



ProWein 2024

+++ Highlights +++ Dates +++ Trends +++

This is a non-exhaustive selection of exciting topics. For a complete overview of the ProWein offerings in terms of lectures, tastings and lots more go to www.prowein.com

+++ World-famous sommeliers and wine tasters

TrendHour Tasting feat. ProWein TrendScouts Stuart Pigott, British wine critic, author and journalist, and **Paula Sidore**, US wine journalist and sommelier with a flair for German wines. The two experts will provide insights into the wines that have delighted their palates this year at the Trend Forum in Hall 13 on Sunday, 10 March and Monday, 11 March, at 5.00 pm.

TrendHour Tasting ProSpirits with “spirits guru” Jürgen Deibel

ProWein visitors can explore the current trends in spirits jointly with trend scout Jürgen Deibel. On Sunday, 10 March at 5.00 pm, and on Tuesday, 12 March at 3.30 pm, Deibel will share his recommendations during the “TrendHour Tasting Spirits” at the ProSpirits Forum in Hall 5.

The young generation of French vintners says #BonjourProWein

Valentino Pusnava aka Winemob of @DrinkFluentFrench at Business France invites journalists and bloggers to a guided tour of representatives of the young generation at the France Pavilion. It will last 120 minutes and depart from the LeShowRoom stand on Monday, 11 March at 3.00 pm.

+++ Wine industry between tradition and progress: AI and robotics put to the test

Cathy Huyghe fathoms the risks and opportunities of AI and robotic technology

Cathy Huyghe, CEO and co-founder of US analysis platform Enolytics (www.enolytics.com), will address the opportunities and risks of Artificial Intelligence (AI) and robotic technology at the ProWein Forum in Hall 13 on Tuesday, 12 March at 10.00 am. On the one hand, they hold a great potential for the wine industry to revolutionise the supply chain from the vineyard to retail and recycling; on the other, the technology and the performance of AI and robots seem to contradict the down-to-earth ecology of wine. In this session both positions are reconciled with one another and improvement possibilities presented. This talk covers and analyses a classic field of tension between tradition and progress for the future of this industry.

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New “AI Sommelier” wine recommendation engine launched by Big Hammer Wines: wines are selected with user-friendly suggestions and complete Chat-GPT-4 integration

The future of online wine shopping has begun. Today Big Hammer Wines, the online dealer for extraordinary wines, has announced the launch of a brand new “AI Wine Sommelier”. This new tool helps shoppers quickly and easily find the right bottle – whether it is for wine-related gifts or for the perfect food pairing for dinner. The AI software asks a number of questions to establish consumers’ preferences to then make personalised wine recommendations. With this move BigHammerWines.com AI Sommeliers simplifies and eases the lengthy and complicated process of wine selection. By stating the desired colour of wine, its degree of dryness, growing region and the like, consumers can rest assured they receive a wine that perfectly matches their taste. After establishing the shopper’s budget, taste and preferences for wine pairing, the AI Sommelier delves into the huge wine database and does the shopping. Click here for the AI Sommelier by Big Hammer Wines <https://www.bighammerwines.com/pages/bhw-ai-sommelier>, at ProWein in Hall 9/A90.

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AI analysis of wine flavours to support the human palate?

Wine campus DLR Neustadt and the Fraunhofer Institute for Integrated Circuits (IIS) present the PINOT Project

At this year’s ProWein a progress report will be presented for PINOT (Project for the Development of Artificial Intelligence in Oenological Technology), which was launched at the trade fair last year. The Project run by Weincampus DLR Neustadt (Hall 1, A65) in cooperation with the Fraunhofer Institute for Integrated Circuits (IIS) is about developing an AI-assisted analysis of wine flavours, which aims to close the gap between sensory perception and chemical analysis. In future, the combination of AI algorithms with sensors for volatile organic compounds is expected to enable the digitalisation of sensory perceptions.

AI creates ready-to-drink cocktails by combining traditional expertise of KATLENBURGER Kellerei with latest IT technology

The KATLENBURGER winery (Hall 4/C05), which will celebrate its 100th anniversary next year, celebrates the guiding principle of “Tradition meets Trend” at its finest: by introducing the first **ready-to-drink cocktails** completely developed by Artificial Intelligence (AI) in Europe, the company sets new standards in the beverage industry. This innovative product will be exclusively launched at ProWein 2024. It fuses the traditional expertise of a winery with the use of latest technologies in a unique way. In cooperation with trend and packaging design agency WIN Creating Images, KATLENBURGER leverages progressive AI technologies to create a new concept. Based on a precisely defined brief, the AI generates every element of this extraordinary ready-to-drink cocktail – from its recipe and name to packaging design details and even the communication materials.



