



ProWein 2016 – Press Release No. 4/ 03 November 2015

## ProWein 2016: The Countdown has Started

- **High Demand from Exhibitors**
- **Mauritius and Korea present Spirits for the First Time**
- **FIZZZ Lounge with Light Shim Cocktails**

Not long now and ProWein will be entering its next round from 13 to 15 March 2016. Expected here will be some 6,000 exhibitors from 50 countries, including all relevant wine-growing regions and countries of this world plus a comprehensive range of spirits. This means the run on ProWein as the leading fair for wines and spirits remains unabated and trade visitors can look forward to many highlights. Providing an initial overview is ProWein's comprehensive exhibitor database to be found at [www.prowein.de](http://www.prowein.de) under the "Exhibitors & Products" heading. The database featuring many search options is available as of now and is updated on a daily basis.

Preparations for ProWein's supporting programme are also in full swing. Amongst other things, tasting sessions will be on offer here again. The line-up ranges from nationally focused tastings through to multi provenance selections as well as the tasting zone from the international wine prize MUNDUS VINI. The ProWein Forum also offers a varied blend of themed tastings supplemented by numerous lectures on markets and trends.

The "same but different" special show follows on from its successful premiere presenting extraordinary marketing concepts. A total of ten participants will be showcasing their innovative ideas revolving around wine production and marketing – thereby providing all sorts of inspiration. Wine packaging is presented in another special show on Packaging & Design, now also entering its second round.

Exciting innovations are also provided by the spirits section at ProWein. For instance, debuting here will be Mauritius and Korea with new,

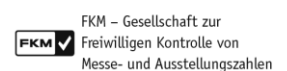
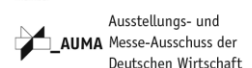


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regional specialities. The FIZZZ Lounge picks up on the shim cocktail trend. Intended as alcoholic lightweights these strike a happy medium between old and familiar virgin cocktails and heavy, high-volume drinks. Thanks to modern techniques and ingredients like shrubs or syrups, liqueurs and light spirits like sherry, vermouth or amaro these are the shooting stars of the international bar scene.

### **Tickets for ProWein 2016**

Already from November the Online Ticket Shop will be open offering reduce-priced admission tickets for trade visitors from throughout the world – to be found at [www.prowein.de](http://www.prowein.de) in the “Visitor Service” section. Further information on the fair and the wine sector can also be found on the ProWein website at [www.prowein.de](http://www.prowein.de).

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### **Further Information at:**

[www.prowein.de](http://www.prowein.de) or on the social networks  
Facebook: [www.facebook.com/ProWein.tradefair](http://www.facebook.com/ProWein.tradefair)  
Twitter: <https://twitter.com/ProWein>

*High resolution visuals can be found in our comprehensive photo database in the “Press Service” section at [www.prowein.de](http://www.prowein.de).*

