



ProWine

01 - 03 October 2024

Expo Center Norte | São Paulo - Brazil

WHERE BUSINESS IS RICH IN TASTE

International Trade Fair for Wines and Spirits.

www.prowinesaopaulo.com

Organization



Media

ADEGA

Supported by



Venue





THE MAIN WINE & SPIRITS TRADE FAIR IN THE AMERICAS

ProWine São Paulo will be held from 01 to 03 October 2024 at Expo Center Norte, which is located in the city of São Paulo, Brazil. The event is focused on business generation and industry development. Therefore, ProWine São Paulo is a B2B-only trade fair.

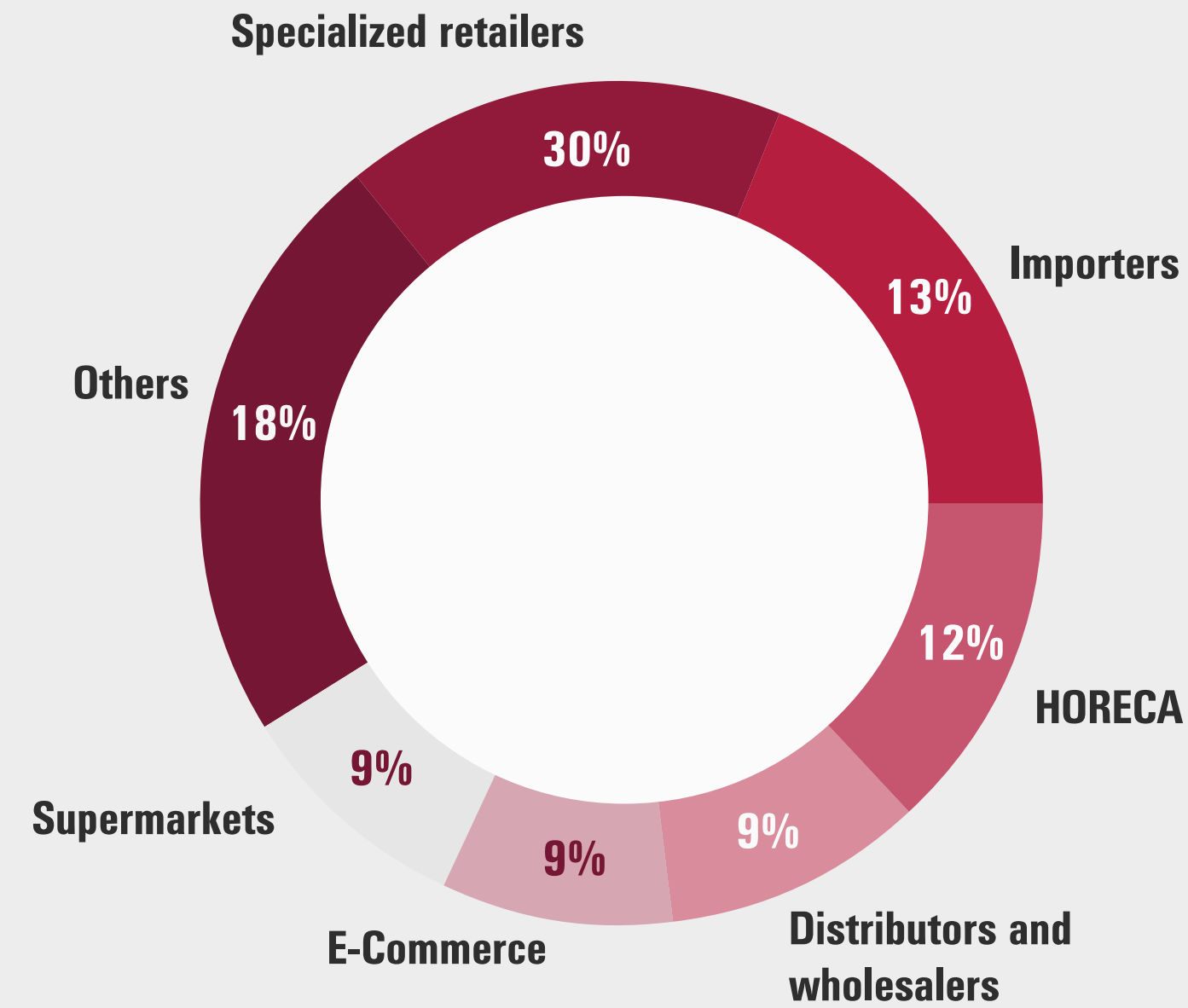
ProWine São Paulo is the main trade fair for wine and spirits industry in the Americas, due to its great diversity of products, representation in the sector and for being an exclusively B2B event.

Since its first edition in 2019, ProWine has created a unique experience, in which the main players in the industry meet for 3 days to present the latest releases to the market, socialize, exchange knowledge and, above all, generate opportunities.

ProWine São Paulo's last edition, in 2023 received more than 1300 wine and spirits brands from 26 countries and surprised with its more than 10,500 professional visitors.

