

ProWine Tokyo 2025: Global Excellence and Local Synergy Drive Record Success in Japan's Wine & Spirits Market

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- **Global Presence and Diverse Exhibitor Participation**
- **Japan's Thriving Wine & Spirits Market: Mature and Evolving**
- **Cultivating Japan's Market: The Gateway for Imported Beverages**

ProWine Tokyo 2025 concluded with exceptional success, reaffirming its position as Japan's leading international trade fair for wine and spirits. Held from April 15–17 at Tokyo Big Sight, the second edition attracted **190 exhibitors from 21 countries** and welcomed around **5,500 professional visitors**. Organized by **Messe Düsseldorf Japan** and co-located with FABEX and other food and beverage trade fairs, ProWine Tokyo provided invaluable opportunities for networking, business discovery, and market expansion in Japan's rapidly evolving wine and spirits sector.

Akiko Ohara, General Manager of Messe Düsseldorf Japan, emphasized: *"Japan has a unique openness toward culinary culture which makes it a promising market to any country around the world. ProWine Tokyo provides a unique platform where global producers can better understand the local business landscape and establish valuable connections that will lead to successful market entry."*

Global Presence and Diverse Exhibitor Participation

ProWine Tokyo 2025 featured a strong return of prominent international pavilions from France, Germany, Spain, and Portugal, reinforcing the event's global appeal. Sandrine Krummenacher, Business France, shared her positive experience: *"Today marks the final day of the show, and feedback from our exhibitors has been overwhelmingly positive! The strong interest from Japanese professionals in French wines and spirits reaffirms that this market remains strategic and promising, even amid global uncertainties."*

The fair also saw the first-time participation of Serbia and Georgia, enriching the European representation and celebrating the heritage of old-world wines. Additionally, emerging regions such as China, Mexico, and

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New York introduced innovative offerings, providing visitors with a chance to discover the latest trends from rapidly growing markets.

Ian Dai, Founder of Loong's Toast & YGCW and XiaoPu Wine Maker from China, commented: *"This is Loong's Toast's first participation in an international exhibition, and the feedback we received met our expectations. Japan is a mature yet slow-growing market, vastly different from China. Its proximity to China brings advantages such as convenient transportation, lower shipping costs, and support from the local Chinese community. These factors make Japan a promising choice for exporting Chinese wine."*

There were wine related tools present here, as happy as other exhibitors. Greg Lambrecht, Chairman at CORAVIN, stated: *"We are a new technology in a very old industry. I was nervous about Japan, whether they will be very conservative or open minded? The outcome was more than great. Here, people who love wine, their desire to study and gain deep understanding of everything around wine is so intense."*

In addition to the global presence, ProWine Tokyo showcased Japan's rich traditions, with the Japan Sake and Shochu Makers Association highlighting the country's renowned sake and shochu, both in their traditional forms and through innovative new products.

Japan's Thriving Wine & Spirits Market: Mature and Evolving

Japan's wine and spirits market continues to thrive, driven by a sophisticated and educated consumer base. Despite a global decline in alcohol consumption, Japan's market remains dynamic and responsive to global trends and evolving consumer preferences. Hugues Amesland, Owner of Rounagle-Halcools SAS, exhibiting for the first time in Japan, shared: *"Japan is a mature market, and visitors here are well-educated in wines and spirits. We received valuable feedback, and the overall response was very encouraging. People came, tasted, gave feedback, and shared their thoughts. I am looking forward to returning next year to expand our presence."*

Paulo Repetto, CEO of NOMORA, said: *"I had high expectations and they will be well met. Even on the first day I met so many importers and I'm afraid it will be tough to select the right ones."*

The fairground also spotlighted Japan's market innovation. A new AI-powered sommelier tool, designed for small-scale restaurants, was introduced to support personalized wine curation. Additionally, ProWine Tokyo collaborated with the best-selling wine book in Japan, which personified grape varieties as manga characters—an approach deeply

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anchored in Japanese pop culture. This playful concept introduced unique grapes to the local market in an entertaining and culturally resonant way.

Cultivating Japan's Market: The Gateway for Imported Beverages

As Japan's leading trade fair for wine and spirits, ProWine Tokyo 2025 played a key role in cultivating the local industry and strengthening ties with the country's renowned gastronomy scene. Known as a global culinary capital, Japan is home to a wealth of regional specialties and numerous Michelin-starred restaurants. Over the three-day event, ProWine Tokyo hosted the "Star Wine List of the Year Japan 2025" in collaboration with Star Wine List, as well as the Tokyo Italian Sommelier Award, organized by The Drinks Business Asia. These initiatives deepened the fair's connection with Japan's high-end food and beverage sector.

Ellia Knopfler, Sales Manager of Château de Gourdon, expressed their satisfaction and stated: *"This edition was perfect. What made it even better was that people truly loved my wines. I made great contacts, including importers and restaurants—exactly the clients we're targeting. Overall, it's been a very positive experience. I have nothing negative to say."*

In addition to these successful networking opportunities, ProWine Tokyo 2025 featured insightful sessions from renowned Japanese industry experts on topics such as imported wine trends and successful wine business strategies. These sessions offered valuable learning opportunities for trade visitors and allowed international exhibitors to gain a deeper understanding of the Japanese market, helping them navigate entry strategies for long-term success.

Moreover, ProWine Tokyo hosted over 30 masterclasses and forum sessions, providing exhibitors with a meaningful platform to engage with a highly engaged local audience. These in-depth interactions not only enhanced brand visibility but also facilitated direct connections between global producers and key players in Japan's wine and spirits market. The event was also praised for its exceptional event management. As noted by Ellia Knopfler: *"I really appreciated how well the event was managed. You could see the police walking around to ensure everything was orderly. The atmosphere was very respectful, no one was overly drunk or disruptive."*

Celebrating Excellence and Looking Ahead

ProWine Tokyo is a satellite event of "ProWein" — the world's leading trade fair for wine and spirits, held annually in Düsseldorf, Germany, since 1994. With over 30 years of history, ProWein gathers exhibitors and visitors from



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across the globe. By changing the German spelling “Wein” to the internationally recognized “Wine,” the ProWine brand has successfully expanded to key international markets including Singapore, Shanghai, Hong Kong, Mumbai, and São Paulo. Following its successful debut in Tokyo, the next edition of **ProWine Tokyo** will be held from **15 – 17 April 2026** at **Tokyo Big Sight** in parallel with FABEX 2026.

For more information, please visit <https://prowine-tokyo.com/en/>.

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