

ProWein 2015 – Press Release No. 5 / 21 January 2015

New Special Show at ProWein 2015: “same but different”

At the next edition of ProWein Messe Düsseldorf will be creating a new special show. Under the heading “same but different” Hall 16 will be host to innovative ideas for wine production and marketing. A total of some 5,500 exhibitors from 50 countries will be presented at ProWein 2015 in Düsseldorf from 15 to 17 March.

Some ten participants will feature at the first edition of the “same but different” special show – including projects from Germany, France, the Netherlands and Curacao, Spain and South Africa. What these participants have in common is that while they produce and/or sell wine like other ProWein exhibitors, the organisers believe they offer “something different” in the best sense of the word – be this in wine production or marketing. With “same but different” ProWein organisers not only wish to offer a platform for innovative ideas and approaches but also stimulate inspiration and creative exchange of ideas within the sector.

The way participating winemakers and projects explore new avenues does vary – no two concepts are the same. This line-up, for instance, includes Lukas Krauß, a young winemaker from the Pfalz region, who in tune with his trademark headgear divides his wines into “hat categories” and who has hit the headlines with his “Pornfelder” wine (a cuvée of Portuguese and Dornfelder). Michael Spreckelmeyer is also familiar with headlines – especially with heavy metal bands and other musicians. Under the heading “Metal and Wine” this Düsseldorf local markets the wine of rock stars. He brings bands and winemakers together, gives advice and takes care of sales and merchandising.



15.-17.03.2015
Düsseldorf, Germany
International Trade Fair
Wines and Spirits
www.prowein.com


Messe
Düsseldorf

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

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Thomas Geisel

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

Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

Taking new paths in the truest sense of the word are Ilse and Roelof Visscher who not only cultivate wine around their winery in the Netherlands but now also in the Caribbean: using crowd funding they are financing their new wine cultivation project on the island of Curacao. Travelling to ProWein 2015, not from the Caribbean but from South Africa, are representatives from uniWines. Their “Palesa” line of wines are Fairtrade products inspired by the passion and strength of African women and mothers. The proceeds from Palesa are used to fund corresponding social projects in the region.

All “same but different” participants will be individually presented from February on the ProWein Facebook page (www.facebook.com/ProWein.tradefair) and obviously also at www.prowein.de. Hosted presentations of the individual projects and personalities will run at repeated times on each day of the fair.

In addition to “same but different” ProWein 2015 has other special shows in store. At the Champagne Lounge in Hall 12 tradition-rich Champagne houses will be presenting the modern variety of this sparkling classic. The motto of the FIZZZ Lounge in the spirit segment, also in Hall 12, is “Drinks of Tomorrow” while the Central Tasting Zone is dedicated to the winning wines of MUNDUS VINI’s spring tasting (Hall 17). At “Packaging & Design” in Hall 13 some 20 companies from the bottle closure, labelling and packaging segments will be showcasing their products.

Familiar Unique Line-Up of Exhibitors in New Halls

However, the focus in the halls of Düsseldorf exhibition centre are obviously the some 5,500 exhibitors from throughout the world. The largest participations once again come from Italy (approx. 1,350), France (approx. 1,250) and Germany (approx. 950). Also posting particularly strong growth are Australia, Spain and the USA. After two years’ break, this year several Indian producers will be presented again while eight wine estates from Bolivia will be celebrating their premiere at ProWein.

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With the shift of ProWein from Halls 1 to 7.1 into Halls 9 to 17 it is important to realise that no exhibitor will be in the same location as last year. However, ProWein retains its inner logic – segmentation according to nation and region – which makes it possible to also retain the intuitive visitor orientation at ProWein as in previous years. Furthermore, trade fair management also urges all visitors to use the comprehensive online range at www.prowein.com for the individual planning of their visits. The extensive exhibitor database has already been live since mid-October and is updated on a daily basis. Thanks to the database's MyOrganizer function everyone can familiarise themselves with the new hall layout and newcomers and plan their very own route through the trade fair using the interactive hall plans. The Matchmaking Tool also makes it possible to make contacts with potential new partners and arrange appointments even ahead of the fair. Last but not least, the Online Ticket Shop in the "Visitor Service" area offers reduced price admission tickets to the fair.

Press photos of ProWein 2014 can be found on our photo database in the "Press Service" section at www.prowein.com.



Press Contact:

Messe Düsseldorf GmbH, Press Office ProWein
Corinna Steffens, Brigitte Küppers (Assistant)
Tel.: +49 (0) 211/4560 –598/–929
SteffensC@messe-duesseldorf.de, KueppersB@messe-duesseldorf.de

Further Information at:

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