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ProWein City Vibes Transforms Düsseldorf With Weeklong Wine and Spirits Experiences

New event draws crowds beyond the trade fair, boosting local businesses and connecting international visitors with city nightlife

Friday, March 20, 2026



ProWein City Vibes made its debut in Düsseldorf from March 12 to 17, running alongside the international ProWein trade fair for wines and spirits. The new event format brought 64 different experiences to the city, attracting both wine enthusiasts

and nightlife seekers. The initiative aimed to expand the reach of ProWein beyond the exhibition halls, turning Düsseldorf into a lively stage for gastronomy, entertainment, and networking.

In the weeks leading up to the event, residents of Düsseldorf saw posters and signage throughout the city center. A targeted social media campaign generated over one million impressions, building anticipation for the launch. The event was developed in partnership with the agency Wellfairs and featured a wide range of activities, including pub quizzes, game nights, dating events, and themed parties. Organizers designed the program to appeal to all age groups and interests.

The opening night took place at the Paris Club in the 25hours Hotel on March 12. Guests enjoyed panoramic views of Düsseldorf while celebrating with French-inspired drinks, music, and burlesque performances. The atmosphere set the tone for a week focused on enjoyment and discovery.

Nicole Funke, Senior Project Manager of ProWein Düsseldorf and initiator of ProWein City Vibes, said that nearly every event was sponsored by ProWein exhibitors. This allowed brands to gain visibility outside the trade fair itself. Funke noted that local restaurants and bars benefited from increased business and new connections with international visitors.

Local influencers and platforms such as “Mr. Düsseldorf,” “rausgegangen,” and “düsseldorf_de” played a key role in promoting the events online. Their coverage helped attract a broader audience and increased engagement throughout the week.

A highlight of ProWein City Vibes was an exclusive “Moveat Limited” event featuring actor Ian Somerhalder, known for his role in The Vampire Diaries. Somerhalder led a whiskey pairing tour and hosted a bar takeover for 240 guests. Linda Schäfer from Wellfairs described Moveat as a concept that brings people together through food and drink, aligning with the goals of ProWein City Vibes.

Dr. Timo Beck from Mr. Düsseldorf commented on how City Vibes extended ProWein’s impact into the city itself. He emphasized that connecting international trade visitors with local gastronomy created new opportunities for collaboration.

The event’s focus on interactive experiences encouraged attendees to explore different venues across Düsseldorf. Activities were designed to be accessible and inclusive, showing that wine and spirits can be enjoyed in playful ways. Alain Bieber from BallaBalla, who participated with the “Rundlauf & Rosé” format, said that these low-threshold events made enjoyment approachable for everyone.

Organizers expressed optimism about the future of ProWein City Vibes. They believe it has potential to grow into a major citywide festival that complements the traditional trade fair while highlighting Düsseldorf’s vibrant food and beverage scene.