

ProWein 2025 Press Guide

International Trade Fair for Wines & Spirits
16 – 18 March 2025

+++ PRESS|EVENTS +++

ProWein press conference for the German business and daily press

Global sales of wine and spirits are declining. What does this mean for the German wine industry and what are the ways out of the crisis? ProWein, the international trade fair for wines and spirits, and the **German Wine Institute** (Deutsches Weininstitut) will answer these questions at a press conference. **Dr Andreas Brokemper, CEO of Henkell Freixenet**, will also talk about the development of the low- and no-alcohol segment.

Monday, 17 March 2025, at 9:30 am
at the stand of the German Wine Institute (DWI) in Hall 1 - C110
Language: German

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Spirits trends in focus - Exclusive press tour

An exclusive tour of the trade fair with the "Trend Scout Spirits" of ProSpirits 2025, spirits expert **Jürgen Deibel**. He will guide journalists to selected exhibitors. The focus is on the current trend topics: **Whisk(e)y, fruit brandies, rum** and **low alcohol** - with tastings, of course!

The tour is already fully booked. If you have any questions, please contact schroeera@messe-duesseldorf.de

Sunday, 16 March, 4:00 pm (please be there 10 minutes in advance)
Visitor Tour Spirits Stand / Hall 5/M01

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Exclusive press tour: CHAMPAGNE FOR FUTURE

Champagne is not only a world-class wine region, but also a pioneer in sustainable development. We will talk to various winegrowers about the initiatives they have taken to protect the environment and biodiversity and reduce their carbon footprint. You will have the opportunity to taste some excellent champagnes and listen to the stories of the winemakers who are endeavouring to produce fantastic champagne while protecting the environment.

Sunday, 16 March 2025, 2:00 pm,
Champagne Lounge, Hall 10/H10
Only with registration!



16–18 March 2025
Düsseldorf, Germany

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

→ prowein.com

Star Wine List - The best wine lists in Germany

The Star Wine List is the guide for wine lovers. Its red logo with the white star silhouette stands for outstanding wine lists.

The new edition for Germany 2025 will be presented at ProWein. A high-calibre jury - Jan Konetzki, Emmanuel Rosier, Pascaline Lepeltier and Stefan Neumann MS - has evaluated the submitted wine lists and will present the results on ProWein Monday.

Star Wine List is also represented as an exhibitor at the VDP in Hall 1.

Monday, 17 March 2025, 4:00 – 6:30 pm
Press Centre, Administration Tower Messe Düsseldorf

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Palmanhac Press Event

The Palmanhac press event will focus on innovative fruit wines and spirits. The award-winning eau de vie and fruit wines, made exclusively from natural ingredients - without artificial flavours - will be presented. Journalists will have the opportunity to taste the portfolio and learn more about the production process.

Monday, 17 March, 12:00 pm
Palmanhac, Hall 7, Stand B40

+++ CELEBRITIES +++

US actor Ian Somerhalder launches his own whiskey

Ian Somerhalder Somerhalder is an American actor, producer and environmental activist, best known for his role as Damon Salvatore in the hit television series The Vampire Diaries. In addition to his acting career, he is the founder of the Ian Somerhalder Foundation, which is dedicated to environmental and animal welfare causes.

Ian's passion for whiskey led him to create the Brother's Bond brand with long-time friend and fellow actor Paul Wesley. This premium whiskey brand stands for quality, craftsmanship and the close bond between the two founders. Brother's Bond is not only a product, but also an expression of Ian's values - sustainability and responsibility play an important role in the production of the whiskey.

During ProWein 2025, journalists will have the opportunity to meet Ian Somerhalder at his stand, learn more about his Brother's Bond brand and discover how he combines his passion for whiskey with his commitment to the environment.

ProWein Monday, 17 March at 11:00 am
Hall 5 (ProSpirits) Stand K59

Badische Winzerkeller and ex-Formula 1 star Ralf Schumacher step on the gas together

Badischer Winzerkeller and **Ralf Schumacher** have started a long-term cooperation. In addition to his success in motorsport, and now recognised Formula 1 expert on TV channel SKY is also an enthusiastic wine lover and producer. His wines are produced in the co-operative Klet Brda in Slovenia, of which Schumacher one hundred percent owner is Badischer Winzerkeller has recently taken over the distribution rights for Schumacher's wine line for Germany.

Monday, 17 March
Badischer Winzerkeller, Hall 1/A60

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Lucy Diakovska presents new trend drink "Lucy"

On Sunday, 16 March 2025, **Lucy Diakovska**, singer of the No Angels, hotel owner and "Jungle Queen" 2024, is expected at the Moselland stand (Hall 1/E80). She knows the challenges of agriculture from her home country of Bulgaria and was immediately willing to support the Moselland eG winegrowers in their endeavours. As the namesake, she symbolises the fresh and lively spirit of 'Lucy'. At 12 noon, the new trendy drink will be presented to trade fair visitors together with Lucy Diakovska.

