



It's showtime in Düsseldorf Exciting programme lures international wine and spirits industry

When March sees ProWein come to town the whole of Düsseldorf turns into a hotspot for the international wine and spirits sector. For six days everything in the Rhine metropolis will revolve around successful business, high-octane events and the latest trends.

The hot phase will already start with the evening programme “ProWein goes city” for all connoisseurs in numerous restaurants, bars and wine stores on Thursday, 13 March. Following on from this on Saturday, 15 March, will be the expert event Meininger’s Wine Conference (<https://www.meiningers-conference.com>). Every year this conference organised with ProWein provides valuable insights into current trends and future developments in the wine sector. This year’s event will boast a high-calibre line-up and come under the motto “The Best Ways to Sell Wine”. It will shed light on the key issues determining the future of the wine industry. The concluding highlight will be the presentation of the renowned Meininger Awards.

Three action-packed days at ProWein

From 16 to 18 March the fairgrounds at Messe Düsseldorf will host ProWein, the most relevant international trade fair for wines and spirits. Nine out of eleven exhibition halls await trade visitors with a comprehensive range of products from all relevant wine-growing regions across all continents. Two additional halls will introduce decision-makers from retail and gastronomy to a unique line-up of spirits from all over the world under the label ProSpirits.

The top-notch exhibitor ranges are enhanced by a high-calibre supporting programme on all three trade fair days. This includes the new Business Forum with exciting sessions, the varied activities hosted by exhibitors at their stands, the numerous tastings at the

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

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

→ prowein.com



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Masterclass Forum, the Gastro-Area urban gastronomy featuring star-rated chefs, the Champagne Lounge, the special show ProWein Zero, the presentation of the Union des Grands Crus de Bordeaux, the special Packaging & Design show and the Organic World, to name but a few.

ProWein vibes also for non-professionals

While the experts from around the world are among themselves at all the events on the fairgrounds, ProWein goes city bridges the gap to consumers. From 13 to 18 March there will be wine and spirits tastings offered all over the city, special menus at many restaurants and cultural events. In excess of 100 events in total are planned.

https://www.prowein.com/en/Program/ProWein_goes_City

With this varied line-up ProWein 2025 consolidates its position as a must-attend event for all wine and spirits industry professionals. For more information and tickets go to <http://www.prowein.com>.

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