

ProWein Education Campaign in India about to start again

Seminar series “Made by ProWein” to accompany Food & Hotel India in Mumbai again

18 – 20 September 2019 will see the second edition of Food & Hotel India (FHIN) to be held at the Bombay Convention & Exhibition Centre (BCEC) in Mumbai this time. Accompanying the event once again will be ProWein with its extensive Education Campaign. It offers trade visitors at FHIN numerous tastings, workshops, discussion forums and presentations on wines and spirits. The debut of FHIN in September 2018 already enjoyed high praise for the attractive series of seminars it featured conveying wine know-how.

For compiling the content ProWein also cooperates with the two partners WSET (*Wine and Spirit Education Trust*) and *All Things Nice*. A close cooperation has existed with WSET for many years in the area of education, especially also as part of ProWine China in Shanghai. *All Things Nice* is one of the leading marketing and consulting agencies for wine and spirits in India. The programme of the ProWein Education Campaign specifically addresses Indian wine importers, **professionals from HORECA segment as well as** sommeliers and is wide and varied. Last year saw a seminar on the theme of cognac, a blind tasting of Indian and international wines, a lecture on the perfect wine venue and a panel discussion on HR matters in the hospitality industry, to name but a few events. Organisers have also planned exciting events revolving around sensory and aromatic themes as well as wine & culinary offers. The detailed programme will be available on the FHIN website at www.foodandhotelindia.com from mid August.

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

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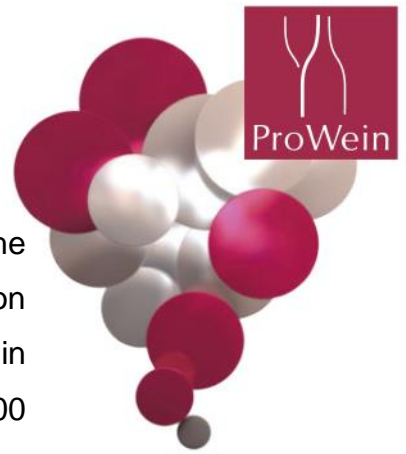
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FHNI and ProWein Education Campaign in Perfect Harmony

Food & Hotel India (FHNI) has been organised by UBM, one of the world's biggest trade fair organisers, which acts as a cooperation partner for ProWein in the Asian region. The first edition of FHNI in September 2018 was attended by some 70 exhibitors and 5,000 trade visitors. Many of them used the opportunity provided by the ProWein Education Campaign for in-depth data mining and continuous education. Delighted at the good start made by the ProWein Education Campaign, Bastian Mingers, Global Head Wine & Spirits and Director of ProWein, says: "A very attractive sales market is currently emerging in India. Especially at this stage the market needs plenty of orientation. The avid interest in the ProWein Education Campaign 2018 has demonstrated that we are on the right track here with our partners WSET and *All Things Nice* and delivering the right content. The good response has encouraged us to look to the future and drive the project further."

Note for Editors:

Find high-resolution visuals in the "Press Service" area of our photo database at <https://www.prowein.com/2200>.

For further information on ProWein go to www.prowein.com on ProWine China to www.prowinechina.com and on ProWine Asia to www.prowineasia.com.

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