+++ Wine bottling in alternative, sustainable and lightweight materials

Lightweight Bordeaux wine bottle weighs in at as little as 300 grams

The new “Bordeaux Air 300G” bottle only weighs 300 grams instead of the customary 750 grams. This makes the “delicate container” one of the lightest Bordeaux bottles currently available. The featherweight was developed by Verallia (Hall 9/B90), Europe’s largest manufacturer of glass beverage and food packaging. The light bottle does not have to forego the familiar shape and lines either, looking like a classic Bordeaux bottle with its iconic, aesthetic contours. It is available in three colours – antique green, white and light green — with cork or BVS mouth. The reduction of bottle weights is a key strategic task for vintners and wineries wanting to comply with their obligations to reduce CO₂ emissions.

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California Wines: Element[AL] winery banks on wine in aluminium bottles 100%

As a world premiere, the Element[AL] winery (Hall 14, Stand E78-1) will be presenting wines exclusively in 100% recyclable aluminium wine bottles for the first time.

+++ Social commitment of vintners

Charity project “BÜHNENZAUBER” by SchoppenQueen Christa Roewer for artists in need and the Götz-George Foundation – actor Dietmar Bär supports the Project at ProWein

BÜHNENZAUBER (literally translated as stage magic) is actually a dry Chardonnay grown in the Moselle region (wine estate Rosenhof, Stefan Fritzen, Maring-Noviant). The wine project initiated by SchoppenQueen Christa Roewer, however, is focused on a charitable cause. She plans to serve **BÜHNENZAUBER** at venues with stages before the shows and during the breaks. Theatre and open-air stages are her prime target. Furthermore, this Chardonnay is also planned to be offered for sale at wine merchants and in food retail stores. Part of the proceeds will go to artists in need, which is why Roewer cooperates with the Götz-George Foundation. The launch is scheduled for Monday, **11 March, at 2.00 pm at the Moselwein stand (Hall 1, E 100)**. Present will be the mastermind behind the idea, SchoppenQueen Christa Roewer, Mosel Wine Queen Marie-Sophie Schwarz, Wine Princess Franziska Fritzen and Marika George (the widow of the famous German actor Götz George and chairwoman of the Götz George Foundation). Actor Dietmar Bär will also support the BÜHNENZAUBER Project launch at ProWein in person.

Vintner Martin Tesch banks on inclusion for the wine harvest

Working for vintner Martin Tesch (Hall 1/E54) proved a very special experience for 20 people with disabilities from the Himmelsthür workshop



for disabled persons in Lower Saxony. Together with the wine estate's employees they planted new vines in the top-class vineyard "Laubenheimer Krone" and learnt about the special characteristics of vineyards. A total of four teams comprising persons with and without disabilities worked hand in hand to realise the new planting. In addition to the work, the teamsters from Lower Saxony were also introduced to the beautiful surroundings of the wine estate in the Palatinate city of Langenlonsheim on short Rhine river cruises or joint leisure activities. The cooperation between the workshop for people with disabilities and the wine-growing estate is to be continued over the coming years. Tesch intends to name the newly planted vineyard in the Kronenlage after the workshop in Lower Saxony – so in future there will be a "Himmelsthür" wine.

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Zorzettig supports Médecins Sans Frontières

Vintner Annalisa Zorzettig supports "Wine. Feed Your Soul", the solidarity project initiated by the Gambero Rosso Foundation on behalf of Médecins Sans Frontières. In December over 50 of the most iconic Italian wineries auctioned unique experiences to discover the historic, cultural and gastronomic wealth of their region on the www.6enough.bid platform. All proceeds go to the emergency fund of the charity founded by Gino Strada, which provides front-line medical assistance in the most precarious regions such as Sudan, Turkey, Syria and Ukraine. Médecins Sans Frontières: Charity Auction with Zorzettig and 50 Italian wineries. <https://winecouture.it/2023/11/25/wine-feed-your-soul-zorzettig-aderisce-allasta-per-medici-senza-frontiere/>

+++ High-potential wine regions

Texas: rising star on the wine horizon

One rising star on the wine horizon is Texas: the 28th US state is gaining increasing importance as a wine producing region. The Texan wine market is one of the biggest and most demanding markets in the USA. The Texas Department of Agriculture in Austin has organised a joint stand (Hall 14/E33) for local vintners. Joining the fray will be the Jack Rabbit Winery from Fort Davis, William Chris Wine from Hye and the SMJA/kerrvillehillswinery.

Te Mata Estate – 132nd vintage in New Zealand

This year sees the New Zealand wine estate Te Mata Estate (Hall 14/C47) celebrate its 132nd vintage. As New Zealand's oldest wine estate Te Mata will present amongst others its flagship "Coleraine", which was described by James Suckling as "the legendary blend of Cabernet Sauvignon and Merlot from New Zealand". At ProWein 2024 Te Mata Estate will be represented at the vinabonus stand.



+++ German Wine Institute (DWI GmbH)

PIWI tastings at the stand of the German Wine Institute

Under the motto “Grapes for the Future” the German Wine Institute (DWI) will at this year’s ProWein present to the expert audience wines from innovative new grape varieties, also known as PIWIs – fungus-resistant varieties.