We will keep working to deliver the best business platform for an industry that is constantly evolving and improving, with the clear objective of connecting people, fostering business and promoting the exchange of knowledge.

PROWINE SÃO PAULO 2023



THE 2023 FAIR

10.500 professional visitors
26 countries
All Brazilian states
87% decision makers

VISITOR PROFILE

Beverage importers and exporters
Distributors and wholesalers
Supermarkets
HORECA
Sommeliers
Specialized retailers
Consulting companies

ProWine São Paulo is the trade fair with the greatest diversity of wines and spirits in the Americas. The fair will present the latest industry news, market trends, opportunities to network with exhibitors from around the world and develop new businesses, in addition to an exclusive parallel program for the sector's public.

EXHIBITOR PROFILE

Wine producers
Sparkling wine producers
Spirits producers
Importers
Wine and Spirits accessories
Services
Magazines



TICKET TO THE WORLD

DÜSSELDORF SHANGHAI
SINGAPORE HONG KONG
SÃO PAULO MUMBAI TOKYO

ProWein takes you to the
world's key markets.

Düsseldorf 10 – 12 March 2024

Tokyo 10 – 12 April 2024

Singapore 23 – 26 April 2024

São Paulo 01 – 03 October 2024

Shanghai 10 – 14 November 2024

Mumbai 08 – 09 November 2024

Hong Kong 14 – 16 May 2025

*Book your
ticket today!*
prowein-world.com

YOUR TICKET TO INTERNATIONAL SUCCESS

Over the past 29 years, ProWein has become the most important marketplace for wines, spirits and craft drinks. Apart from the traditional markets, new and dynamic sales regions are emerging. You can book your “Ticket To The World” for your company’s success today in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Mumbai and in Tokyo from 2024.



