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ProWein will rebrand its alcohol-free platform as Zero+ at its next fair

Messe Düsseldorf said the revamped section will pair tastings, education and expert programming for a rapidly changing market.

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Messe Düsseldorf said Tuesday that ProWein will expand and rename its alcohol-free drinks platform for its next edition, changing ProWein Zero to ProWein Zero+ as organizers respond to what they describe as a fast-changing market for non-alcoholic products.

The company said the new format is meant to go beyond product display and give trade visitors a clearer view of a category that has grown more diverse in recent years. Under the revised concept, ProWein Zero+ will combine independent tasting, education, expert input and discussions about the future of alcohol-free drinks.

The announcement was made in a press statement from Düsseldorf, where Messe Düsseldorf organizes ProWein, one of the wine and spirits industry's main trade fair events. Organizers said the added "+" is intended to signal a broader approach to the category, with more attention to market structure, product range and professional exchange.

According to Messe Düsseldorf, ProWein Zero+ will serve as a meeting place for producers, retailers, hospitality businesses, trade visitors and international industry specialists. The company said the goal is to bring together both commercial and educational elements at a time when alcohol-free beverages are becoming a larger part of the drinks business.

"With Zero+, we are taking the next step by design," Frank Schindler, Director of ProWein, said in the statement. "We want to offer trade visitors not only a strong selection of products, but also greater clarity in a category that is evolving rapidly."

The fair's organizers did not announce further operational details in the statement, such as the size of the new area, exhibitor numbers or changes to the floor plan. They also did not provide a separate launch date beyond saying the changes will take effect at the next edition of ProWein.

Still, the rebranding shows that Messe Düsseldorf sees alcohol-free drinks as more than a side category within the broader beverage trade. By expanding the concept from a showcase into a platform for tasting and discussion, the company is trying to position the segment as a more established part of the business conversation at the fair.

That matters for producers and buyers because the alcohol-free market now includes a wide range of products that go well beyond traditional non-alcoholic wine or beer. Organizers said ProWein Zero+ will take a wider view of that diversity, though the statement did not list specific product groups that will be included.

The company framed the change as a practical response to market development rather than a cosmetic rebrand. The emphasis on “clarity,” repeated in the announcement, suggests organizers want to help professional visitors compare products, understand category differences and follow broader industry shifts through guided tastings and expert-led programming.

Messe Düsseldorf released the information through its press office, which said more details are available in the full press release. The announcement was accompanied by a photo credit to Messe Düsseldorf and identified Schindler as the executive overseeing the fair’s direction.