

ProWein 2023: Leading trade fair in the industry successfully delivered

ProWein 2023 was a resounding success boasting top ratings from all sides and strong international reach. Wine and spirits professionals from all over the world experienced three intense days at the fair in Düsseldorf. Centre stage was the broad and deep range of wines and spirits from throughout the world. Above all, topics like sustainability, alternative wine packaging and no-and-low alcohol drinks shaped this year's leading trade fair. As did pop icon Kylie Minogue, who launched her new alcohol-free sparkling rosé at ProWein. "ProWein has once again proven to be the leading international fair of the wine and spirits industry. As with the producers in the sector – achieving this takes a great deal of passion. We have once again done our best to not just be good but better," said Erhard Wienkamp, Managing Director of Messe Düsseldorf, summing up the success of the event.

Get the taste of business

And this message certainly came through. The entire who's who of the industry was present at this year's ProWein. No other trade fair in the world offers such a comprehensive line-up. 86% of the approximately 6,000 exhibitors were of international origin, coming from more than 60 countries. The market leaders in the global wine and spirits industry were represented as well as importers and exporters, trade agencies, "Prädikat" wine estates or cooperatives and associations. Traditionally, Italy is the largest nation at ProWein, followed by France, Germany and Spain. The New World also showcased an impressive portfolio, as did the spirits section at ProWein.



**19 - 21 March 2023
Düsseldorf, Germany**

**THE WORLD'S NO. 1
International Trade Fair
for Wines and Spirits.**
www.prowein.com



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International professionals amongst themselves

Its exceptionally international range is ProWein's unique selling point. For the international buyers from food retail, specialist trade and HoReCa, ProWein was therefore once again the undisputed key business industry event this year. Despite warning strikes on public transport, a total of 49,000 trade visitors (2022: 38,000) from retail and food service/hospitality came to Düsseldorf. Once again, visitors' decision-making competence set new standards: two thirds of visitors were involved in purchasing decisions. The international nature of the fair was also confirmed: Visitors came from 141 countries (2022: 145 countries). One striking aspect here was that the Asian region was again more strongly represented. This year, the focus of interest was not only on wines from the leading wine-growing regions. Topics such as beverages with no and low alcohol or alternative packaging were also in great demand. One in two visitors was interested in no-and-low alcohol drinks and one in three in alternative packaging.

Exhibitors also gave ProWein top marks again this year. For instance, Monika Reule, Managing Director of the German Wine Institute (DWI) said: "German exhibitors gave a positive verdict on this year's ProWein. They were very satisfied with the quality and quantity of trade visitors, especially from abroad. In view of the challenging market situation at home, the export business is becoming increasingly important for many producers. At this year's ProWein, many exhibitors were able to strengthen and further expand their international trade links." Paul Molleman, European Director at California Wines, summed up his ProWein experience: "The California Wines booth was once again one of the must-visits at the show for many visitors. On about 700sqm, more than 200 wineries were able to meet the demand very well. We struck a nerve with visitors with our "Explore Sustainable California" exhibit. Sustainable viticulture was the main topic of this trade show and we were able to present our commitment to this within the exhibition."



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Board member at Semper idem Underberg AG Thomas Mempel added: "ProWein 2023 has great strategic value for us. The most important national and international importers and distributors from the spirits sector come together here every year."

ProWein & ProWein World: a powerful network

No less successful are the satellite events of ProWein World in Asia and South America. In 2023, a total of six trade fairs are scheduled outside Düsseldorf: Wine & Gourmet Japan – powered by ProWein (12 – 14 April), ProWine Singapore (25 – 28 April), ProWine Hong Kong (10 – 12 May), ProWine Sao Paulo (3 – 5 October), ProWine Shanghai (8 – 10 November) and ProWine Mumbai (24 – 25 November).

The next ProWein in Düsseldorf is then scheduled again for 10 – 12 March 2024.

Note for editors:

High-resolution visuals for ProWein 2023 can be found on our photo database in the "Press Service" section at www.prowein.de.

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