



ProWein to Wow Wine World Again in 2019 **Anniversary edition showcases quality and diversity**

25 years of ProWein – quite a reason to celebrate! ProWein 2019 – the international trade fair for wines and spirits – is proudly celebrating its 25th anniversary.

Roughly 6,800 exhibitors from around the world will be taking part in this special edition of the fair. All major winegrowing regions are represented, conveniently grouped within the halls by nation. The event represents a true Who's Who of the industry, with space for everyone from major bulk-wine producers to fine boutique estates and somm secrets. Nearly 400 spirits producers will also be on hand with their own fascinating specialties. There will also be a focused program of supplemental events, conducted directly at the exhibitors' stands or at the ProWein Forum. For example, enjoy a whiff of luxury at the Champagne Lounge, hosted by 40 of the region's venerable houses, before heading off to the individual stands of any of the roughly 150 Champagne brands in total presenting at ProWein. A large tasting zone has once again been established to present the winning wines from the spring edition of MUNDUS VINI. The organic zone shines a spotlight on leading international organic wine associations and numerous producers. All ten trade fair halls are completely booked. This unparalleled scope and quality are precisely why ProWein remains the most important gathering for the international wine and spirits industry.

"same but different" craft show is growing

The topic of craft drinks will once again feature prominently at ProWein 2019. After a successful premiere this past year, the "same but different" special exhibit has been renewed, offering a dedicated space for innovations related to craft beer, craft spirits and cider. Over 100 exhibitors from approx. 20 countries are expected. This year's fizz lounge will focus on "Zero Waste: High-Percentage Recycling at the Bar." Key to this concept is the economical use of raw materials and an

The World's No.1
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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 AUMA
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

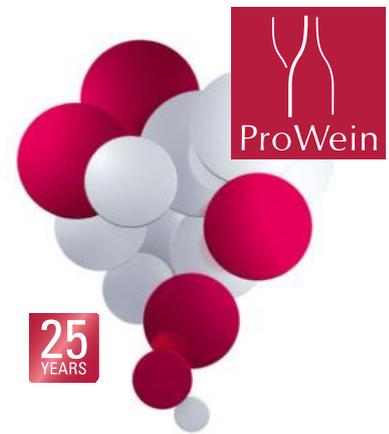
optimized recycling flow. For example, all components of fruit are to be used in their entirety and intelligently processed.

ProWein: Platform for international wine and spirit trends

ProWein is as much about wine education as introducing the latest vintage. It views itself as an ideal platform for reporting on current trends from the international wine and spirit business. Trend scouts Stuart Pigott and Paula Redes Sidore will be presenting an overview of the latest wine trends at moderated tastings on Sunday and Monday evening of ProWein 2019 (from 6 – 7 pm on both nights at the ProWein Forum in Hall 10). Their reporting for the upcoming ProWein will include vinophile topics such as "High Altitude Wines," the Renaissance of "Field Blends" and the varieties "Chenin Blanc & Gamay." They will also cover the growing role of "Wine in Cans" on many international sales markets, where the convenience of the packaging is helping position wine as a cool and trendy drink. ProWein's online magazine at www.prowein.de will be presenting these topics in advance of the fair, including notes on where relevant exhibitors can be found. There's no better way for members of the trade to prepare themselves in advance for their visit. The online magazine also illuminates the latest trends from the spirits market, including exhibitor stand numbers. Among the feature topics are "Home & Hygge," "The New Aperitif Culture," "No Waste" and "Craft Beer."

Est. 1994 – 25 Years of ProWein

A variety of smaller measures are also planned to celebrate the 25th anniversary of ProWein. This includes the "Coming Home for ProWein" campaign, with a limited special edition of Killepitsch, a traditional Düsseldorf herb liqueur, and a broad assortment of merchandise articles. Exhibitors and visitors to ProWein can look forward to any number of surprise goodies. Interesting stories and anecdotes from ProWein's 25-year history will also be posted on its homepage at www.prowein.de. In thanks for the crucial role that the French wine industry played in the establishment of ProWein 25 years ago, the wine nation of France will be given special prominence at ProWein 2019. ProWein is working with Business France on a booklet presenting the various French winegrowing regions. This publication will be distributed



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to all buyers from the top wine import nations in advance of ProWein, as well as posted online at the ProWein homepage.

For more information on ProWein please visit www.prowein.com. Details on ProWine China are available at www.prowinechina.com and for ProWine Asia at www.prowineasia.com. High resolution image stock can be found in the photo database in the "Press Service" section of www.prowein.com.

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