

## **ProWein 2022 – Press Release No. 6 / November 2021**

### **ProWein 2022 in physical format at last**

- **Re-Start with unique international line-up**
- **Clear product segmentation in the 13 halls**
- **Trend show “same but different”**
- **Ticketshop for trade visitors opens in mid-December**

From 27 to 29 March 2022 that time will finally come round again: ProWein, the largest and most relevant trade fair for wines and spirits worldwide, will once again be held as a physical event just like in the good old days. “We are getting very positive feedback from both our exhibitors and visitors around the globe. After the two-year, pandemic-induced break the sector is yearning for personal encounters, networking, tasting and – of course ordering,” says Bastian Mingers, Project Director of ProWein, summing up the mood. This was also confirmed by A+A 2021 – the Leading International Trade Fair for Safety, Security and Health at Work – which has just drawn to a close. 1,204 exhibitors from 56 nations and more than 25,000 trade visitors from 100 countries – including USA/Canada, Asia, South America and Europe – were personally present in Düsseldorf from 26 to 29 October.

ProWein 2022 will again showcase comprehensive wine and spirits ranges that are unrivalled in terms of diversity the world over. International market leaders are represented as well as importers and exporters, commercial agencies, select vintners or the regional growing regions from the big wine nations. To ensure compliance with the required distancing rules the coming ProWein will be extended to a total of 13 exhibition halls. To the tune of 5,500 exhibitors are expected to be spread across the 13 halls. The clear



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Düsseldorf, Germany**

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International Trade Fair  
for Wines and Spirits.**  
[www.prowein.com](http://www.prowein.com)

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segmentation by country and region will be maintained nevertheless. Meaning the complete ranges from Italy will be found in Halls 15 to 17. All Italian regions will be represented, including the biggest joint participations from Veneto, the Piemonte and Tuscany regions. Alongside Italy's best-selling names such as Zonin, Botter Vini and Fratelli Martini the event will also feature many top-notch producers like Castello di Ama from Tuscany, Elena Walch from South Tyrol or Elio Altare from the Piemonte, for example.

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Halls 9 to 11 are "firmly in the hands" of the French wine industry. All growing regions will be flying their flags, as will household names like Castel Frère, Albert Bichot, Bernard Magrez, Dourthe, Paul Mas and Gérard Bertrand. The French line-up will be rounded off by the Champagne Lounge. ProWein 2022 will welcome some 200 producers here providing a comprehensive overview of exquisite champagnes from the Champagne region.



In Halls 1, 4 and 5 all relevant German growing regions will be present. Approximately 800 exhibitors from Germany are expected to take part such as Dreissigacker, Schneider, Hensel, Weil Herres Layat, Schlumberger and Weinkontor Freund. This is also where the organic segment can be found with the international organic associations and individual exhibitors such as the wine-growing estate Can Axartell. Also joining the fray are the organic associations Ecovin, Bioland, Demeter and Biodyvin. 45 vintners from Europe including Italy, Greece, France and Spain have registered for the popular Special Show "Organic World".

At the coming ProWein the wine nation Austria will have its home in Hall 5, Portugal in Hall 13 and Spain in Halls 13 and 14. Hall 12 is reserved entirely for producers from overseas including the Wine



Institute of California, Wines of Chile and Wines of Argentina. In Hall 11 the focus is on spirits.

As in previous years, Hall 7.0 with the Trendshow “same but different” will invite trade visitors to embark on a voyage of discovery and explore new craft drinks in a stylish setting. Just under 120 exhibitors will take part in this show at ProWein 2022. Exhibits here will range from gin and Mezcal to whisky and rum.

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### **Ticketshop goes online in mid-December**

At [www.prowein.com](http://www.prowein.com) trade visitors can already obtain an initial insight into the product ranges on display at ProWein from 27 to 29 March 2022. Preparations – in particular for the allocation of stand space – are in full swing. Mid-December will then see the Ticketshop go online; here – and only here/online – trade visitors can buy their 1-day tickets (€ 50.00). ProWein will as usual be open daily from Sunday to Tuesday, from 9.00 am to 6.00 pm.



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