

ProWein 2020: The World's Largest Order and Networking Platform for the Wine and Spirits Industry

- **Innovation for 2020: Quick and efficient product searches using the Bottlebooks system**
- **A focus on trend topic "Climate Change"**
- **Bigger and better "same but different" craft product show**

While the anniversary edition of ProWein in March 2019 was indeed special, the coming ProWein (15 – 17 March 2020) promises to reach even greater heights. Roughly 6,900 exhibitors are expected from around the globe, making it indisputably the world's largest and most important trade fair for wines and spirits — and as such a benchmark appointment for international buyers from the retail, hospitality, hotel and import/export businesses. "With almost every kind of relevant product represented, ProWein is the world's largest order platform for this field. Just as importantly, it offers an indispensable range of networking opportunities for the entire spectrum of players in the wine and spirits industry," explains Bastian Mingers, Global Head Wine & Spirits and Director ProWein. "A Who's Who of the international sector will be coming together for three trade fair days in Düsseldorf, to burnish existing business relationships and establish new ones. There's also a supplementary program of tastings and seminars to expand the horizons of even the most experienced trade visitor."

Germany, France, Greece, Italy, Austria, Spain and overseas nations such as Argentina, Chile and the USA have traditionally brought the largest contingents of exhibitors. The wine offers will be complemented by presentations from nearly 400 international spirits

THE WORLD'S NO.1
International Trade Fair
for Wines and Spirits
15-17 March 2020
Düsseldorf, Germany
www.prowein.de
www.prowein.com



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland
Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de


Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Wolfram N. Diener
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

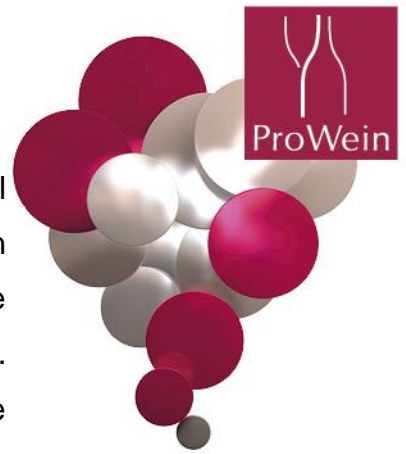
makers, from large international brands to small artisanal producers. The long-running "Champagne Lounge" has also proven a perennial visitor magnet. Nearly 50 champagne producers will be presenting French savoir vivre in the form of fine bubbles in Hall 12. "Our special exhibitions, theme worlds and central tastings have served as joint pillars of ProWein's success over the years, as has the comprehensive program of events," Bastian Mingers notes. The "same but different" craft product show in Hall 7.0 houses over 120 manufacturers of craft spirits, craft beer and cider from 24 countries. With an open bar also available to help with focused tasting, the exhibit has developed in just two short years into one of the absolute hallmarks of the ProWein experience. The same applies to Organic World in Hall 13: with more than 40 exhibitors, it lends additional gravitas to the already-comprehensive organic wine presentation at ProWein. The blend of special exhibitions is rounded out by the MUNDUS VINI tasting in hall 17 and the "Packaging & Design" zone in hall 13.

New in 2020: Finding products quickly thanks to Bottlebooks

With so many products on display, trade visitors have expressed a strong desire for a helpful tool to organize their searches for individual products and product groups. A new cooperation between ProWein and Bottlebooks fills that gap. Exhibitors can choose to enter their wines, spirits, craft spirits, beers and ciders into an online database ahead of the trade fair. It is then simple and easy for visitors to comb through the ProWein database for precisely the product groups they are seeking.

ProWein 2020: A focus on climate change

Climate change is playing an increasingly disruptive role in the wine industry — and ProWein 2020 is paying attention. Rising temperatures, longer dry phases and extreme weather represent both risks and opportunities for winegrowers around the world. ProWein Trend Scouts Stuart Pigott and Paula Redes Sidore will



THE WORLD'S NO.1
International Trade Fair
for Wines and Spirits
15-17 March 2020
Düsseldorf, Germany
www.prowein.de
www.prowein.com



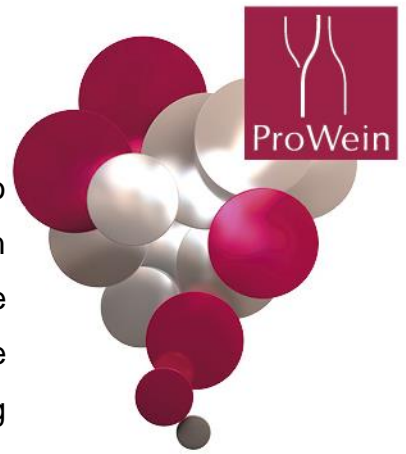
provide concrete insights into how the wine world is reacting to climate change. Their moderated tastings will be held on ProWein Sunday and ProWein Monday from 6 - 7 pm respectively at the Forum in Hall 10. Among the topics they'll explore: How are winegrowers reacting to changing weather conditions and coping with higher temperatures and longer dry spells? Are vine portfolios changing in the winegrowing regions affected by climate change? These and numerous other aspects will be given special attention this year. The Business Report, which ProWein will be preparing for the third time in cooperation with Geisenheim University, will also be focused clearly on this topic. Dr. Simone Loose, director of the institute in Geisenheim, will present key insights from the business report at the ProWein Forum.

Three other vinophile trends will also receive the spotlight: "Just a Spoonful of Sugar" describes the trend in classic wine regions (including Neusiedlersee, Tokaj, Sauternes and Mosel) to produce more dry white wines. "Sparkling Wines – From Prosecco and Pet Nat to Pignoletto, from Charmat to Methode Ancéstrale" reflects the rising quality of alternatives to classic bottle fermentation. Finally, "Wine 2.0" explores crossover wine products, such as cannabis wines, beer wines and wines aged in whiskey barrels.

There are cutting-edge trends in the spirits and craft beer fields as well, such as spirits from Asia featuring bottle neckers for the 2020 Olympic Games in Japan. ProWein's online magazine is available at www.prowein.com, with in-depth information on these subjects and more, as well as extensive exhibitor notes — an ideal tool for trade visitors to form their strategy for the three days of the fair.

www.prowein.com: Full details just a click away

Full information about ProWein 2020 is available online at www.prowein.com. Alongside general information about the trade fair, the magazine also contains background information, the latest



THE WORLD'S NO.1
International Trade Fair
for Wines and Spirits
15-17 March 2020
Düsseldorf, Germany
www.prowein.de
www.prowein.com



findings from the Business Report (from mid-November 2019), facts about the various special exhibitions and, starting in late January 2020, the program of events for exhibitors.

Note for journalists:

High-resolution image stock can be found in our photo database in the "Press Service" section of <https://www.prowein.de/1200>.

For more information about ProWein, please visit www.prowein.de, for ProWine China visit www.prowinechina.com and for ProWine Asia please visit www.prowineasia.com.

ProWein Press Contacts at Messe Düsseldorf:

Christiane Schorn
Tel.: +49 211/4560 –991
SchornC@messe-duesseldorf.de

Monika Kissing
Tel.: +49 211/4560 -543
KissingM@messe-duesseldorf.de

Brigitte Küppers
Tel.: +49 211/4560 –929
KueppersB@messe-duesseldorf.de



THE WORLD'S NO.1
International Trade Fair
for Wines and Spirits
15-17 March 2020
Düsseldorf, Germany
www.prowein.de
www.prowein.com