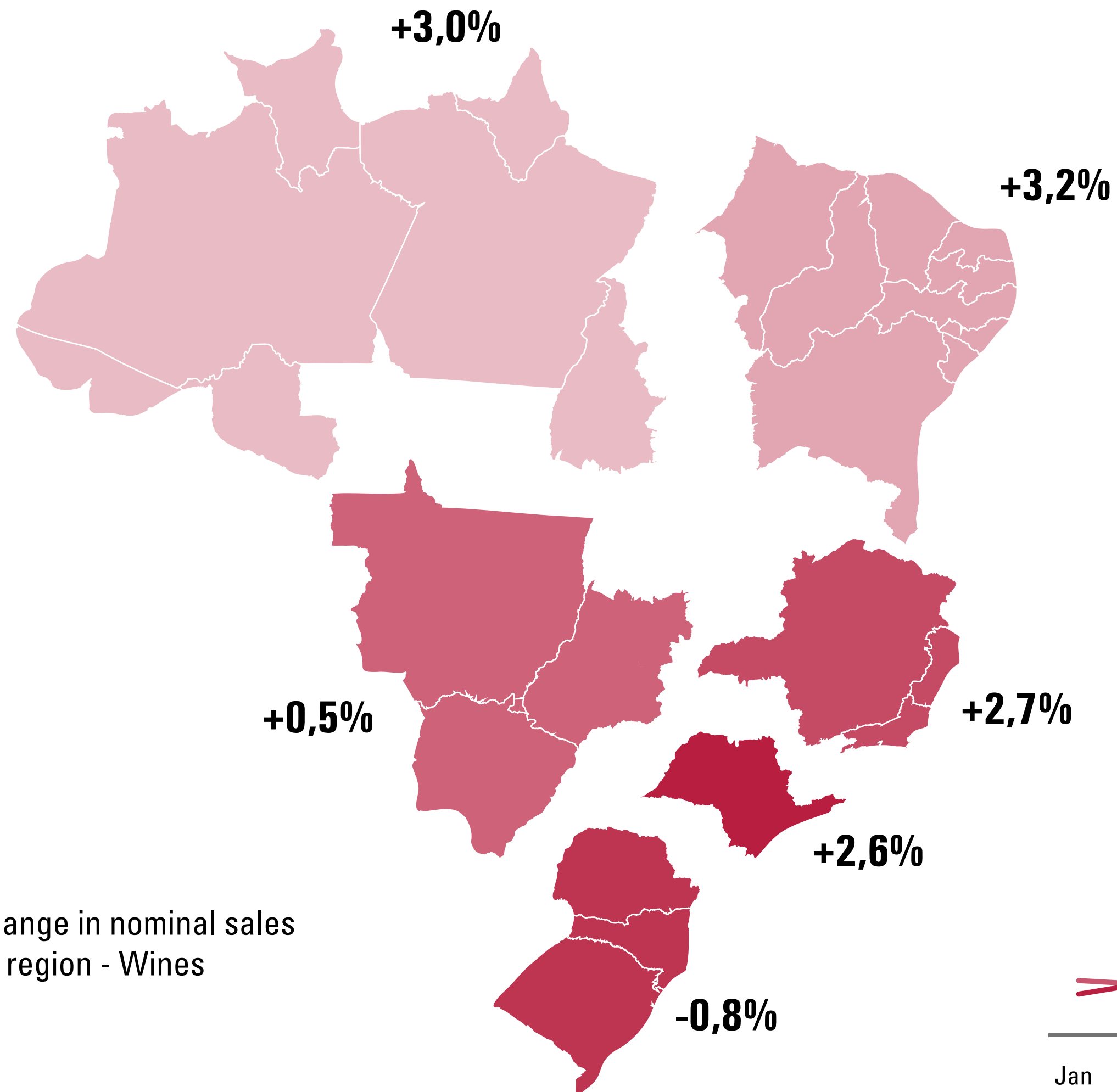
SÃO PAULO

Brazil is the largest consumer of wine & spirits in Latin America. In 2022, the total consumption of wine was of 440 million bottles.

With the objective of providing the best business experience, ProWine São Paulo will be headquartered in the city of São Paulo, a multicultural city, with more than 12 million inhabitants from around the world and considered the financial center of Latin America.

