

ProWein

15.03.2026 - 17.03.2026 | Germany, Duesseldorf

DISCOVER THE TASTE OF TOMORROW.

ProWein is the leading trade fair for the wine and spirits industry. It is the annual meeting place for the wine and spirits manufacturers and experts from all over the world. In a professional atmosphere, thousands of exhibitors present their products: wines for every taste and in all price categories, from the classic cultivation areas as well as from new regions, traditional spirits and the latest creations. ProWein is a pure trade fair, allowed only for legitimised visitors. Attracting huge amounts of trade visitors from the retail and restaurant industries, ProWein is the world's No.1 communications and order platform for the wine and spirits sector.

It is not just the broad spectrum of products from all the key growing regions that gives this event its polished, professional feel. Connoisseurs share their insights at seminars and informative events where the latest findings, trends and market developments are presented by specialists, for specialists.

Based on the know-how that has made ProWein Düsseldorf the No. 1 trade fair for wine and spirits worldwide ProWein has expanded to Asia presenting trade fairs: ProWine Hong Kong, ProWine Singapore, ProWine Shanghai, ProWine Tokyo and ProWine Mumbai in India, as well as ProWine São Paulo in South America.

Categories

Wines (according to cultivable areas)

- Europe
- Africa
- North America
- South America
- Asia
- Oceania
- Other wines

Sparkling wines

- Fruit-flavoured sparkling wine
- Pearl wine
- Pearl wine with added carbon-dioxide
- Sparkling wine
- Sparkling wine with added carbon-dioxide
- Quality sparkling wine / sekt
- Quality sparkling wine / sekt with origin

Spirits

- Armagnac / cognac
- Holland gin
- Gin
- Corn liquor
- Ouzo
- Other clear spirits
- Licores
- Fruit spirits
- Rum
- Tequila
- Marc brandies
- Brandy
- Whiskey
- Vodka
- Bio spirits
- Other spirits

Mineral water

Accessories for marketing in retail shops and gastronomy

- Bar utensils (barware, cocktail shakers, measuring cups)
- Glasses
- Decanters
- Gift packaging
- Wine racks
- Wine refrigerators
- Bottle coolers
- Drop catchers / pouring spouts
- Corkscrews
- Decorative bottle stoppers
- Decorative bottles including stoppers

IT for retail and gastronomy

- Checkout systems
- Merchandising systems
- Internet / e-commerce

Trade literature

Services

- Trade associations
- Organisers
- Schools

Key Statistics

Exhibitors: 4,200 from 65 countries

Trade Visitors: 42,000 from 128 countries

Special Info

Cycle of event: Every year

Link to the organizer's website: [ProWein](#)