

ProWein 2019
International Trade Fair for Wine and Spirits
17 – 19 March 2019 / Messe Düsseldorf

General

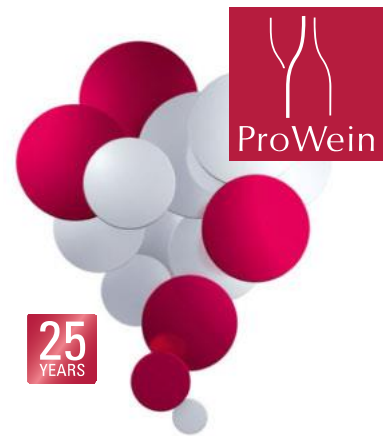
- Over 60,000 international trade visitors from the retail and restaurant/catering sectors and nearly 7,000 exhibitors from 60 nations
- This year marks ProWein's 25th anniversary
- Exhibitors from Italy (1,700), France (1,650), Germany (980), overseas (700), Spain (620), Portugal (380), Austria (330)
- 400 spirits specialties
- Special craft product exhibit with 100 providers of craft beers, spirits and cider
- Champagne Lounge featuring nearly 50 illustrious Champagne producers; roughly 180 brands in all will be presenting in the ProWein's Champagne zone
- A large tasting zone has once again been established to present the winning wines from the spring edition of MUNDUS VINI
- The world's leading international organic wine associations are offering an Organic area to shine a spotlight on more than 300 providers of organic wines

+++ Press Events +++

**Ceremonial ProWein Opening with German Minister of Agriculture
Julia Klöckner**

One half hour before ProWein opens for business on Sunday, 17 March, German Minister of Agriculture Julia Klöckner will ceremonially kick off the International Trade Fair for Wine and Spirits in the Mall of the North entrance concourse. Thomas Geisel, Lord Mayor of Düsseldorf and Chairman of Messe Düsseldorf, will first offer a few brief words of introduction. A film collage presenting the 25-year ProWein success story will also be shown. Virtual congratulations are also expected from Sting, who attended the fair personally in 2017 as an exhibitor in support of his Italian estate.

**ProWein Opening Ceremony, Sunday, 17 March at 8:30 am at the
North Entrance**



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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

 AUMA
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

ProWein 2019: International Annual Press Conference for Comité Champagne

The two presidents and the managing director of Comité Champagne in Épernay will appear together at ProWein to report on the state of worldwide Champagne exports during 2018.

Speakers: Presidents of Comité Champagne Maxime Toubart and Jean-Marie Barillère; Managing Director of Comité Champagne Vincent Perrin

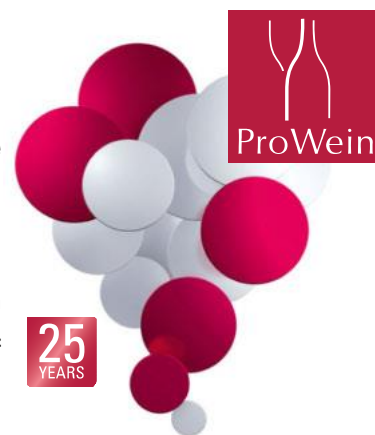
Press Conference & Champagne Cocktail, Sunday, 17 March 2019 at noon, ProWein Forum Hall 10, Stand F 234

(Please apply for accreditation in advance at https://comite_champagne_press_conference_prowein2019.eventbrite.de
The room can only hold 60 attendees. To request an exclusive interview, please contact info@champagne.de.)

Music producer Fritz Kalkbrenner and winemaker Nico Espenschied create wine together

Nothing accentuates life's emotions and experiences more than the right song. And nothing cements a moment in memory better than the right wine. Music does for the ears what wine does for the palate. Music producer Fritz Kalkbrenner and winemaker Nico Espenschied blend two artistic disciplines in one bottle: Kalkbrenner & Espenschied Weiss 2018. Fritz has shaped our modern understanding of electronic music. He is a luminary at both the hottest clubs and biggest festival stages, bringing people together around the world for the past 15 years to sing and dance. Nico primarily listens to electronic tracks when working in his cellar, where he creates memorable and unconventional wines of incredible liveliness. The young vintner is deeply rooted in the heart of Rheinhessen, at Weingut Espenhof. The passion inherent to each of these creative products, music and wine, offered immediate common ground for their friendship. At ProWein 2019 (Hall 14 / D39) Fritz Kalkbrenner and Nico Espenschied will be premiering their scintillating cuvée of Riesling and Sauvignon Blanc.

Monday, 18 March at 10:00 am and 1:00 pm for one hour each, Weingut Espenhof Hall 14 / D39



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Deutsches Weintor presents Olympic track cycling champion Miriam Welte

Both have stood atop the podium many times, and now they're forming a team. High-profile brand Deutsches Weintor has announced its premium sponsorship of the athletes in the newly founded Rheinland-Pflaz track cycling team, led by Olympic gold medalist and world champion Mariam Welte. The decorated athlete will be visiting the Deutsches Weintor stand, recounting stories about herself and her accomplishments.