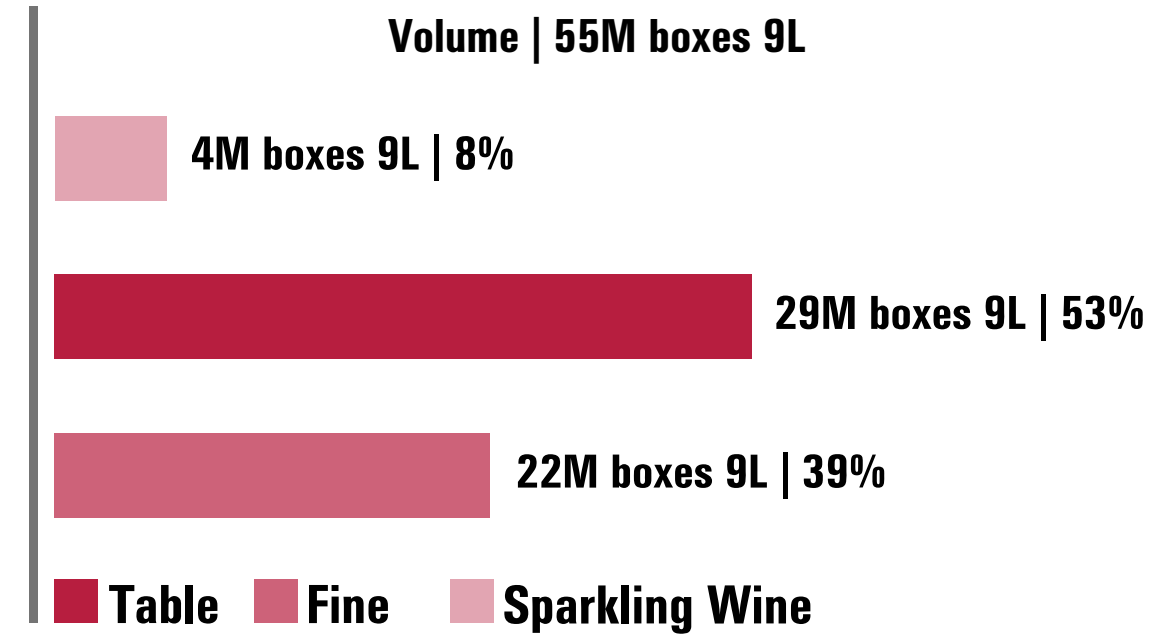
THE BRAZILIAN MARKET

Regional sales growth - Wines

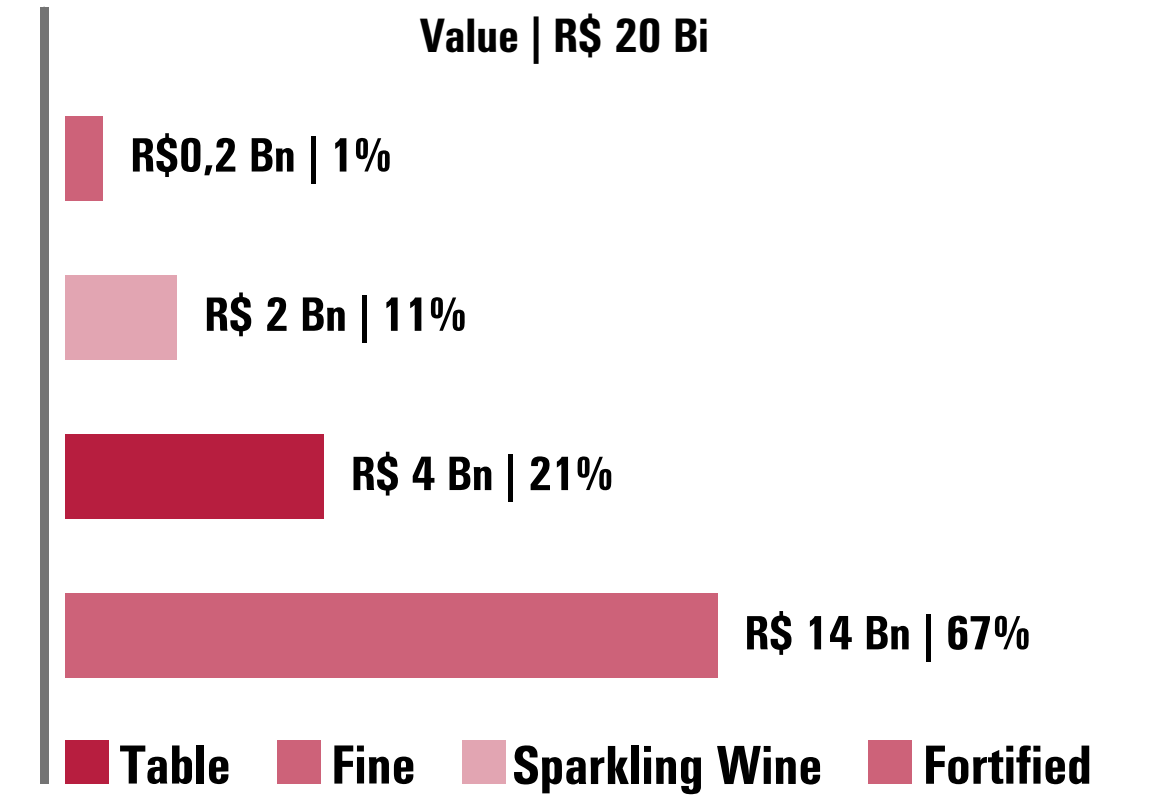


Brazil's total consumption (2022)

