



ProWein 2018 – Press Release No. 2 / 6 July 2017

ProWein becomes major sponsor of TEXSOM Conference in Texas/USA

World's Largest Wine Trade Fair Named Platinum Sponsor and Host of Grand Tasting and Awards Reception on 14 August 2017

ProWein Global Head Wine & Spirits Marius Berlemann and TEXSOM co-founders and Master Sommeliers James Tidwell & Drew Hendricks today announced that ProWein, the world's leading trade fair for wines and spirits, has been named as the title sponsor of the Grand Tasting and Awards Reception at the 2017 TEXSOM Conference taking place August 14 at the Four Seasons Resort & Club in Las Colinas, Texas.

“Texsom is an ideal platform for us to directly reach the U.S. wine industry with all its top wine buyers and decision makers. North America is one of the most important international visitor markets for ProWein. Together with our partners we have developed suitable tools to access the U.S. key market since several years. One example is “Route USA” which specifically connects our exhibitors with U.S. importers and distribution partners. Our cooperation with Texsom is a further important measure to attract additional U.S. visitors to ProWein in Düsseldorf,” stated Marius Berlemann, Global Head Wine & Spirits at Messe Düsseldorf.

“Earlier this year, we had the honor and privilege to meet the organizers of ProWein while we were at the trade fair,” said Tidwell. “Our two organizations have similar roots and philosophies. Both TEXSOM and ProWein had humble beginnings and have grown organically to become the leading beverage trade events in their respective areas. Both the ProWein team and TEXSOM team are excited by this opportunity. It further demonstrates the international appeal and influence that continues to build around the TEXSOM Conference. We look forward to many more years of collaboration.”

THE WORLD'S NO.1:
INTERNATIONAL TRADE FAIR
FOR WINES AND SPIRITS

18-20 Mar 2018

Düsseldorf, Germany www.prowein.com



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Phone +49 (0)211/4560-01
Fax +49 (0)211/4560-668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Board of Directors:
Werner M. Dornscheidt (CEO)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Chairman of Supervisory Board:
Thomas Geisel

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

Messe Düsseldorf memberships:

 The global
Association of the
Exhibition Industry

 Association of the
German Trade Fair
Industry

 FKM - Society for
Voluntary Control of
Fair and Exhibition Statistics

Public transport:
U78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Trade Fair Centre
Administration



THE WORLD'S NO.1:
INTERNATIONAL TRADE FAIR
FOR WINES AND SPIRITS

18-20 Mar 2018

Düsseldorf, Germany www.prowein.com

ProWein replaces the Wine & Food Foundation of Texas as the title sponsor of the Grand Tasting. "The Foundation has been a supporter of the TEXSOM Conference for more than a decade," said Tidwell. "They have been a great charity sponsor, and we appreciate their years of dedication and their contributions. We wish them well as an organization and thank them again for their participation." As in the past, a portion of the proceeds from the sponsorship goes toward funding education for those pursuing careers as beverage professionals.

Held August 12 to 14 at the Four Seasons, the TEXSOM Conference is the only event of its kind in the world. The speakers and judges constitute a who's who list of the nation's top wine professionals. Dozens of Master Sommeliers (MS), Certified Wine Educators (CWE), Masters of Wine (MW) and other respected industry professionals continue to be integral parts of the conference. Key not-for-profit certification and educational organizations GuildSomm, SOMMFoundation, Court of Master Sommeliers Americas, Wine & Spirit Education Trust, and Society of Wine Educators are presenting sponsors.

ProWein is the world's leading trade fair for wine and spirits, and is the largest industry platform for professionals from viticulture, production, trade and gastronomy. At the trade only event professionals from around the globe meet to conduct business, discuss industry trends, and recognize excellence in the world of wines and spirits.

Founded in 1994, ProWein began with 321 wine, sparkling wine and spirits suppliers and attracted 1,517 visitors. ProWein 2017 involved 6,600 exhibitors, 85% of which were from 62 countries outside of Germany. The total space rented by exhibitors (without special shows etc.) in 2017 amounted to more than 554,000 square feet – compared to 31,400 square feet in 1994. 58,500 visitors participated in ProWein 2017 - with 51% coming from nations other than Germany. By comparison: at ProWein 2002 this figure was less than 14%. More information is available at www.prowein.com.



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Phone +49 (0)211/4560-01
Fax +49 (0)211/4560-668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Board of Directors:
Werner M. Dornscheidt (CEO)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Chairman of Supervisory Board:
Thomas Geisel

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

Messe Düsseldorf memberships:



Association of the
AUMA German Trade Fair
Industry



Public transport:
U78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Trade Fair Centre
Administration



Information about the TEXSOM Conference, including a conference schedule, list of speakers, list of sponsors, and certification opportunities are available on the website at textsom.com.

About TEXSOM

Founded in 2005, the TEXSOM conference was started by Master Sommeliers James Tidwell and Drew Hendricks to help promote professional wine service standards, outline paths for further wine education and certification, and raise public awareness about professional standards and certifications for sommeliers. Today, the conference draws over 1,200 attendees, which include beverage professionals, wine educators and media from over 35 states and 10 countries. In addition to the conference, the group also produces the TEXSOM International Wine Awards, one of the largest, most respected, and longest-running wine competitions in the United States.

Further information on ProWein is available on the Internet at www.prowein.com. High-resolution images can be found in our photo database in the "Press Service" area at www.prowein.com.

Press Contact ProWein:

Messe Düsseldorf GmbH, ProWein Press Office
Christiane Schorn, Brigitte Küppers (Assistant)
Phone: +49-(0)211-4560-991/-929
SchornC@messe-duesseldorf.de, KueppersB@messe-duesseldorf.de

Press contact TEXSOM:

Michael Wangbickler
Balzac Communications
mwangbickler@balzac.com
Phone: +001 408-981-5415

Further Information:

www.prowein.com — or on social media at
Facebook: www.facebook.com/ProWein.tradefair
Twitter: <https://twitter.com/ProWein>

THE WORLD'S NO.1:
INTERNATIONAL TRADE FAIR
FOR WINES AND SPIRITS

18-20 Mar 2018

Düsseldorf, Germany www.prowein.com



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Phone +49 (0)211/4560-01
Fax +49 (0)211/4560-6 68
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Board of Directors:
Werner M. Dornscheidt (CEO)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Chairman of Supervisory Board:
Thomas Geisel

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

Messe Düsseldorf memberships:

 The global
Association of the
Exhibition Industry

 Association of the
German Trade Fair
Industry

 FKM - Society for
Voluntary Control of
Fair and Exhibition Statistics

Public transport:
U78/79: Messe Ost/
Stockumer Kirchstraße
Bus 722: Trade Fair Centre
Administration