Monday, 18 March 2019 from noon to 6:00 pm at Deutsches Weintor - Hall 14, Stand D10

PADRE AZUL – the cult tequila brand - invites visitors to happy hour with handball star & Padre Azul brand ambassador Stefan Kretzschmar

Premium Tequila brand Padre Azul is 100% hand crafted in Mexico from 100% Blue Weber Agave. This tequila exists because the Austrian son of a brandy maker, Hans Peter Eder, fell in love with Mexican-born Adriana Alvarez Maxemin. When you enter into a love affair with a lovely seniorita, you are engaging her extended family too... and, in this case, Mexican traditions and especially tequila. The child of their passion: Padre Azul Premium Tequila. The brand's special touches begin with its traditional production methods, long aging and artistic bottles. The 'Padre' moniker originates from the Spanish saying 'que padre,' an expression of great joy akin to 'how fantastic.' 'Azul' refers to the 'blue' Weber Agave used to make the tequila itself. Only the best, inside and out, is enough for Padre Azul. The hand-produced bottle pays homage to Mexican heritage and culture in various ways, including a 270-gram metal skull to symbolize the "Dia de los Muertos" and eternal friendship.

Premium tequila is booming in the USA and Asia and is trending upward in Europe as well. Sports moderator and handball star Stefan Kretzschmar is a true believer — and he proudly proclaims Padre Azul as his favorite premium tequila. Find out why at happy hour at the ProWein fair. **Monday, 18 March 2019 between 3:00 and 7:00 pm at the Tradition Mexico GmbH stand in the "same but different" special exhibit in Hall 7.0 - 70C3**



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+++ Topics and Trends +++

Trend Scouts: Keeping ProWein ahead of the curve

ProWein is as much about wine education as introducing the latest vintage. It views itself as an ideal platform for reporting on current trends from the international wine and spirit business. Trend scouts Stuart Pigott and Paula Redes Sidore will be running a guided tasting that provides an overview of the latest wine trends. Their reporting for the upcoming ProWein will include vinophile topics such as "High Altitude Wines," the Renaissance of "Field Blends" and the varieties "Chenin Blanc & Gamay." "Wine in cans" is also playing an increasing role on many international sales markets. Simple and easy to open, they position wine as a cool and trendy drink. **Trend Hour, Sunday 17 March and Monday 18 March from 6:00 – 7:00 pm on both days, Hall 10, ProWein Forum**

A New Format for Enjoying Wines — "Yes We CAN"

Wine in cans is an ideal way to speak to the urbane, trend-minded consumers of Generation Y. The format is cool, practical and thoroughly convenient. A Nielson study from 2017 determined that sales (in US dollars) of canned wine rose by 54% in the 52 weeks leading up to 30 December 2017 — the highest rise for any wine in alternative packaging. Several ProWein exhibitors are already pursuing this new trend. One example comes in Union Wine Company (Hall 9, Stand D 08) of Oregon, USA. Founder Ryan Harms started putting wine in cans six years ago: he found it a practical, cool and attractive way to tap new demographics. His line includes a Pinot Noir, a Pinot Gris and a rosé. German wines in cans can be found at Bochum-based Finest Food Factory GmbH (Hall 13, Stand A 46), which to date is represented on US and Asian markets, as well as several European countries. Its portfolio includes a Riesling, Merlot and rosé Dornfelder in "Soft Touch" cans that are now poised to conquer the German market. The wines hold a "Qualitätswein" classification in Rheinhessen and earned a silver medal at the renowned WSWA wine fair in Las Vegas.



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ZERO WASTE, FULL FLAVOR! Sustainability behind the bar

"Sustainability" is a major point of discussion in the restaurant industry. New techniques, intelligent inventory management and a "zero waste" philosophy are all increasingly counteracting the disposable mentality. Four innovators from the bar scene will hold presentations in the fizz lounge to show how modern preparation techniques can wring the absolute maximum from different ingredients while further heightening the enjoyment of cocktails and other drinks. **17 – 19 March at noon, 2:00 pm and 4:00 pm in the fizz Lounge in Hall 7.0, Stand C47**

Beer, Rediscovered

The many changes to the beer scene may baffle some classic beer drinkers, but there are truly many wonderful innovations to discover. Techniques such as dry hopping and the use of new yeast cultures can make the beverage just as perfect for pairing with food as wine. There are plenty of concrete examples: Triple Grain Strong Ale from Brasserie Alaryk (Hall 7, Stand D 19) in southern France, Barley Wine from La Brasserie du Bout du Monde (Hall 7, Stand D 46) from the Atlantic coast of Brittany, and Glaciale Imperial IPA with a dram of honey from Italy's Birra Dell' Eremo (Hall 7, Stand D 35). Riesling fans will find sour beers worth toasting, such as the Brlo Berliner Weiße (Hall 7, Stand D 31). Another noteworthy competitor: non-alcoholic Kapitän beer from Hamburg's Landgang Brauerei (Hall 7, Stand D 44). Come experience how the craft beer revolution has rediscovered aromatic hop varieties.

17 – 19 March at 1:00 pm and 3:00 pm in the fizz Lounge in Hall 7.0, Stand C47

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