

PRESS RELEASE

ProWine Mumbai steams ahead with a comprehensive tradeshow for the wine and spirits industry on 17-18 November at The St. Regis Mumbai.

Mumbai, November 2021

ProWine Mumbai is scheduled to be a 2-day World Class B2B and B2C event for the wine, spirits, craft beverages & hospitality industry as well as consumers alike. A global platform now in India that allows International and Indian wine, spirits and craft brands to showcase themselves through conversations, storytelling and tastings enabling both industry and consumer engagement and peer-to-peer contact.

The show is anticipated to bring together the country's community of brands, importers, distributors, wholesalers and retailers, along with international brands looking to enter the Indian market and noteworthy large-scale buyers including hotels, restaurants and bar owners.

ProWine Mumbai will be jointly organised by Messe Düsseldorf India and All Things Nice, which is India's leading wine, spirits and luxury marketing consulting and events agency.

"We are very excited to include ProWine Mumbai to the family of the ProWein World. By doing so, Messe Düsseldorf India continues to adapt its global expertise in developing new subjects to promising markets like India. This initiative provides an opportunity to create a unique meeting point for the entire Wine and Spirit market in India, where the community and industry experts join to further cultivate the growth of the industry. We are pleased and look forward to working together with Mr. Nikhil Agarwal, Founder and CEO, All Things Nice, to develop the biggest event for the Wine and Spirit industry in India attracting all stakeholders in one platform." Mr. Thomas Schlitt, Managing Director, Messe Düsseldorf India states.



UNCORK INDIA

17-18 November 2021

8th Floor, The St. Regis Mumbai

International Trade Fair
for Wines and Spirits

www.prowine.in

Organised by:



Joining the ProWine family of events, Mr. Nikhil Agarwal, co-organiser of ProWine Mumbai, adds “ProWein is the world’s largest trade fair for wines and spirits and we are proud to be co-organisers of this prestigious landmark event series in Mumbai, India. By showcasing the very best of Wine, Spirit, Craft Beer exhibitors, backed by truly inspiring and educational masterclasses, we strengthen the future development of the Indian market. Physical events with real tastings and personal networking are indispensable to the international wines and spirits industry and even more important in India”.

Exhibitors & Tastings:

ProWine Mumbai is represented by large international associations like The United States Department of Agriculture, The Argentina Consulate, The South Africa Consulate and Business France showcasing an array of products. The event has witnessed an encouraging response from the industry with participation from both Indian and multinational brands and exhibiting companies that range from wineries, distilleries, breweries, craft beverages and allied segments.

MasterClasses:

ProWine Mumbai will also host 15 sessions over 2 days of complimentary Masterclasses bringing together the best of knowledge and a range of wines, gins, whisky, and spirit tastings. Masterclasses are brought to you by WSET Global, International Governments, Leading Wine Authorities, Master Distillers and brand representatives.

[View schedule and register for free here.](#)

Finale Event – Consumer Evening

Join our community of wine, spirit and craft beer enthusiasts for a special Consumer Evening. Meet, network and taste a range of wines and spirits from an array of brands over a range of appetisers, curated by the culinary team at The St. Regis Mumbai.



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In addition, ProWine Mumbai 2021 is supported by an industry association – The National Restaurant Association of India, Indian Wine Academy and key media dedicated to wine, spirits, craft beverage and the F&B industry.

The positive response and great appreciation of the industry stakeholders at the ProWein Educational Campaign in 2018 and 2019 paired with the sector's growth forecast ProWine Mumbai to be well received and well attended. Safety protocols for the ongoing pandemic have been put in place by the venue and organisers for trade visitors as well as consumers attending the event.

To know more about ProWine Mumbai please visit www.prowine.in

Media Contacts:

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About the organisers:

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organizer and as a provider of trade fair related services for exhibitors and visitors.

All Things Nice is reputed for its events and consultancy services that directly engage with consumers and trade. Additionally, All Things Nice is founded by Nikhil Agarwal, a leading wine and spirit expert, writer and international wine and spirits competition judge. The company also represents the Edinburgh Whisky Academy in India and hosts the Indian Wine Consumer's Choice Awards.

ProWein: Over the past 25 years, ProWein has become the most important marketplace for wines, spirits and craft drinks. Apart from the traditional markets, new and dynamic sales regions are emerging as part of "Ticket To The World" with a presence in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo and Mumbai. As the youngest member of the ProWein family, ProWine Mumbai is launched for the first time in 2021.



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Show Details:

Exhibition:

17th & 18th November, 2021

Venue: 8th Flr, The St. Regis Mumbai

Time: 10am – 6pm

Pre-register your attendance on www.prowine.in

MasterClass:

17th & 18th November, 2021

Venue: 8th Flr, The St. Regis Mumbai

Time: 10am – 5pm

Visit www.prowine.in for an Updated Schedule, Speaker Profiles and Timings.

Registration mandatory. Limited Seats.

Trade Networking Evening: *(By Invitation Only)*

17th November, 2021

Time: 7:30pm – 10:30pm

Finale – Consumer Evening:

18th November, 2021

Venue: 8th Floor, The St. Regis Mumbai

Time: 7:30pm – 10:30pm

Charges: Rs 2,000/- per head, all inclusive

Book on 98206 98883 / info@allthingsnice.in

Limited Tickets



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