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# ProWein Renames Its Alcohol-Free Platform Zero+ for 2027

Organizers said the expanded area will offer tastings, masterclasses, market analysis for visitors tracking rapid growth in no-alcohol drinks.

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Klaus Postmann

ProWein’s organizers said Tuesday that the trade fair will expand and rename its alcohol-free drinks platform for its 2027 edition, turning ProWein Zero into ProWein Zero+ as the industry responds to fast growth and wider product variety in the no-alcohol market.

The change is meant to give producers, retailers, hospitality companies and trade visitors a broader place to taste products, compare categories and discuss where the market is heading. ProWein 2027 is scheduled to take place in Düsseldorf from March 7 to March 9. Organizers said the revised concept will combine product presentation with guided tasting, education, market analysis and debate about the future of alcohol-free beverages.

Frank Schindler, director of ProWein, said the goal is to give visitors more structure in a category that is expanding quickly. In a statement released by the fair, Schindler said the new format is designed to offer not only a strong selection of products but also clearer orientation for trade professionals trying to understand a changing market.

A central part of the new area will remain the open tasting zone run with Meininger Verlag. According to the organizers, trade visitors will be able to sample as many as 300 alcohol-free products there. The tasting area is intended to provide a broad view of current offerings, new concepts and recent market developments. For the 2027 edition, the space will also include a new Zero+ Bar.

The Zero+ Bar will be led by Dr. Klaus Postmann, an Austrian nutrition economist and food and beverage specialist who founded the consulting platform drinkZERO. Organizers said Postmann and drinkZERO will be responsible for the content concept and program development of the new Zero+ zone. The program is expected to include masterclasses on sensory analysis, product development and technology, along with talks on consumer behavior, market trends, hospitality and route-to-market strategy. Some sessions will be held in English, depending on the topic and speakers.

The expanded platform reflects how the alcohol-free category has moved beyond nonalcoholic wine and sparkling wine into a wider set of products. Organizers said the market now includes proxies, aperitif alternatives and hybrid adult drinks, alongside more established segments. They said technological change, shifting consumer

demand and higher expectations around flavor, product quality, service and branding are all shaping how the sector develops.

The ProWein program is expected to focus on questions that many producers and buyers are now facing: which categories are likely to grow, what technical advances are changing production, and how retailers and restaurants can help build the market further. Rather than treating the segment only as an alternative to alcoholic drinks, the fair’s organizers are presenting it as part of a broader change in drinking habits and product innovation.

Postmann said that change has created a distinct drinks culture in a relatively short time, with new products, new moments of consumption and new demands on sensory experience, retail and hospitality. Organizers said his work at ProWein 2027 will aim to make those changes visible through tastings and open discussion for international industry participants.

The announcement signals a stronger effort by one of the wine and spirits trade’s most prominent international fairs to position itself within a part of the market that continues to draw producer investment and commercial attention. By expanding Zero into Zero+, ProWein is trying to make its alcohol-free offering not just a product showcase, but a working forum for business decisions, category education and debate across the global drinks trade.