



ProWein Premiere: the Concept Store

Solutions specifically tailored to wine at the Point of Sale

How wine is displayed at the PoS is a decisive factor when it comes to sales – be it in specialist retail, food retail or at the corner kiosk. In addition to product information proper and practical tips it is also about being taken on a journey, emotionalising the shopper or optimizing retail processes. The Concept Store in Hall 9 (Stand A90), forms part of the Special Show “Packaging & Design” and offers hands-on tips and application examples. “The Concept Store will provide trade visitors from all segments of retail with an ideal opportunity to gather information on PoS marketing – and, specifically show tailor-made solutions for wine,” says Peter Schmitz, Director of ProWein, summing up. “We are still in the early stages of this idea but are delighted to have already recruited several exhibitors for this ProWein premiere.”

Four aspects will be in focus at the Concept Store:

- Digital Signage
- RFID
- Self-service wine tasting
- Wine labels

Promising to hold especially high potential here is the digitalisation of wine labels with versatile interactive application possibilities. Be it product information via QR codes or NFC chips at the shelf, images, videos, animations and the like on digital shop windows, TV screens and other platforms – the sky is the limit. It is about interactivity and, hence, dialogue with shoppers; this is the “be-all and end-all” at the PoS. Corresponding solutions will be exhibited by Ruhrkraft GmbH (<https://www.ruhrkraft.io>) and Imero Holding GmbH (<https://imerio.io/>). Another high-potential trend is “self-service wine tasting”. Shoppers can taste “without obligation” and stores do not need to set aside any

**10- 12 March 2024
Düsseldorf, Germany**

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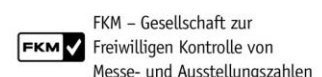
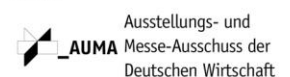
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additional staff. Matching solutions around this theme will also be presented by an exhibitor (<https://www.bytheglass.de/>). Wein-Mehrweg eG, on the other hand, has its sights on transport and, last but not least, CO² emissions. Operating 5,200 hectares and accounting for over 5% of Germany's total wine-growing area, the ten founding companies behind this pooled initiative have developed a multi-use concept – leading to the establishment of a platform and the launch of the first 0.75l reusable wine bottles (<https://www.wein-mehrweg.de/>).

“The spectrum of exhibitors registered so far reflects the bandwidth of what is possible – and also necessary at the PoS – to reach out to customers,” explains Kerstin Houf, Senior Project Manager of ProWein and in charge of the Concept Store. Those still wishing to register for the Concept Store can do so by sending an e-mail to Kerstin Houf direct (HoufKe@messe-duesseldorf.de).

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