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ProWein Düsseldorf Unveils New Layout and Branding for 30th Anniversary Trade Fair

Organizers expect 4,000 exhibitors and expanded programming as the world’s largest wine and spirits event returns next week.

Friday, March 13, 2026



ProWein Düsseldorf is set to open its doors next week, running from Sunday, March 15 to Tuesday, March 17. The 2026 edition marks the 30th anniversary of the world’s largest wine and spirits trade fair. Organizers at Messe Düsseldorf have introduced a

new layout for the event, aiming to make navigation easier with shorter distances between stands and clearer hall structures. The exhibition will span seven halls and feature refreshed branding, including a new logo and the motto “Shape. Create. Elevate.” This theme encourages industry professionals to drive innovation and shape the future of wine and spirits.

This year, ProWein expects to welcome around 4,000 exhibitors from more than 60 countries. The spirits section, ProSpirits, will host about 500 exhibitors. To facilitate attendance, organizers are offering a free international bus service for buyers and an improved matchmaking tool to connect visitors with relevant exhibitors.

Frank Schindler, director of ProWein Düsseldorf, said the event is designed to inspire a bold and creative approach within the industry. The fair will highlight trends such as sustainability, digital innovation, and new market strategies. Key events include the official ProWein press tour on Monday morning, which will focus on developments in sparkling wine and spirits. The German Wine Institute will present new data on domestic and export market trends, sales performance, and retail collaboration.

On Monday at 11:30 am, Wine in Moderation will introduce its new online training program “Responsible Service,” aimed at promoting responsible wine presentation and sales in hospitality. For those interested in spirits trends, daily ProSpirits Trend Tours led by industry expert Jürgen Deibel will explore topics like sustainability and transparency in agave spirits, rum, whisky, and aperitifs.

The KALK&KEGEL List Germany 2026 will be unveiled on Sunday morning in Hall 6. This list highlights nearly 100 German wineries recognized for sustainability and distinctive winemaking by more than 50 leading sommeliers. Another unique experience is offered by the Sommelier-Union Germany with their BLACK BOX blind tasting event on Monday afternoon. Participants taste wines in complete darkness to focus solely on aroma and flavor without visual cues.

Sake also takes center stage this year. On Monday afternoon, Yoshiko Ueno-Müller of UENO GOURMET will present “Sake – Japan’s Liquid World Heritage,” introducing attendees to premium sake varieties following UNESCO’s recognition of traditional sake brewing as Intangible Cultural Heritage.

American actor Ian Somerhalder will appear at The Spirits Business Hub on Monday to present Brother’s Bond Whiskey, a brand he co-founded with Paul Wesley that emphasizes sustainability in production.

The Urban Gastronomy Lounge returns for its fifth year with daily workshops at 4:00 pm featuring guest chefs such as Clara Hunger from Hamburg and Jaspar Wcislo from Michelin-starred Agata’s in Düsseldorf. These sessions focus on food trends and wine pairings.

On Tuesday morning, the VINUM Sparkling Wine Award ceremony will take place in Hall 4. With a record 515 entries this year, the award recognizes excellence among German sparkling wines produced using traditional bottle fermentation methods.

China’s growing influence in the wine sector is also highlighted at ProWein 2026. Representatives from Tiansai Vineyards and Beijing University of Agriculture are available for interviews about market development and internationalization strategies for Chinese wineries.

The ProWein Agora platform offers concise sessions on strategic topics such as new markets (including RTDs and no/low alcohol wines), technology (AI-driven recommendation systems), and marketing approaches targeting younger consumers.

Sparkling wines receive special attention this year with the new “ProWein Sparkling Visions” area. Producers from Denmark, the United Kingdom, Czech Republic, Hungary, Slovenia, and Brazil will showcase their sparkling wines alongside established classics.

Other notable features include professionally developed recipes with wine pairings by Weingut Schales; a spotlight on Goalong Chinese whisky; structured tasting zones organized by price point or country; themed tasting areas for alcohol-free products, organic wines, Champagne, and contemporary food pairings; as well as masterclasses for deeper professional learning.

Charity also plays a role at this year’s fair. The Moselwein Joint Stand will present the Chardonnay “Bühnenzauber” from winemaker Stefan Fritzen’s Rosenhof estate. Ten percent of proceeds from each bottle sold will go to the GÖTZ GEORGE FOUNDATION.

German actor Dietmar Bär serves as ambassador for this initiative and has been named “Wine Personality of the Year 2026” by VINUM magazine.

With its comprehensive program of tastings, workshops, awards, and networking opportunities, ProWein Düsseldorf continues to serve as a central meeting point for professionals shaping the future of wine and spirits worldwide.