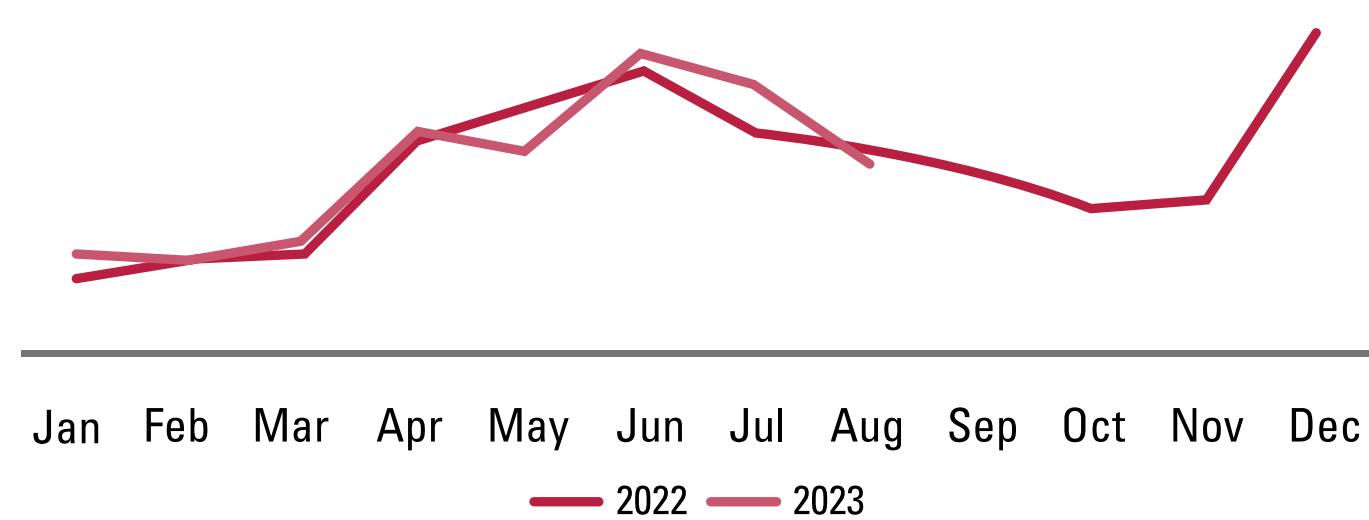
Volume



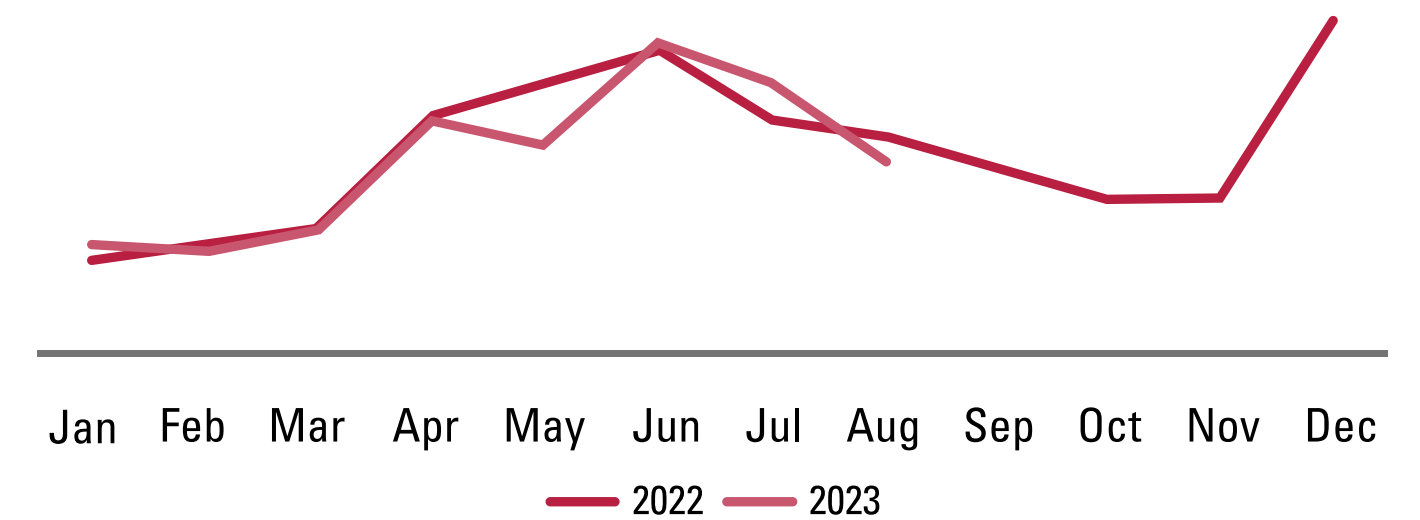
Value



Monthly growth in wine sales (In R\$)

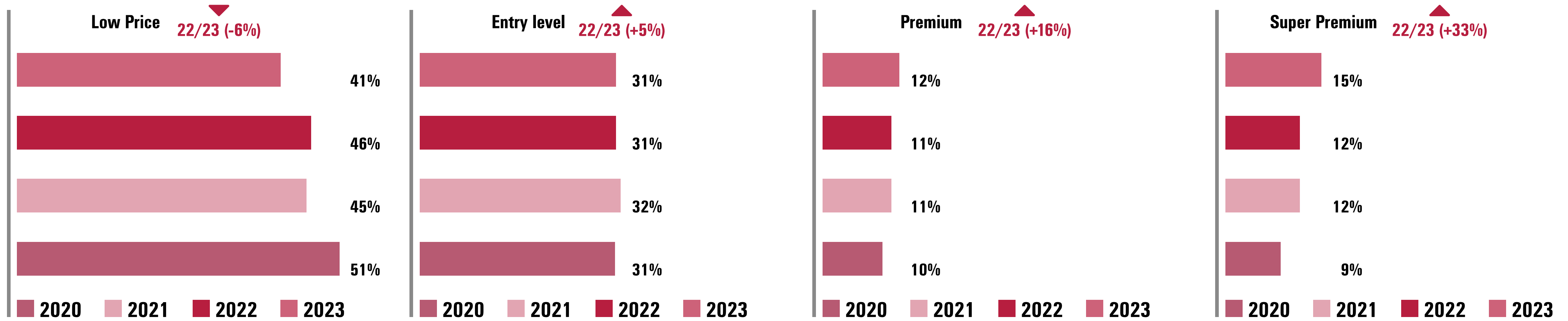


Monthly growth in wine sales (In units)

