



ProWein 2025 – Press Release No. 1: 23 March 2024

ProWein – Discover The Taste of Tomorrow

Leading trade fair launches into the future with a fresh look and new ideas

ProWein is currently undergoing an extensive process of renewal. As part of this, the leading trade fair has given itself a fresh look. The new look was already on show at ProWein 2024 where it attracted a lot of attention: the colour scheme is more intense, the splash movement stands for dynamism and the slightly curved font underlines the passion within the industry. The slogan “Discover The Taste of Tomorrow” exudes optimism and is intended to motivate the industry to look positively to the future in these very challenging times.

Diverse measures

However, ProWein’s “refresh” is not limited to a new, modern look. Numerous extensive measures flank the entire renewal process of the leading trade fair. For example, a new hall setting is planned in order to bring the extensive range of products back together in a more compact way. But there are also many plans beyond the exhibition centre itself – for instance in terms of hotel offers or logistics. Individual discussions are currently underway with numerous hotels in Düsseldorf, for example.

Visitor canvassing for the upcoming ProWein from 16 to 18 March 2025 is already in full swing, with an even greater focus on the US, Asian, Benelux and Scandinavian markets. Following extensive surveys, new potential has been identified and measures for a targeted approach have been developed.

16–18 March 2025
Düsseldorf, Germany

The World's №1
International Trade Fair
for Wines & Spirits

→ prowein.com



Messe
Düsseldorf

Messe Düsseldorf GmbH
P.O. Box 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Phone +49 211 4560 01
Fax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-mail info@messe-duesseldorf.de


Board of Managing Directors:
Wolfram N. Diener (CEO)
Bernhard J. Stempfle
Erhard Wienkamp
Chairman of Supervisory Board:
Dr. Stephan Keller

County Court Düsseldorf HRB 63
VAT ID number DE 119 360 948
Tax ID number 105/5830/0663

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Renewal process already in full swing

ProWein 2024 already saw the first measures heralding in the renewal process at ProWein. For example, the large spirits area was restructured. It was given the fitting name ProSpirits and its concept was expanded to include a bar and a forum. The new ProSpirits format was very well received proving a real highlight for many trade visitors to ProWein.

The supporting programme of ProWein 2024 was also expanded thematically and will be further developed in future. In addition to masterclasses and tastings, there was also an increased focus on business topics such as AI and sustainability, which met with great interest. New offerings such as the Concept Store and the Podcast Studio also celebrated a successful premiere at ProWein 2024 and are also set to have a permanent place at ProWein in the future.

ProWein 2025 will officially kick off in April 2024, when online registration will open for all exhibitors under the motto “Discover The Taste of Tomorrow”.



ProWein press contacts 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