

As the first physical event after the pandemic, ProWine São Paulo 2021 positively contributed with the Latin American Wine & Spirits industry

A sigh of relief in the Brazilian enogastronomic market! From Tuesday (05/Oct) to Thursday (07/Oct) in São Paulo, ProWine 2021 took the lead with a 100% face-to-face event - obviously, following all internationally certified safety protocols for this type of Fair.

At the Transamérica Expo Center, ProWine São Paulo gathered the main players in the market, and 350 brands from 17 countries, who had the possibility to meet and make business in a responsible way, with all necessary structure. "The exhibitors closed a lot of deals at fair and they foresee a great end of the year for the wine industry". According to Christian Burgos, from Inner Group.

A total of 3,500 professional visitors from 12 countries attended ProWine São Paulo with mask and care. More than 8,000 glasses have been used at ProWine and all of them were washed at 90 degrees and with sanitizing products. In addition, with the partnership with the Glass is Good project, all bottles used at the event were recycled. There were also individual biodegradable spittoons for a better tasting experience. "We are very happy to have held the first professional event of the wine & spirits sector after the beginning of the pandemic, following all safety protocols. And even happier that all our exhibitors closed new deals at the fair. The next ProWine São Paulo is already scheduled to take place from September 27th to 29th 2022, at the Expo Center Norte in the city of São Paulo". Malu Sevieri, from Emme Brasil.

With the lack of glass bottles and the appearance of the 'new drinker' of wine, categories such as bag-in-box and canned wines only tend to grow even more. An important fact mentioned during ProWine is that the "Covid 19" factor raised Brazilian consumption rates to levels never seen before, a fact that, unlike what anyone could imagine, did not happen in many countries - several even saw their consumption of wine go down. "In 2020, Brazil consumed 500 million liters of wine! It is a spectacular historical landmark. In 2019, the consumption was of 380 million liters of wine", points out Galtaroça, from Ideal Consultoria, at the ProWine Forum.

At the ProWine Forum industry specialists discussed and presented the marketing trends, product launches and the post-pandemic challenges and opportunities. The themes led everyone to important reflections such as people and process management, technology application in the entire customer's purchase journey, and sales strategies. "It is necessary to pay attention to innovation and which one has the best fit for your business. And, of course, thinking about sustainability and the health of the planet." comments Rico Azeredo, director of ProWine São Paulo.



International Trade Fair
for Wines and Spirits

05 - 07 Outubro 2021
ProWine em São Paulo

www.prowinesaopaulo.com



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The “Rise of Canned Wine” with the participation of Jones Valduga (Casa Valduga), Daniel Gambardelli and Diego Arrebola (Arya Wines) and Hugo Magalhães (Ball Packaging), mediated by Joana Bronze, presented the opportunities, and challenges that new packaging materials and formats bring to the industry. Several exhibitors launched canned products, consolidating what was discussed at the Forum. The Brazilian wine exhibitors were very well received at the fair and the quality of its products was commented by everyone who visited ProWine São Paulo. “Brazil is a continental country, with several producing regions. ProWine managed to present to the trade all the Brazilian wine diversity”, comments Rico Azeredo.

Some of the exhibitors participating in this 2021 edition of ProWine São Paulo are: **AEP Associação Empresarial de Portugal, CVRVV (Vinhos Verdes), Amitié Espumantes, Arya Wines, Benmax, Cantu importadora, Davo, Henkell Freixenet, Interface, JC Teste e Medição, La Pastina, Monte Dictis, Movin, Mosto Flor, Netter, Prodeca, Pizzato, PNR Group, Raf-Ojakh, RAR, Real Wines, Six Eight Nine, Sur Valles, Upper Trade (Blanic), Sebrae-RS, Valduga, VCT Brasil, Vicente Faria Vinhos, Vinhos Tejo, Vini Portugal, Vinoterra, Vinhos de Altitude, Vistamontes, Viver Gourmet, World Wine, among others.**

The ProWine São Paulo 2022 will be held from September 27th to 29th at Expo Center Norte.



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