



16–18 March 2025
Düsseldorf, Germany

The World's No 1
International Trade Fair
for Wines & Spirits

→ prowein.com

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The perfect match: food and wine at ProWein

ProWein will be especially focused on the food & wine pairing theme this year. It will not only be the food service Lounge “urban gastronomy by #asktoni” that is dedicated to the theme. The varied supporting programme will also hone in on the perfect match between wine and food in a variety of different events.

The “urban gastronomy Lounge by #asktoni” will enter its next round in 2025 to once again become the central port of call for restaurateurs – from rookies to professionals. This year will be all about **Food & Wine Pairing**. In four different workshops per day host Toni Askitis (#asktoni) will show in an entertaining way how food and wines blend into unforgettable taste experiences.

New live-cooking concept

For the first time, the urban gastronomy Lounge will be presented courtesy of METRO. Its new concept was worked out jointly with the international food wholesaler headquartered in Düsseldorf. Dr. Steffen Greubel, CEO METRO AG, and Martin Behle, Chief Horeca Officer, succeeded in recruiting well-known chefs such as Björn Freitag, Alina Meissner-Bebroust and Bobby Bräuer for cooperation. Each of the three top-notch restaurateurs will for the first time now be preparing exciting dishes live on site on different days of ProWein. The matching wines will come care of Toni Askitis, who was declared the best sommelier of 2024 by Rolling Pin magazine. Registration for the individual workshops is not required.

Workshop programme offered at urban gastronomy by #asktoni

- **How to ProWein:** Hands-on tips for “rookies” and professionals on how to get the best out of ProWein. Food



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pairing basics: first insights and basics in order to understand the art of food and wine pairing.

- **Music in a glass:** blending wine with musical delights featuring vintners, DJs and chefs.
- **Wine.Match:** live development of matching dishes for selected wines – an interactive exercise with the audience.
- **Food & Wine Pairing:** the chefs will prepare dishes live on site while guests taste the vintners' wine matches.

Why food & wine pairing?

As a centrepiece of the food service industry, the perfect combination of food and wine is the epitome of every culinary experience. At an international trade fair like ProWein this topic is not only a trend but an indispensable component of the wine and food service sector. “The topic food & wine pairing holds enormous potential for the wine and food service sector because it goes far beyond the simple presentation of products. It combines the sensory worlds for food and wines to form a harmonious unit that evokes emotions and creates experiences to remember. This art of combination is not only an enrichment for guests but also a key USP for outfits on a highly competitive market,” says Peter Schmitz, Director of ProWein.



Food & Wine Pairing in all areas of ProWein

There are also many inspirations for food & wine pairing to be found in the broader supporting programme of ProWein, such as in the seminar series on Wines of Portugal, in ICEX/Wine from Spain, in wines from Palatinate or in ICE/Vini d'Italia. Guaranteed to be a special highlight on the **ProWein Sunday at 11.30 am** will be another food & wine pairing in a class of its own: **Curly**, known from the podcast *Terroir & Adiletten*, will embark upon a culinary voyage of discovery at ProWein! At **Pavillon France, Stand 10F120 (Le Forum #BonjourProWein)** he will select the perfect wine & food match.



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