

March 16–18
2025

Düsseldorf
Germany



DISCOVER

The World's №1
International Trade Fair
for Wines and Spirits

THE TASTE OF TOMORROW.



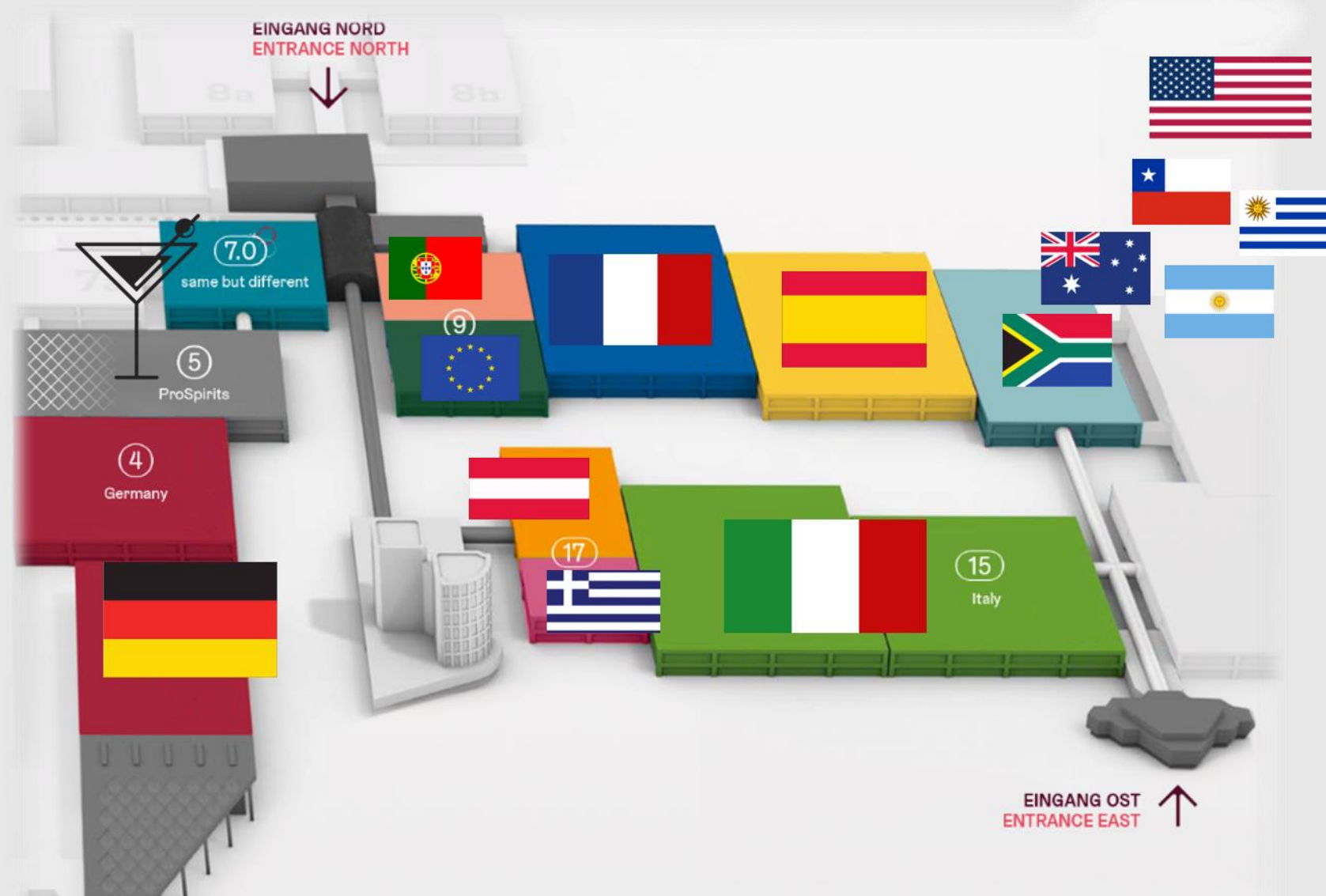
Attractive market



The Leading Trade Fair



Around the World in Three Days



Growth Market of Spirits



Trends in the glass



Themed Worlds



- Spirits (ProSpirits, same but different)
- Champagne Lounge
- Organic Wines
- No/low
- urban gastronomy
- Concept Store

AI in the Vineyard



- Drones
- Monitoring Irrigation
- Predicting Accurate Tonnage
- Measuring health and vigor
- Identifying disease

ENOLYTICS



NEW!

ProWein Business Forum

Trends by glass





Internationale Fachmesse
Weine und Spirituosen



PROWEIN BUSINESS REPORT

“The international wine sector: Ways out of the crisis”

Prof. Dr. Simone Loose
Geisenheim University, Department of Wine and Beverage Business Research

Published 16 January 2024



**PROF. DR.
SIMONE LOOSE**

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