

Press Release

ProWine Mumbai all set to roll out its 5th mega tradeshow for the international wine and spirits industry

ProWine Mumbai, India's largest event for wine and spirits will take place on 31st October and 1st November, 2025 at the Jio World Convention Centre in Mumbai

Mumbai, February 2025: ProWine Mumbai has established its position as India's foremost annual event for the wine, spirits and hospitality industry. This global platform opens doors for international and Indian wine and spirit brands looking to showcase their brands and products, not only through exhibit displays but also through the masterclasses, live tastings and aligned show features that take place alongside the show.

Organised by Messe Düsseldorf India and All Things Nice, the show is scheduled for the 31st of October and the 1st of November, 2025 at the world-class Jio World Convention Centre in Mumbai. Mumbai is home to some of the most prominent importers and producers of wines and spirits and the city also boasts of a progressive hospitality industry and advanced consumer base.

The show attracts importers, distributors, retailers, food & beverage managers from renowned hotels, mixologists, bar & restaurant owners, members of wine and spirits clubs across the country and local consumers. The trade buyers are responsible for buying large investment inventory and also for determining which brands are carried in bars, restaurants and retail shops. The consumers are the actual end users of the brands and are integral for brands at the show.

The Exhibition

ProWine Mumbai is a part of the globally renowned ProWein World, the foremost gathering for professionals across viticulture, production, trade and gastronomy in the world of wines, spirits and craft drinks, which brings together hundreds of thousands of global visitors across seven countries.

Following the overwhelming response in the past year, ProWine Mumbai will once again host 'ProSpirits' in the upcoming edition – with India being the world's largest consumer of whisky and ranked the third largest liquor industry in the world [1], with yearly sales of \$44 billion with an expected growth of \$64 billion by 2028 [2] - this highlight will delve into the dynamics and strength of the spirits industry. Attendees can explore the latest products and trends and be inspired by tastings presented by industry experts. The shift towards a more sophisticated drinking culture especially the onset of a cocktail culture, makes ProSpirits an integral show highlight.

The Market

India's liquor industry is one of the largest in the world, with a growing demand for spirits, beer and wine.

- Spirits and beer are the most popular alcoholic beverages in India. [3]
- The wine industry is expected to double in size by 2028. [4, 5, 6]
- India ranks among the top markets globally for rum and brandy. [2]

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Factors driving growth include increasing disposable incomes, evolving lifestyle choices, rise of neighbourhood bars, innovative home-grown brands and ease of accessibility. [2, 7, 8]

With limited opportunities for the marketing of alcoholic beverages, ProWine Mumbai has become the crucial platform for beverage brands, importers, distributors, wholesalers, retailers and international brands looking to enter the Indian market to connect with noteworthy large-scale buyers including hotels, restaurants, bar owners and wine & spirit enthusiasts.

*“ProWine Mumbai 2025 will return as the definitive platform for the wine and spirits industry in India. As part of the globally celebrated ProWein World, this edition will once again showcase the innovation and dynamism driving the sector. With India’s evolving drinking culture, growing appetite for premium experiences, ProWine Mumbai is the ideal stage for industry leaders, enthusiasts and brands to connect, explore trends and shape the future of this vibrant market. Owing to the limited marketing channels available to brands in India, a platform like ProWine Mumbai becomes a crucial one to showcase and connect”, states **Ajay Kumar Gulati, General Manager - Messe Düsseldorf India.***

The Facts

ProWine Mumbai 2024 spanned over **7,000 square meters** and featured **170 companies** showcasing **over 1,000 brands** with **10 country pavilions** and **18 participating countries**, bringing together close to **6,000 attendees** from **31 countries**. Statistics show that **35% attendees were HORECA professionals, sommeliers, chefs and F&B teams, while 33% were importers and distributors and 32% included wine & spirit experts, consumers, clubs, manufacturers, retailers, country consulates and embassies.**

*“There has been a provocative change in the consumption pattern and consumer behaviours, a platform like ProWine Mumbai encourages dialogue and constructive discussions between buyers and sellers. With limited opportunities for beverage marketing in India, the show becomes crucial for exposure and education and a great place to simply connect face-to-face with the industry. We are extremely proud to be the one strong, global platform for the wine and spirits industry in India.”, says **Nikhil Agarwal, Founder - All Things Nice and Co-organiser of ProWine Mumbai.***

Show Features 2025

Masterclasses

ProWine Mumbai will also host 10+ complimentary masterclasses over 2 days. These sessions will provide access to the best of knowledge and a range of wine and spirit tastings. Masterclasses are brought to you by international governments, leading wine authorities, master distillers and brand representatives.

The ProWine & ProSpirits Challenge

This feature opens doors to Indian and international wine and spirits brands available in India to ascertain the quality of their products vis-à-vis the preferences of the local palate. The challenge will take place through a systematic blind tasting and will be judged, not just by the industry professionals, but also by significant

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wines & spirits consumers and enthusiasts, giving them a platform to express their opinion on their preferred choices of wines & spirits. The aim of this challenge is to judge the wines & spirits based on their quality alone, revealing an independent list of the finest wines & spirits available in India, as chosen by the very people who drink them.

The ProWine Bartenders' Competition

Bartenders hold a central role in the wine and spirits industry, acting as trendsetters and influencers who shape consumer preferences and brand perceptions through their skill and expertise.

This feature is especially for the bartenders of India – to give them their due respect and credit for their undeniable efforts.

Watch them battle their skills at ProWine Mumbai, as the 'ProWine Bartender of the Year' clinches not just a cash prize, widespread recognition in the trade and media but also an all-expense-paid guest shift at an internationally renowned bar.

Panel Discussions

The show will host two or more invigorating panel discussions on astute topics that are pertinent to the industry. The panellists will include producers of craft spirits, importers, global brand ambassadors and heads of multinational brands.

The ProWine Mumbai Night

The ProWine Mumbai Night is a major networking event bringing together luminaries of the wine and spirits industry, leaders of hospitality, eminent media persons and key exhibitors from across the world under one roof, making this the most prominent wine and spirit event of the year.

Winners of the ProWine & ProSpirits Challenge will be showcased at an exclusive 'Winning Wines & Spirits Infinity Bar' – an opportunity for all present to taste and learn where the Indian market preferences lie.

Also featured will be the ProWine Mumbai: Honouring Excellence awards - a succinct ceremony that will felicitate noteworthy contributors to the wine and spirits industry.

For the wine and spirits industry, ProWine Mumbai 2025 is more than a trade show. It is where the wine and spirits community congregate once a year for a heady two days of networking, education, tastings, connecting with peers and a cheery dose of goodwill and camaraderie.

For more information. please visit www.prowine.in

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About the Organisers:

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organiser and as a provider of trade fair related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. Besides organising successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

All Things Nice is reputed for its wine and spirit events and consultancy services that directly engage with consumers and trade. Additionally, All Things Nice is founded by Nikhil Agarwal, India's leading Wine and Spirit Expert, Writer and Judge for international wine and spirits competitions. Nikhil Agarwal also concurrently runs companies involved in the importing and retailing of wine and spirits and is the Campaign Ambassador for The Distilled Spirits Council of the United States in India.

Media Contacts:

Mr. Pinak Gupta, Messe Düsseldorf India - GuptaP@md-india.com

Ms. Cheryl Koshy, All Things Nice - cheryl@allthingsnice.in

Sources:

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