"Lucy" is Moselland eG's response to the rapidly growing market for ready-to-drink beverages. "Lucy" is a wine-based spritz in the popular flavours pomegranate and passion fruit, which contains only 5.5% alcohol by volume. Both flavours are available in two packaging formats: a 250ml slim can and a 750ml Secco bottle.

Sunday, 16 March between 12:00 and 15:00 pm
Moselland, Hall 1/E80

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Tony D - from rapper to sommelier with his own wine shop

In the 2000s, Tony D shaped the hip-hop landscape under the label Aggro Berlin. His creative energy found a new rhythm, flowing not in verses but in vintages: wine. In 2019, Tony took a bold step: he completed his sommelier training with distinction. In 2021, he fulfilled a long-held dream and opened his own wine shop, 'Wine Damager', on Berlin's vibrant Brunnenstrasse.

As brand ambassador for Stölzle Lausitz glasses he will present the 'Damager Swirl' at ProWein - let yourself be surprised!

Monday, 17 March, 12:00-1:00 pm
Stölzle Lausitz, Hall 1/E61

+++ HOT TOPICS +++

Food & Wine Pairing

- **Press: Urban gastronomy with star chefs**
The urban gastronomy lounge by #asktoni is the central meeting point for restaurateurs - from rookies to professionals. This year, everything revolves around the topic of food and wine pairing. In four different workshops each day, host **Toni Askitis** (#asktoni) will show in an entertaining way how food and wine can be combined to create unforgettable flavour experiences.
urban gastronomy Lounge, Hall 4/F30

New live cooking concept (workshops daily at 12:00 / 2:00 / 4:00)
 - Sunday, 16 March with **Björn Freitag**
 - Monday 17 March with **Alina Meissner-Bebrou**
 - Tuesday, 18 March with **Bobby Bräuer**
- **Press: The Curly Show - Food & Wine Pairing**
The Curly Show: Curly, Currywurst & Friends with an audience! By Taste France. Six exhibitors at the table with **Curly**: pairing street food and wines with Curly's favourite dishes.
Sunday, 16 March, 11:15 am - 12:00 pm
Forum #BonjourProWein - 10F120
- **ProWein-Montag 17. März, von 11:00 bis 16:00 Uhr**, werden in Halle 5 an den Ständen E45, E55 und E59 **koreanische Spirituosen** (Liköre/Andong Soju) mit landestypischen Fingerfood-Spezialitäten kombiniert.
- **ProWein-Montag, 17. März ab 16.30 Uhr**: Sternekoch **Alexander Herrmann** ist am Stand von Schenk in Halle 4 – C20 und sorgt für Sternstunden im Glas.

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Proxy wines on trend

The word proxy means representative. Proxy wines are non-alcoholic drinks that are reminiscent of wine due to their complexity and mouthfeel. They are made on the basis of grape must and with spice extracts, tea, refined vinegar so that they are more reminiscent of wine in taste and structure than verjus (juice from green grapes) or high-quality dealcoholised products.

Here you will find exhibitors with proxy drinks:

- Copenhagen Sparkling Tea company ApS/Denmark (Hall 1/B05): Non-alcoholic sparkling wine (tea-based)
- Acala group Ltd/Lithuania (Hall 1/B03): Alcohol-free sparkling tea based on organic ingredients

- Petterson & Munthe/Sweden (Hall1/B07): Sparkling Tea - The tin
- Jörg Geiger/Germany (Hall 1/A01): Non-alcoholic wines/sparkling fruit and wines based on tea
- COOL Climate Stand: Hall 4 B50 Exhibitors from Denmark and 2 exhibitors with PROXI products (Muri Drinks and Copenhagen Kombucha)

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CHINA - Chateau Changyu Moser XV

Lenz Maria Moser comes from a long line of Austrian wine nobility. Today he is showing the Chinese how to make competitive Cabernets. He has been advising the renowned Chinese winery, Chateau Changyu Moser, for 20 years and has been instrumental in revolutionising China's wine landscape. He will be available for interviews at ProWein.

Tuesday, 18 March, 11:30 am or by appointment
Hall 12, E180

Contact for interview requests: Yu Song yu.song@lmm-projects.com and
Laurenz M. Moser lenz.moser@lmm-projects.com

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Bartender robot in action at ProWein

Richtech Robotics presents its latest beverage mixing robot at ProSpirits. The innovative ADAM robot, a two-armed bartender, shows the future of beverage preparation. Thanks to AI-based technology, ADAM can not only tap beer accurately and learn new recipes every day, but also engage in personalised conversations with customers. Richtech Robotics, a pioneer in AI-powered robots for the food industry, develops autonomous helpers for various areas of the hospitality and healthcare sectors. These robots perform a variety of tasks such as floor cleaning, beverage preparation and food delivery, helping to alleviate staff shortages and increase efficiency.

The presentation at ProWein 2025 highlights the growing trend towards robotics in the beverage industry. Visitors will be able to experience the advanced capabilities of the ADAM robot live and get a glimpse of the future of automated beverage preparation.

