ProWein Düsseldorf 2027 – Newsflash Update, 28 July 2026

ProWein Newsflash | July 2026

ProWein continues to evolve – in Düsseldorf, around the world and throughout the year. New partnerships are being established, services are expanding, formats are evolving and international activities are gaining further momentum. With the ProWein Newsflash, you'll receive a concise monthly roundup of the latest developments from the world of ProWein. All Newsflash updates are also published on the ProWein News page.
ProWein Newsflash -- ProWein Trade Fair

+++ ProSpirits moves to Hall 6

For ProWein 2027, ProSpirits will relocate entirely to Hall 6. Instead of being spread across two halls, the spirits section will be brought together in one central location, creating a clearer visitor journey, shorter walking distances and greater visibility for exhibitors. The spacious, light-filled hall also provides the ideal setting for tastings, networking and international business exchange.
ProSpirits – Spirits Trade Fair Düsseldorf for Exhibitors -- ProWein Trade Fair

+++ Discovery Zone: Strong response as applications open

With the recently launched Discovery Zone, ProWein 2027 is introducing a new curated exhibition format for selected first-time exhibitors. The announcement has already generated significant interest across the industry, resulting in a high number of enquiries within a short period of time. The Discovery Zone is aimed at producers who are breaking new ground through regenerative viticulture, distinctive wine styles or fresh perspectives on traditional grape varieties. Rather than conventional exhibition stands, the concept focuses on an open tasting and networking environment. It is designed to encourage direct interaction with international buyers, sommeliers, specialist retailers and media

ProWein DÜSSELDORF
ProSpirits

March 7—9, 2027
International Trade Fair for Wine & Spirits

prowein.com

Messe Düsseldorf

Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

+49 211 4560 01
info@messe-duesseldorf.de
www.messe-duesseldorf.de

Geschäftsführung
Wolfram N. Diener (Vorsitzender)
Marius Berlemann
Bernhard J. Stempfle

Vorsitzender des Aufsichtsrats
Dr. Stephan Keller

Amtsgericht
Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der Messe Düsseldorf

ufi Member
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

representatives while providing maximum visibility for innovative wineries and producers. Places are limited, and participants will be selected according to defined criteria. Applications can be submitted via the ProWein website.
Discovery Zone -- ProWein Trade Fair

+++ Hall planning for ProWein 2027 begins – secure your stand space now

Detailed hall planning for ProWein 2027 will begin on 1 August 2026. Companies that have registered by this date will be in the best position to have their preferred stand locations taken into account during the planning process. Registration will, however, remain open after hall planning has started. Businesses that register now will be integrated into the ongoing planning process at an early stage, increasing the likelihood of securing a stand location that best meets their individual exhibition requirements. Registration for ProWein 2027 is available via the ProWein website.
Become an exhibitor -- ProWein Trade Fair

Press contact
Christiane Schorn
SchornC@messe-duesseldorf.de
Tel.: +49 211 45 60 - 991