ProWein 2017 – Press Release No. 4 / 13 December 2016

ProWein 2017 in the Starting Blocks

Unique Line-Up awaits the International Sector

Very much in line with its slogan “To Another Great Year” ProWein from 19 to 21 March 2017 is setting new standards. Specialists in the international wine and spirits sector will be met by more than 6,300 exhibitors from 60 nations, including all relevant winegrowing regions of the world – a total of 295 – plus a selection of some 400 spirits specialities. About half of all exhibitors come from France and Italy. Like other countries they are represented with all relevant wine regions – from the Abruzzi to Veneto and from Bordeaux to the Sud-Ouest. Other top exhibitor nations include Germany, the New World, Spain, Austria and Portugal. These are joined by numerous new discoveries like the Dos Hemisferios winery from Ecuador, Pico Wines from the Azores or the Turnau winery from Poland. Celebrating its premiere is the Asian Wine Producers’ Association uniting a variety of Asian winemakers and promising exciting insights into the wine from Asia theme. Already established as a strong segment organic wine featuring numerous exhibitors and all international organic associations is seeing further growth, amongst other things with the “Organic World” special show featuring some 30 international exhibitors – mainly from Europe.

Top-Notch Ranges

ProWein’s supporting programme is also taking shape: numerous tasting sessions are planned in the extended ProWein Forum in Hall 13 as well as in Hall 10 or direct at exhibitors’ stands. The line-up ranges from nationally oriented tasting sessions through to multi-origin combos like the tasting zone of the international wine prize

The World’s No.1:
International Trade Fair
for Wines and Spirits
19.-21.03.2017
Düsseldorf, Germany www.prowein.com

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Messe Düsseldorf:

ufi The global Association of the Exhibition Industry

AUMA Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft

FKM FKM – Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

MUNDUS VINI. Focal highlights, for instance, include the classily designed Champagne Lounge unique worldwide featuring 40 tradition-rich Champagne producers. This is located at the heart of the Champagne segment where 150 other brands are presented. The “same but different” special show presents unusual ideas revolving around the theme of wine and spirits. Here a total of ten participants will showcase their innovative ideas relating to wine production and marketing, thereby providing all sorts of inspiration. Another special show at ProWein is devoted to the theme of Packaging & Design presenting the current trends and developments in this segment.

In the fizzz Lounge trendy bartenders like Tom Weinberger will be shifting the focus on coffee, wine and craft beer. These new ingredients having previously played a solo role are now blending their individual aromas in combination with high-quality spirits into special taste experiences. Craft beers harmonise with whisky or tequila, act as fillers and substitutes for classic bitters or form the basis for special syrups. Perfect partners for wine are aged spirits like rum, brandies or liqueurs. Coffee is not only being discovered as an ideal complement to spirits but it is also bringing an entirely new taste experience at the bar with new types of preparation like cold drip, cold brew or nitrogen-enriched nitro coffee.

Improved Services for Visitors

To give trade visitors sustenance over the trade fair the gastro segment at ProWein has been expanded. The new range, which includes a number of food trucks, can be found in the outdoor space between Halls 9 to 17. A perfect orientation, the Visitors’ Guide will be distributed free-of-charge at all entrances to ProWein and will contain a hall map plus a list of all exhibitors. For optimum preparation for a visit to Düsseldorf the newly designed ProWein website at www.prowein.de offers a whole host of useful and

important information, starting with the Exhibitor Database through to the Export Guide and the Online Ticketshop.

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