Hall 5, Stand E46

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"Blind" tasting in the Black Box

A wine tasting like no other: The Sommelier-Union Deutschland invites you to a unique experience at ProWein - blind tasting in the darkened black box. Wine tasting in complete darkness allows for an open and unadulterated exchange. All remaining senses are sharpened and the

focus is exclusively on the flavour, aroma and texture of the wine. Several sessions are offered daily, each for eight participants.

The blind tasting is not only a challenge for wine connoisseurs, but also an opportunity for intensive dialogue among the participants. An experience not to be missed!

Black Box of the Sommelier Union in Hall 1, Stand E 121

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Donnafugata presents matching wine for Netflix production

The Sicilian family winery Donnafugata is collaborating with Netflix for the start of the series "The Leopard" and is launching a special edition of the iconic wine Mille e Una Notte. The winery is thus consolidating its position as an ambassador for Made in Italy and a passionate representative of Sicily's cultural identity on the world stage.

Donnafugata, Hall 16 - Stand H43

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Union des Grands Crus de Bordeaux

The coveted premium tasting of the Union des Grands Crus de Bordeaux will take place on ProWein Monday in Hall 10. The focus will be on the presentation of the 2022 vintage.

Monday, 17 March, 9:30 am to 1:00 pm
Hall 10/J129

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Exclusive tour of GARDA DOC

Guided tasting tour of 6 to 8 exceptional wineries of the GARDA DOC consortium. Discover the world of organic wine and sustainable viticulture on an exciting journey led by Valentino Pusnava (aka Winemob), a renowned wine communicator and influencer.

Tuesday, 18 March, 10.30 am,
Hall 15/B67

+++ AWARDS +++

Award for 'Pioneers of Wine

At ProWein in Düsseldorf on 17 March, the German Agricultural Society (DLG) will present honorary awards for the first time to three 'Pioneers of Wine': the Heuchelberg Weingärtner cooperative from Schwaigern, the Rummel organic winery from Landau-Nußdorf and the Hirn & Hundertwasser winery from Untereisenheim. With their innovative wines,

sparkling wines and semi-sparkling wines made from fungus-resistant and stress-tolerant grape varieties (Piwis), they are setting new standards in terms of enjoyment, character and aroma profile. The award-winners are pioneers in German viticulture, setting an example and demonstrating that sustainability can be convincing in terms of taste and quality. The award ceremony for the honorary prize winners will take place on Monday, 17 March 2025 at 12 noon at ProWein in Düsseldorf.

Monday, 17 March, 12:00 pm
Hall 4/C60

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Presentation of the GERMAN SPARKLING WINE AWARD 2025

The winners of this year's competition will be honoured at the Sparkling Wine Producers' Stand at ProWein on Tuesday, 18 March 2025 from 11.30 am. As patron and co-sponsor, the Association of Traditional Sparkling Wine Producers supports the initiative of the wine magazine VINUM to highlight top quality sparkling wines. All German sparkling wines made using the traditional bottle fermentation method are eligible and will be judged in a total of ten categories at the end of February. The categories range from Pinot sparkling wines with different periods of yeast fermentation to Riesling sparkling wines, rosé sparkling wines, low-alcohol sparkling wines and méthode traditionnelle sparkling wines. The awards ceremony at the fair will provide a fitting setting and public recognition not only for the winners, but also for interested parties and the press. In addition to the winners of each category, the Sparkling Wine of the Year and the Sparkling Wine Producer of the Year will also be honoured.

Tuesday, 18 March 2025, 11:30 a.m.
Hall 1/A76

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Carlo Sustainability Award from FAIR'N GREEN

Fair and Green e. V. is committed to sustainable economic activity that takes equal account of ecological, social and economic aspects. The association develops practical solutions, advises medium-sized companies and supports them in implementing sustainable strategies. Key topics are biodiversity, climate, soil and species protection. Fair and Green e. V. regularly awards sustainability prizes for viticulture.

The following awards will be presented at ProWein:

- **Press: Outstanding sustainability - CARLO Business Awards**
Presentation of the CARLO Business Awards to outstanding FAIR'N GREEN-certified businesses. The prizes are awarded in the



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categories: "Most sustainable winery" & "Biodiversity"

Sunday, 16 March 2025, 10:00-11:00 am

Fair and Green e. V., Hall 1, Stand D04 / E04

- **Press: CARLO Wine Award / Award ceremony**
The CARLO Wine Award honours outstanding wines that combine ecology, social responsibility and economic sustainability.
Monday, 17 March 2025, 11:00 am
Fair and Green e. V., Hall 1, Stand D04 / E04
- **Press: CARLO Thesis Award: Sustainability in science / Award ceremony**
Every year, Fair and Green e.V. awards prizes for innovative bachelor and master theses that shape the future of viticulture with groundbreaking insights.
Tuesday, 18 March 2025, 10:30 am
Fair and Green e. V., Hall 1 Stand D04 / E04