



**Press Release ProWine Mumbai, December 2023**

## **Successful third staging of ProWine Mumbai**

### **India moves into the focus of the wine and spirits industry**

25 November saw ProWine Mumbai draw to successful close at the Jio World Convention Centre. For two days the local wine and spirits industry met for numerous tastings and in-depth exchange. This year, ProWine Mumbai was staged for the third time now. As part of the large ProWein family of trade fairs it is organised by Messe Düsseldorf India and the Indian industry expert All Things Nice.

At this year's ProWine Mumbai 164 companies with over 1,000 brands from 21 countries in total presented themselves to 5,059 trade visitors from 24 countries. Gross exhibition space amounted to 5,000 square metres. The cross-section of exhibitors and countries represented at the trade fair demonstrated the strong interest the global wine and spirits industries take in the growth market that is India. Participating countries included Argentina, Australia, Austria, Chile, Columbia, France, Germany, Greece, India, Italy, Japan, Mexico, New Zealand, Nicaragua, Northern Ireland, Peru, Poland, Portugal, South Africa, Spain and the United States. The French Pavilion managed by Business France as well as national pavilions from Argentina, Australia, Chile, Italy, Northern Ireland, Portugal and the United States presented their national vintners. In the spirits segment visitors were able to get acquainted with the manufacturers of gin, vodka, single malts, rum, tequila and mezcal and taste their products.

Peter Schmitz, Director of ProWein and responsible for ProWein World, explains: "I am delighted to see that ProWine Mumbai has succeeded in creating a comprehensive platform for the industry in as little as three years since its launch. The 2023 edition brought more international flair and a wider variety of the Indian wine and spirits

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industry. Visitors enjoyed a diverse range of wines, spirits and craft beverages. In Masterclasses taught by experts they learnt more about taste, aroma and manufacturing processes. Furthermore, the trade fair provided talented bartenders and spirits brands with a very special platform by means of the newly created ProWine Bartenders' Competition and the ProWine Spirits Challenge. The success of the trade fair is reflected by the enthusiasm of the satisfied participants, who are already looking forward to the next edition of ProWine Mumbai."

"Year on year ProWine Mumbai exceeds our expectations. We are incredibly proud to have established this platform. We feel honoured to see so many importers and producers exhibit their brands. We are firmly convinced that now is the time for India and we look forward to organising future editions of ProWine Mumbai. Promoting the wine, spirits and craft beverage sector and helping new brands to enter the Indian market has always been our goal," says Nikhil Agarwal, Founder – All Things Nice and co-organiser of ProWine Mumbai.

### **Line-up of supporting Masterclasses and top events**

Alongside exhibiting producers, the varied line-up of side events is another highlight for visitors. In addition to numerous Masterclasses the ProWine Spirits Challenge and the ProWine Bartenders' Competition were staged for the first time. The blind tasting and detailed evaluation of spirits such as whiskey, vodka, rum, gin, tequila and liqueurs provided participating brands with enlightening insights into what Indian consumers really like and what they pay attention to as shoppers.

The ProWine Bartenders' Competition offered talented Indian bartenders an extraordinary platform to give proof of their skills. Bartenders are the "backbone" for optimal spirits presentation and

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winning cocktail competitions has also proven to be one of the most effective ways to become famous in India.

Glamour set the scene at the first ProWine Mumbai Night. At the networking event held at the elegant Lotus Ballroom the leading authorities of the wine and spirits industry got together, including known personalities of the hospitality industry, relevant media representatives and key exhibitors from all over the world. Moreover, the India Wine Awards selected by the Sonal Holland Wine Academy were presented at ProWine Mumbai Night. This Award is the most prestigious one in the country setting standards by recognising the best domestic and international wines available on the Indian market.

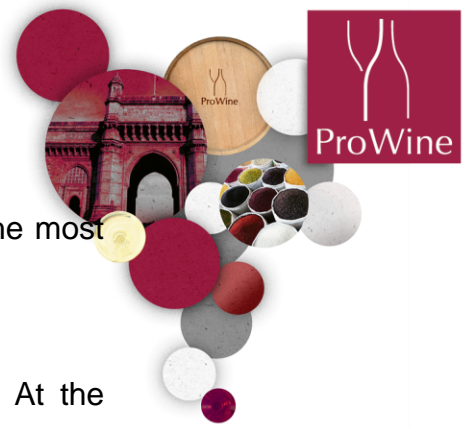
The forthcoming, fourth edition of ProWine Mumbai will be held at the Jio World Convention Centre in Mumbai on 8 and 9 November 2024.

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