



This new ProWein will inspire everyone

Under the dynamic motto “Discover the Taste of Tomorrow” ProWein will present itself in a fresh, modern look and with a new hall layout. The whole world of wines and spirits will be represented in Düsseldorf. The line-up of exclusive side events will become even more attractive thanks to an even more high-profile ProWein Forum that addresses current business topics and promotes exchange within the sector.

What is already apparent now: ProWein will also become the summit meeting for the international wine and spirits industries in 2025. On the exhibitors' part, over 60 nations will be represented with wines and spirits. A central role will be played by the new Business Forum. With the expansion of the existing ProWein Forum more expert lectures on current issues of relevance to the industry will be offered in addition to the high-quality Masterclasses. This means there will be even more opportunities to network with the leading heads and industry experts at ProWein. Peter Schmitz, Director of ProWein, stresses: “Despite or precisely because times are so challenging, there is a great interest in ProWein. We are massively investing in new offers and services to provide the sector with exactly the support it needs now.”

The complete world of wines and spirits

Although official approval for all exhibitors is still pending, it is already clear at this stage that ProWein 2025 will perform very well. The new, more condensed hall layout was rated as positive across the board. In now eleven halls the complete world of wines and spirits can be explored under the motto “Discover the Taste of Tomorrow”.

Germany will again make a strong appearance occupying Halls 1 and 4. Joining the fray will, of course, be all wine-growing regions, the VDP, the MUNDUS VINI tasting zone as well as the Gastro-Lounge “urban gastronomy by #asktoni & ProWein”. The large organic area

**16–18 March 2025
Düsseldorf, Germany**

**The World's №1
International Trade Fair
for Wines & Spirits**

→ prowein.com



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with numerous individual exhibitors and associations, the special show Organic World and the presentation of the sustainability prize CARLO by Fair and Green will provide many new impulses. At present, the no/low segment is experiencing incredible demand meaning the ProWein Zero area has grown by half. In the wake of the new structuring the Concept Store – the special show on marketing wine and spirits at the Point of Sale – and the special show Packaging & Design will now move to Hall 4.

Italy is the world's largest wine producer priding itself on one of Europe's widest range of vines. So the presence of "Bella Italia" at ProWein in Halls 15 and 16 is suitably large. The portfolio of participating companies ranges from small boutique wineries and newcomers in the international arena to tradition-rich export firms. In addition, all 20 regions will be represented including the Italian Trade Agency – ITA/ICE, which is planning an extensive programme with Masterclasses and complimentary tastings.

France presents a focused range in Hall 10, featuring amongst others the exquisite Champagne Lounge, the exclusive tasting of "Union des Grands Crus de Bordeaux" on the ProWein Monday and the France Forum by Business France. All growing regions will be on site including numerous market leaders such as Castel Frères, Albert Bichot, Boisset or Gérard Bertrand. In addition to the Champagne Lounge many renowned champagne houses like Nicolas Feuillatte, Champagne Pannier, Laurent Lequart, Champagne Lallier and Champagne Mailly have announced their participation.

Spain is – as always – very well subscribed. True heavyweights such as Miguel Torres, Codorníu, Marqués de Cáceres, García Carrion, Spanish Fine Wines, Pere Ventura or Félix Solís are "on board." Add to this many a region such as Valenciana and Castilla y León, plus the big participation of ICEX and La Rioja.

Likewise, the **new world** presents itself in all its diversity at its new location in Hall 12. The USA will be represented by California,



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Washington and Oregon. From South America Chile, Argentina, Brazil and Uruguay will join the fray along with numerous producers from South Africa. While Oceania is represented with Australia and New Zealand, Asia “sends” Japan, Korea and China, to name but three countries.

International trade visitors can find the entire range from **Portugal** newly placed in Hall 9 – together with a very strong appearance made by **Central and Eastern Europe** with 15 expected country pavilions. **Greece** has also moved and can in future be found in Hall 17 together with **Austria**.

Spirits in the limelight

Spirits are also high in the spirits segment. Launched very successfully at ProWein 2024, the **ProSpirits** brand world will follow on from its great success and return to Hall 5. Alongside the classics, it will focus especially on trending themes such as whisk(e)y, low-alcohol beverages, rum and fruit brandies. Furthermore, a tasting zone and bar are planned by ISW (Meininger’s International Spirit Award). Again located in the immediate vicinity of ProSpirits will be the trend show “**same but different**” in Hall 7.0 for the urban bar scene. Here pioneers, trendsetters and market leaders in the growth segments of **craft spirits, craft beer and cider** introduce themselves – the perfect choice especially for trade visitors from **trend gastronomy, the bar community** but also **food retail**. Both areas are true visitor attractions responding to the strong demand in the spirits segment.

Newsflash keeps the sector informed

Regular updates and current news revolving around ProWein will from now on come care of the Newsflash on the ProWein website at www.prowein.com. Newsflash provides insights into the work currently underway for ProWein 2025: new exhibitors, new ranges as well as a look behind the scenes once in a while.



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