

WHEN PASSION MEETS BUSINESS

PROWINE MUMBAI 2024

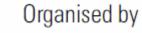
08 - 09 November 2024

Jio World Convention Centre Mumbai, India















EVENT PROGRAMS

EXHIBITION

MASTER CLASSES

TASTINGS

PROWINE SPIRITS CHALLENGE

PROWINE BARTENDERS' COMPETITION

THE **CRAFTSMEN DISCUSSION** **PROWINE MUMBAI NIGHT**

INDUSTRY AWARDS / **FELICITATION**

B₂B **NETWORKING EVENING**







TARGET AUDIENCE

| Exhibitor / | Sponsor | Profile |
|-------------|----------------|----------------|
|-------------|----------------|----------------|

Indian & International Wine producers

Indian & International Spirits producers

Craft Beverage & Beer brands

Importers & Allied brands

Global trade promotion bodies

Accessories & Allied categories

Audience Profile

Wine & Spirits Importers / Bonders / Distributors / Wholesalers / Retailers

HORECA – Hoteliers / Restaurateurs / Café & Bar Owners

Sommeliers, Chefs & F&B Teams

Wine & Spirits Accessories - Importers/ Distributors / Wholesalers / Retailers

HNI / Wine Enthusiasts / Investors

Wines & Spirits Clubs / Academia /Institutes









EXHIBITION

The two-day event will bring together all the industry stakeholders with a full-fledged Trade Fair for wine, spirits, craft drinks and related products & services, including country specific trade bodies.

Booth Prices

| Shell Scheme (minimum 9 sqm) | | | |
|------------------------------|--------------------|----------------------|--|
| <u>Booth Type</u> | Price / sqm (INR)* | Price / sqm (Euros)* | |
| Standard | 12,300 | 230 | |
| 2 side open | 12,800 | 240 | |
| 3 side open | 13,300 | 250 | |
| Island | 13,800 | 260 | |
| Bare Space (minimum 18 sqm) | | | |
| <u>Booth Type</u> | Price / sqm (INR)* | Price / sqm (Euros)* | |
| Standard | 10,500 | 210 | |
| 2 side open | 11,000 | 220 | |
| 3 side open | 11,500 | 230 | |
| Island | 12,000 | 240 | |

| | <u>INR*</u> | Euros* |
|-------------------|-------------|---------|
| Registration Fee | 4,500 | 300 |
| Co-exhibitor Fee | 30,000 | 500 |
| Management Fee | 330 / sqm | 8 / sqm |
| | | |

Note:

- Co-exhibitor fee is applicable if the booth is shared.
- All contractors other than the official contractors will be required to pay a management fee for onsite coordination, design approval and construction debris disposal (further details to be obtained from the Technical Manual).





^{*}Government taxes of 18% extra



MASTERCLASSES

- 10+ Masterclasses over two days.
- Hosted by International and Indian industry experts, wine & spirits brands.

Brands can explore the opportunity to host a masterclass at a cost of INR 1,50,000* / Euros 2,000* for a 45 minutes session.







PROWINE SPIRITS CHALLENGE

The ProWine Spirits Challenge will facilitate a contest between the makers of alcoholic beverages, in which spirit brands can compete to substantiate the quality of their products. An opportunity for all spirit brands to showcase their products to not just trade but also their actual local consumers and receive unbiased rankings that will recognize and reward their brand in the Indian market.

The Challenge invites all Premium Spirit brands in the following categories:

Whisky
Brandy
Vodka
Gin
Rum
Agave based spirits









PROWINE BARTENDERS' COMPETITION

ProWine Mumbai will present an exceptional platform for talented bartenders in the country to showcase their skills at The ProWine Bartenders' Competition.

Bartenders are the backbones for best showcasing spirits and winning cocktail competitions is one of the fastest ways to become well known as a skilled bartender / mixologist. It opens the door to tons of career opportunities – from private consulting gigs to jobs as prestigious as brand ambassadorships.

Select bartenders from the country's leading bars and hotels will be invited to a good spirited live battle at the bar that will showcase their forte and skill. The Competition will test creativity, efficiency, deliciousness and the ability to stay calm under pressure and do it all with top notch hospitality.









THE CRAFTSMEN DISCUSSION

ProWine Mumbai 2024 will also showcase an invigorating panel discussion aimed to enlighten visitors, offering valuable insights into the future of the wine and spirit industry while fostering engagement and knowledge exchange among attendees.

The panelists will include producers of craft spirits, global brand ambassadors and heads of multinational brands.











PROWINE MUMBAI NIGHT

- Invite-only networking evening will take place on the first day post exhibition hours.
- An opportunity for the industry stakeholders to directly network with each other.
- Industry Awards / Felicitation 2024
- Attendance of key members of the HORECA, Wine and Spirits Trade including Media.









LOGISTICS

- Brands which are available and registered in Mumbai / Maharashtra, whether imported or produced in India, can participate and showcase their products.
- In case a brand is not available / registered in Mumbai / Maharashtra, participation of those brands is also facilitated through a special license taken specifically for ProWine Mumbai 2024.
- Post finalizing the participation and sending the application form, our official logistics partner R.E. Rogers Worldwide will assist the participating brands to complete the formalities.

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VENUE

- JIO WORLD CONVENTION CENTER (JWCC), Mumbai is India's most premium Convention with 5 star facilities.
- Located at a prominent location, a well-connected financial hub near Mumbai International Airport.
- The Convention Centre is spread over 32,163 square meters of Exhibition & Convention facilities.
- Key enabling services include Inhouse culinary capabilities
 offering exemplary gourmet
 experiences, state of art Audio Visual aids, seamless internet
 connectivity and sound-proof
 halls.













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