

Press Release No. 10: Closing Release 12 March 2024

ProWein underscores its role as the leading trade fair for the wine and spirits industry

Optimistic mood at the exhibition stands

- **New ProSpirits concept received very well by trade audience**
- **Exhibitors praise high degree of international visitors with decision-making powers**

After three busy trade fair days the world's largest and most relevant trade fair for wines and spirits succeeded in spreading optimism on a currently stagnating market. Top ratings by visitors for the exhibited ranges as well as a high commitment to Düsseldorf as the wine capital made for a positive atmosphere in the exhibition halls. Despite the rail strike, which foiled many visitors' plans to attend the fair on the last day, ProWein welcomed to the tune of 47,000 registered trade visitors from 135 countries and 5,400 exhibitors from 65 countries for its 30th anniversary.

“No other trade fair offers as wide a range as ProWein. All international wine-growing regions are represented in Düsseldorf,” says Director Peter Schmitz commenting on the success of ProWein. “We are delighted to not only register top quality on the exhibitors' part but also see top-notch people travel to Düsseldorf from all over the world, including an increased number of executives with decision-making powers.”

Commenting on this Monika Reule, General Manager of the German Wine Institute (DWI), said: “The German exhibitors have pronounced a positive verdict on this year's ProWein. They have particularly benefited from the presence of numerous international trade visitors taking great interest in the wines from German regions and great pleasure in the



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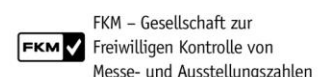
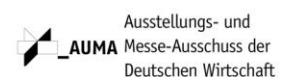
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quality of the new vintage. They also highly praised the high professionalism of the experts who had travelled from all over the world. With this ProWein has confirmed its position as the world's most important wine trade fair once again."

The extremely high internationality of the ranges continues to be ProWein's absolute USP. This is why ProWein also proved the unrivalled central business event for the international buyers from food retail, specialist retail and the hospitality industry once again this year.

ProWein extends spirits ranges to include ProSpirits for the first time

This year saw ProWein celebrate a new milestone: ProSpirits, the brand world for spirits. All of Hall 5 placed spirits – a market segment with great potential – in the limelight in the direct neighbourhood of the Trend Show "same but different" for the urban bar scene. 420 exhibitors from 40 countries showcased their products on 4,800 square metres exhibition space. This year's trends in the spirits segment included brandy, vodka, liqueurs, agave spirits and AI-RTD cocktails. Spirits professionals from all over the world were represented – ranging from a Tequila start-up from Berlin to big industry names from Denmark, Finland, France, Greece, Ireland, Korea, Mexico and Great Britain. The ProSpirits Forum comprising Masterclasses, exhibitor presentations and tastings rounded off the programme. The Trend Hour Tastings also proved very popular. Here, spirits ambassador Jürgen Deibel presented all types of specialties and rarities and conveyed plenty of know-how and pleasure for all involved. The new concept met with a positive response among both exhibitors and visitors across the board underlining the relevance and potential of the spirits segment at ProWein.

Central market topic: Sustainability

Sustainability has been a topic keeping the international industry very busy for many years. This was also reflected in the ranges at ProWein



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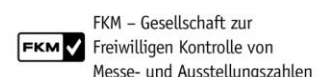
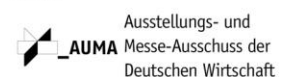
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2024. Worth emphasising here are above all the international associations and initiatives such as Bioland, Demeter, Ecovin, Fair'n Green, Respekt Biodyn and Vignerons de Nature. These organisations and their members have been committed to and driving sustainability at ProWein for years now. Likewise, the “Organic World” with numerous organic vintners formed an important part of the trade fair. Beyond this two leading NGOs – “International Wineries for Climate Action” (IWCA) and the “Sustainable Wine Roundtable” (SWR) – were represented here at the sector’s leading trade fair in Düsseldorf.



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Other themes trending in the industry at ProWein 2024:

- Under the motto “**ProWein Zero**” the special area in Hall 1 was all about “no and low” – complemented by a corresponding tasting zone organised by Meininger Verlag.
- Catering to restaurateurs – above all the young, urban community from Germany and abroad – was the “**urban gastronomy by #asktoni & ProWein**” Lounge.
- The special show “**Packaging & Design**” dealt with packaging alternatives to glass for bottles, to name but one material.
- The new **Concept Store** provided tips for the appropriate presentation and marketing of wine at the Point of Sale. Topics such as digital signage, wine consulting by sommelier bots, “self-service” wine tastings, sustainability by way of return systems and wine labels were addressed and discussed.
- The **Champagne Lounge** with its extensive Champagne ranges also proved a special attraction again for the trade fair audience this year.

ProWein as a trend barometer

The four trend themes at ProWein 2024 met with avid interest: This year, trend scouts Stuart Pigott and Paula Sidore selected the themes “The Big Drought at Vineyards”, “Handmade by Robots – The Arrival of Robotics in the Vineyard”, “PiWi Take Off” as well as “Packaging



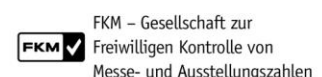
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Alternatives to Classic Glass Bottles". The matching Trend Hour tastings were in very high demand and fully subscribed down to the last seat. The other offerings at ProWein were also highly appreciated and taken up by the international trade audience, such as the Champagne Lounge featuring 50 tradition-rich Champagne houses and an additional 180 brands in the entire Champagne segment of ProWein, the organic wine segment with some 300 exhibitors, the tasting zone presenting the MUNDUS VINI award-winning wines, the side events organised at exhibitors' stands or the ProWein Forum, as well as the special show Packaging & Design.

The coming ProWein 2025 will be held in Düsseldorf from 16 to 18 March. ProWein World: Your next Ticket To The World will be the premiere of ProWine in Tokyo from 10 to 12 April 2024.

Read more at: www.prowein.com

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