At the DWI exhibition stand (1/C120) 20 PIWI wines in total will be available for free tastings all day long from 10 to 12 March. The wine selection will also be presented in moderated tastings on all days of the trade fair. The best PIWI wines will be awarded by the DWI on the trade fair Sunday at 11.00 am.

Up-and-coming wines from Northern Germany

After more and more vineyards were also planted in Northern Germany over the past few years and predominantly with PIWIs, the DWI will also offer the opportunity to taste selected wines from the North of Germany at ProWein – on the trade fair Sunday at 3.30 pm and on Tuesday on 3.30 pm.

Wine Royalty to support young vintners

“Love the wine you’re with” is the motto under which German Wine queens and princesses will also present young vintners with their wines once daily at the DWI stand.

+++ ProWein Specialities

urban gastronomy Lounge@ProWein 2024 Im Fokus: Food Pairing

Restaurateurs – and above all the young, urban scene from Europe’s capitals and overseas – are magically attracted to the “urban gastronomy by #asktoni & ProWein” Lounge in Hall 4 at ProWein. Here, a tailor-made offering of current trends and themes awaits the culinary community. The programme will be presented by Toni Askitis, Düsseldorf restaurateur, wine sommelier and influencer.

Keeping pace with hip food service currently, the agenda in the Lounge will be just as entertaining. The “linchpin” will, of course, be the pairing of food & wine. But what are the basic principles for successful food pairing? What should food service providers pay attention to, how can customers be teased and thrilled? Answers and inspirations will come care of the four daily workshops, the centrepiece of the “urban gastronomy” Lounge, designed to impart knowledge in an entertaining way.

Each day is kicked off at 10.00 am by “How to ProWein?” How to prepare the visit to ProWein, and what to get out of it? After all, restaurateurs do need to whittle down a shortlist of the around 5,700 exhibitors from more than 60 countries. The second workshop from 12 noon is entitled “Bring

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your own Bottle!”. International wine bloggers will bring their personal wine favourites or a new discovery from ProWein. In a conversation with visitors, they will then narrow down which food fits.

At 2.00 pm everything will revolve around music; then vintners from all over the world will present a song matching their wine; and they will, of course, reveal why this wine fits the music so well – a music pairing – so to speak.

The highlight of the day is the fourth workshop from 4.00 pm when international dishes and wines are paired. Miki Furue, a Japanese influencer living in Düsseldorf, will serve vegan dishes with selected wines.

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+++ 0,0: ProWein Zero with delicious zero-alcohol drops

In Hall 1 of ProWein 2024, the up-and-coming 0.0 scene will be letting off steam in the “ProWein Zero” zone, which is becoming more and more popular every year. The non-alcoholic drops have long ceased to be just a soft drink with a sonorous wine name. Using sophisticated processes, the alcohol is carefully removed from the wines and valuable flavouring ingredients are extracted from the removed alcohol, which are then added back to the wine. This results in zero-alcohol wine compositions that can by all means keep up with their alcoholic counterparts in terms of taste. The exhibitors at “ProWein Zero” are both tradition-rich vintners from famous wine regions in Germany, France, Italy and Spain and up-and-coming companies composing all new non-alcoholic wines, liqueurs and spirits. Find an overview of all providers in the “ProWein Zero” Zone in the “Exhibitors and Products” section at www.prowein.de

Here a selection of exciting 0.0 wines and beverages:

Gault&Millau praises Dr. Jaglas’ Limoncello as “Dolce Vita without Regrets”

Even the renowned Gault&Millau praises the refined flavour of the non-alcoholic San Limello, a Limoncello made by the Berlin-based pharmacy label “Dr. Jgalas”. It fuses the fresh acidity of mature lemons with a refined citrus aroma. This combination of the natural sweetness of lemon and grapefruit is rounded off by a slight honey flavour.

ARENSBAK composes no-alcohol wines with a Nordic taste to them

Danish company ARENSBAK from Copenhagen has its roots in the city’s gastronomic scene and is committed to culinary innovation, celebrating local tastes and the new Nordic gastronomic movement. Sommelière Emilie Øst-Jacobsen and gastro-physicist Bram Kerkhof have created a tasty and complex beverage experience without alcohol by developing new aromas from scratch or pushing the envelope of existing ones by fermentation. The result are exquisite wines with a Nordic touch.

Other exquisite 0.0 wines in the “ProWein Zero” Zone include:

- Sauvignon Blanc by “divin” winery hailing from the Loire Valley
- Red, white and sparkling wines made by the Spanish Bodega “Win sin alcohol” from Valbuena de Duero
- Edenvale Beverage featuring Australian zero-alcohol wine specialties
- The Italian vintner Iris Vigneti with his brand Bella – no-alcohol sparkling drink from Mareno di Piave
- The JJ Leitz wine estate from Rudesheim in the tradition-rich Upper Rhine Valley
- The French vintner Moderato who produces no-alcohol wine under the fascinating motto “Liberté, Egalité, Sobriété” (Liberty, Equality, Sobriety)
- The Peter Herres wine and champagne cellar from Trier featuring 0.0 sparkling wines



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