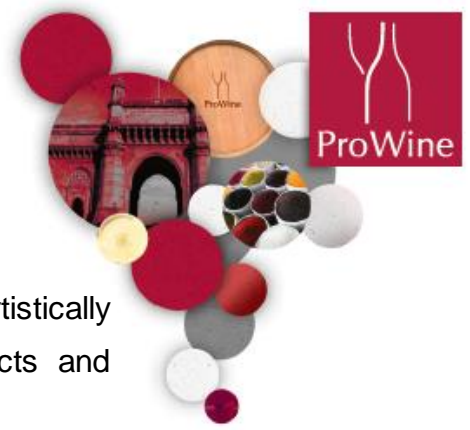
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innovative cocktails that imbibed fresh ideas and were artistically curated. Also on display were bar and glassware products and premium drinking water brands.

Thomas Schlitt, Managing Director, Messe Düsseldorf India states: “I am very delighted to see the stakeholders from the global Wines and Spirits industry converging at the 2nd edition of ProWine Mumbai 2022. With representation from national as well as international brands from 19 countries, ProWine Mumbai 2022 has set a new benchmark for the industry. For the first time, the winners of the India Wine Awards were felicitated during ProWine Mumbai Night, in association with the Sonal Holland Wine Academy. With a tasteful blend of Masterclasses, Exhibition and Networking night, ProWine Mumbai 2022 has, once again, successfully created a much revered platform for the industry to Meet, Network and Taste.”

“This year ProWine Mumbai exceeded all our expectations. In its second year, we had a record number of exhibitors with participation from all over the world and a record number of visitors too. The Masterclasses were well attended and The ProWine Mumbai Night was a successful networking evening. We are intent on creating the biggest and most comprehensive platform - one that can compete on a world stage - to promote wine, spirits and craft beverage businesses, brands and awareness in India. We are humbled by the support of various governments and the eagerness to showcase their brands from local distributors and producers. We strongly believe that this is India's moment and we look forward to organising elevated editions of ProWine Mumbai in the years to come”, says Nikhil Agarwal, Founder – All Things Nice and Co-organiser of ProWine Mumbai.

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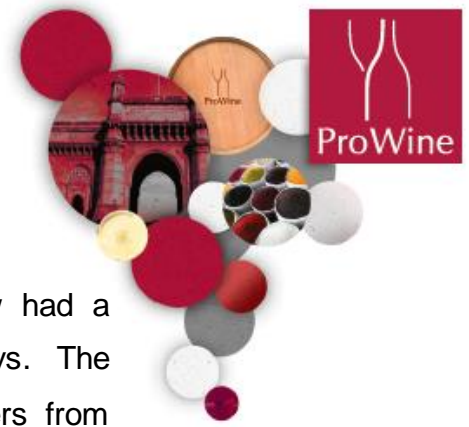
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The ProWine Masterclasses that ran alongside the show had a packed audience for all 15 sessions over the 2 days. The masterclass program was represented by eminent speakers from across the industry, a good mix of the veteran mentors and the young trailblazers introducing new trends, the best of knowledge and tastings that covered a range of wine and spirit categories.

The exhibitors at ProWine Mumbai unanimously emphasized that they were impressed by the scale and quality of the event and for providing a comprehensive professional platform for the wine and spirits sector and were overwhelmed by the quality footfalls and good business interactions.

### **ProWine Mumbai Night**

Day 1 concluded with the ProWine Mumbai Night which brought under one roof, luminaries of the wine and spirits industry, leaders of hospitality, eminent media persons and key exhibitors to meet, network and taste. This year, ProWine Mumbai added the prestigious wine awards – The India Wine Awards by Sonal Holland Wine Academy to its foray. The winners of the best wines, both domestic and international, available in the Indian market were revealed and received their accolades.

The night also felicitated some of the most revered women in the industry through a well curated panel discussion on ‘The Rising Role of Women in the Indian Alco-Bev Sector’. In addition, ‘India Wine Insider’ a white paper authored by Sonal Holland MW, emphasizing on the Indian wine market, was also released at the ProWine Mumbai Night.

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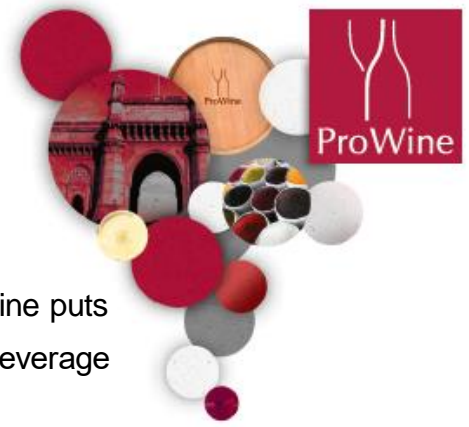
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Arth, Sommelier at United Beer and Wines, a visitor at ProWine puts the show in nutshell saying, “ProWine is the biggest beverage exhibition in India, can’t miss it!”

The show concluded with high energy and positivity for the future of the drinks business. The third edition of ProWine Mumbai is scheduled for 12-14 October 2023. For more information about ProWine Mumbai, please visit [www.prowine.in](http://www.prowine.in)

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