



## **ProWein 2024 – Champagne for Future: Pioneering sustainability initiatives in the Champagne region**

ProWein, the world's leading wine and spirits trade fair, is putting the extensive sustainability initiatives undertaken in the Champagne region in the spotlight on a suitable stage. As part of a Highlight Route the coming ProWein from 10 to 12 March 2024 will place selected Champagne manufacturers and their current sustainability initiatives centre stage. This French growing region enjoying a worldwide reputation will already be in the spotlight at ProWein for the third time now. As early as 2021 Messe Düsseldorf had already decided to develop a tailor-made programme for the Champagne segment – presented by influencer Valentino Pusnava, known for his [Instagram channel Winemob](#), being a Champagne Ambassador and ProWein Trend Scout.

The Champagne sector has long been synonymous with luxury and celebrations, but with consumers' rising environmental awareness sustainability has become a pressing concern for producers in the region. Focusing on key initiatives and challenges, Champagne manufacturers are now actively charting a sharper course into a more sustainable future. The stipulated obligations comprise five fundamental performance criteria:

- achieving 100% environmental certification
- reducing the carbon footprint
- promoting circularity
- maintaining biodiversity
- reducing the water footprint

“We very much look forward to presenting the sustainability initiatives in the Champagne region at the forthcoming ProWein,” underscores

**10- 12 March 2024  
Düsseldorf, Germany**

THE WORLD'S NO. 1  
International Trade Fair  
for Wines and Spirits.  
[www.prowein.com](http://www.prowein.com)



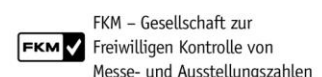
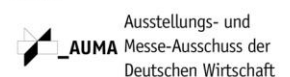
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Dr. Stephan Keller

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

Mitgliedschaften der  
Messe Düsseldorf:



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

Valentino Pusnava who adds: "Champagne For Future' is the ideal platform for showcasing the commitment of this industry towards a sustainable future."



**Press contact ProWein at Messe Düsseldorf:**

Christiane Schorn

Tel.: +49(0)211/4560 – 991

SchornC@messe-duesseldorf.de

Monika Kissing

Tel.: +49(0)211/4560 – 543

KissingM@messe-duesseldorf.de

Caroline Herbertz

Tel.: +49 (0)211 4560-7141

herbertzc@messe-duesseldorf.de

Luisa Harnau

Tel.: +49(0)211/4560 – 539

HarnauL@messe-duesseldorf.de

**10- 12 March 2024  
Düsseldorf, Germany**

THE WORLD'S NO. 1  
International Trade Fair  
for Wines and Spirits.

[www.prowein.com](http://www.prowein.com)



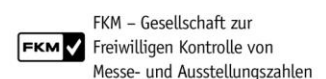
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Dr. Stephan Keller

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

Mitgliedschaften der  
Messe Düsseldorf:



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