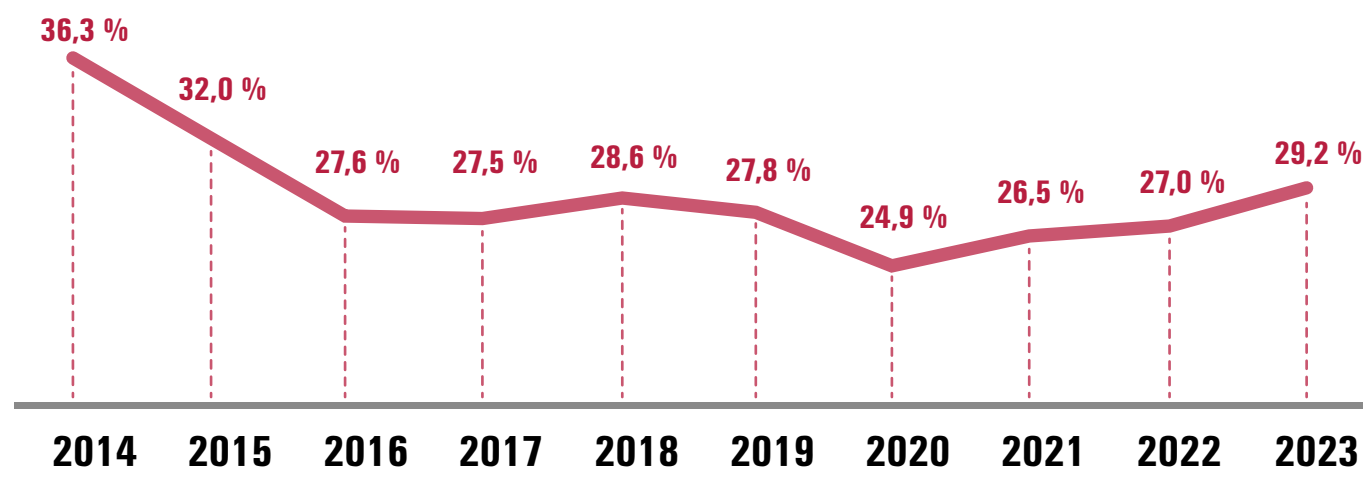


MARKET INSIGHTS

FOB Value Segmentation

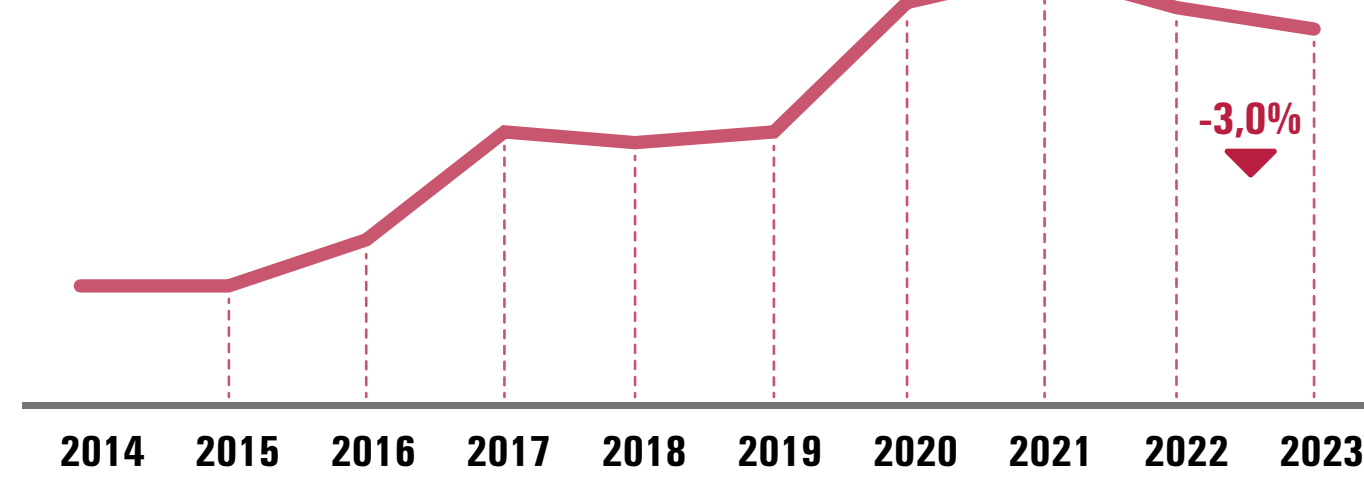


Average FOB Value in USD per C9L



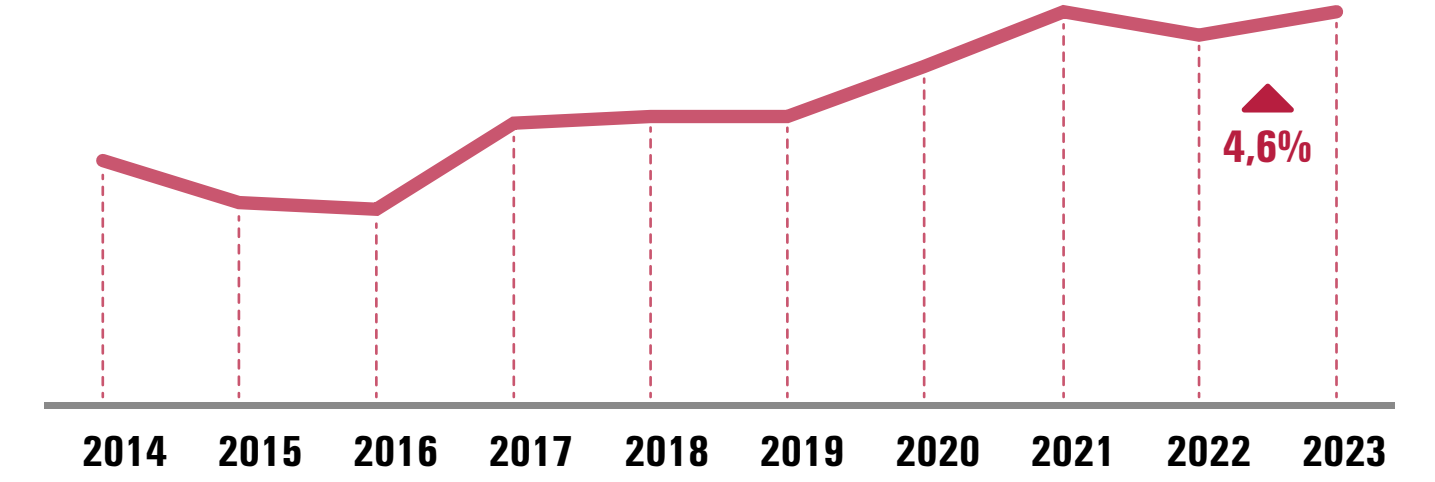
Wine & Sparkling

Total volume (X 1000/9 liters per case)



