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ProWein 2025 to Highlight Food and Wine Pairing with Urban Gastronomy Lounge

Event to feature workshops by #asktoni and live cooking by renowned chefs, emphasizing culinary experiences and industry insights.

Wednesday, March 12, 2025



ProWein 2025, scheduled for March 16-18, will spotlight the theme of food and wine pairing. This year's event will feature the "urban gastronomy Lounge by #asktoni," a central hub for restaurateurs ranging from newcomers to seasoned professionals. The focus will be on creating memorable taste experiences through the combination of food and wine. Toni Askitis, known as #asktoni, will host four workshops daily, demonstrating how these pairings can elevate dining experiences.

For the first time, the urban gastronomy Lounge will be presented by METRO, an international food wholesaler based in Düsseldorf. The new concept was developed in collaboration with METRO's CEO, Dr. Steffen Greubel, and Chief Horeca Officer, Martin Behle. They have enlisted renowned chefs like Björn Freitag, Alina Meissner-Bebrout, and Bobby Bräuer to prepare dishes live at the event. Toni Askitis, recognized as the best sommelier of 2024 by Rolling Pin magazine, will select the wines to accompany these dishes. Attendees do not need to register for the workshops.

The workshop program at the urban gastronomy Lounge includes sessions like "How to ProWein," offering tips for both beginners and professionals on maximizing their experience at the fair. Other sessions will cover the basics of food and wine pairing, blending wine with music, and interactive exercises where dishes are developed live to match selected wines. The chefs will also prepare dishes on-site, allowing guests to taste the paired wines.

Food and wine pairing is a crucial aspect of the food service industry, enhancing culinary experiences. At ProWein, this theme is not just a trend but a vital component of the wine and food service sectors. Peter Schmitz, Director of ProWein, emphasizes that food and wine pairing offers significant potential by combining sensory experiences, creating memorable moments, and providing a unique selling point in a competitive market.

Beyond the urban gastronomy Lounge, ProWein's broader program will also explore food and wine pairing. Seminars on Wines of Portugal, ICEX/Wine from Spain, wines from Palatinate, and ICE/Vini d’Italia will offer additional insights. A highlight of the event will be a special food and wine pairing session on ProWein Sunday at 11:30 am. Curly, known from the podcast Terroir & Adiletten, will lead a culinary exploration at

Pavillon France, Stand 10F120 (Le Forum #BonjourProWein), selecting the perfect wine and food combinations.

ProWein 2025 promises to be an engaging event for those interested in the art of food and wine pairing, offering a range of activities and insights for both industry professionals and enthusiasts.