Wine & Sparkling

Total value (X US\$1000)



Wine & Sparkling

PROWINE FORUM



ProWine Forum is the place where visitors will learn about market trends, consumption and marketing, and attend masterclasses and workshops.

Exhibitors and guest speakers will share information about their products, businesses and successful experiences to a high-quality and engaged audience.

2023 Topics:

- Sustainability
- Illegal market
- Spirits market
- Brazilian wines
- International wines
- Wine tasting



FLOOR SPACE ONLY

(Minimum area 9 sqm)

Investment: USD 220/sqm

The free area is ideal for exhibitors who want large stands or for those who want to customize your booth.

FEES:

Media: USD 100

City Hall: USD 150

Orders until 08/31/2024

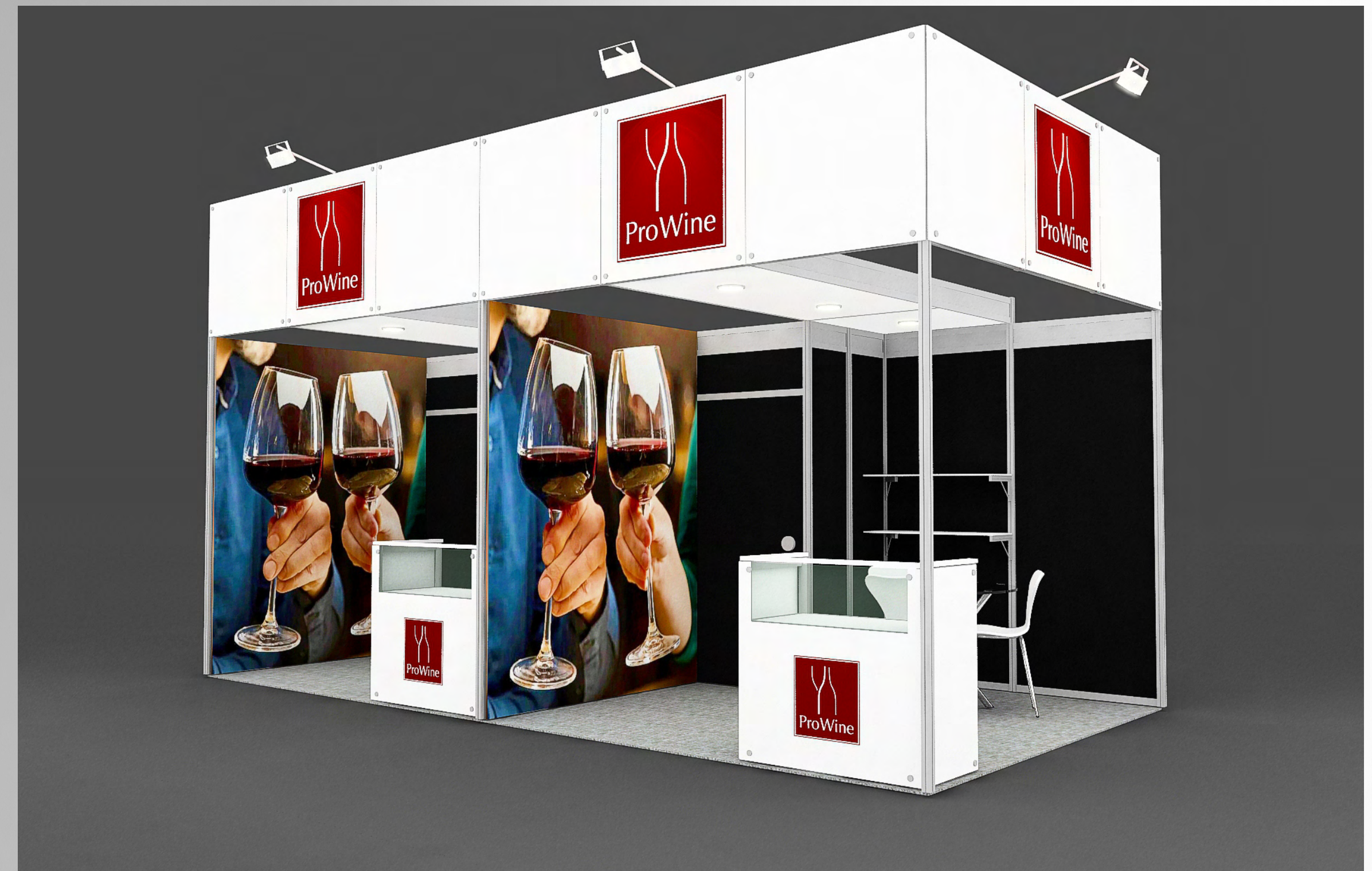
WALK-IN STAND

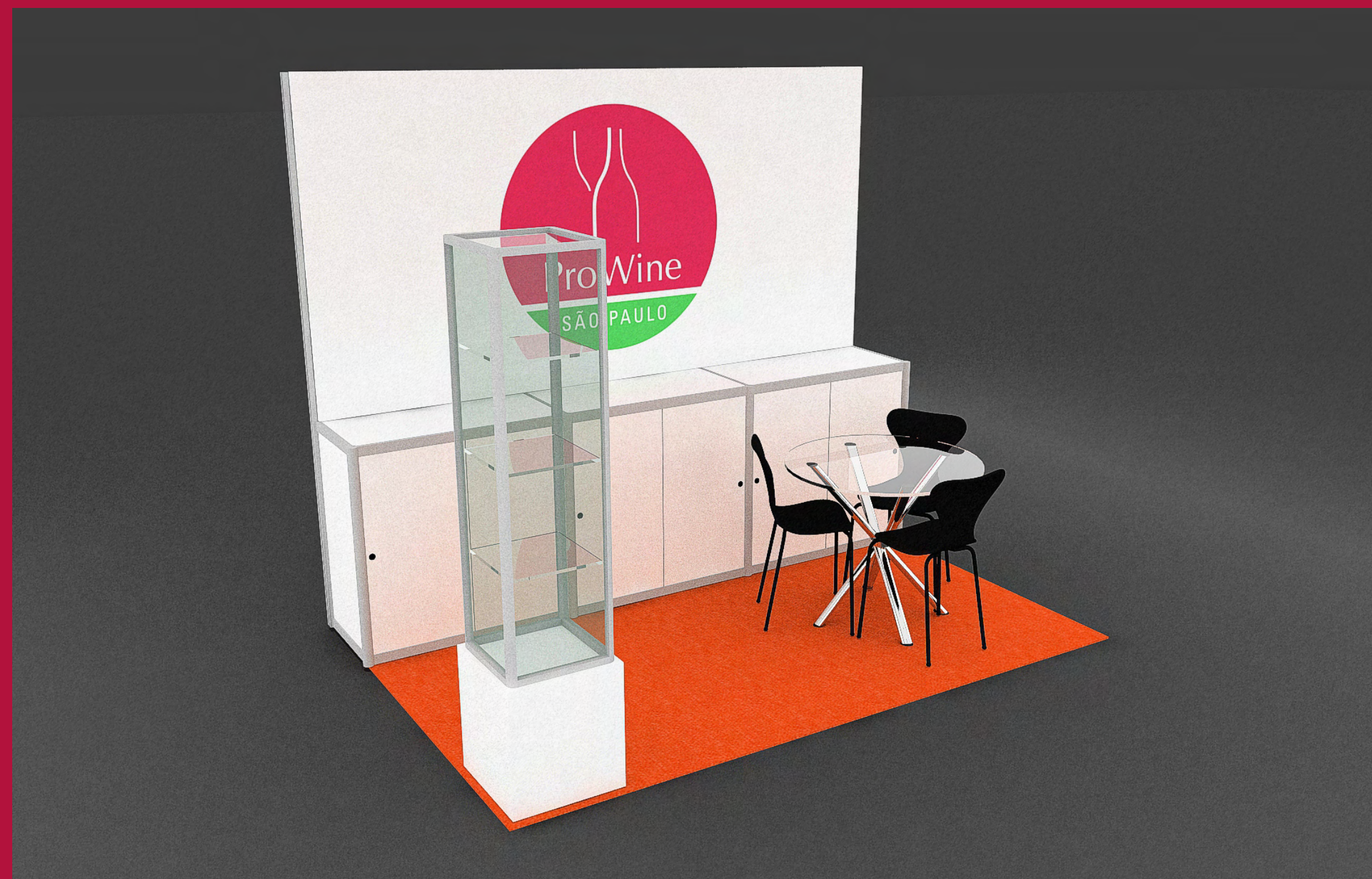
(Minimum area 9 sqm - Maximum area 30 sqm)

Investment: USD 380/sqm

Includes: 2 sqm storage with lockable door; 1 lockable display counter; 2 shelves; 1 table; 3 chairs; 1 trash can; Header sign with company's logo; Visual communication applied to a wall.

Orders until 08/31/2024





GADGETS

For wine services only

Investment: USD 1,800

- 01 Company logo on the wall
- 01 Lockable glass showcase
- 01 Outlet
- 01 Round table with 3 chairs



OUR OFFICIAL CONTACTS

General Services:

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Marketing:

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Operational:

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emme