



ProSpirits

São Paulo

www.prowinesaopaulo.com

WHERE BUSINESS IS RICH IN TASTE

International Trade Fair ————— for Wines and Spirits

Nº1

AMERICAS

Organization



Media

ADEGA

Supported by



Venue



Oct
06 to 08

ProWine São Paulo

2026

ProWine São Paulo is the largest professional trade fair for wines and spirits in the Americas and is part of ProWein World, the global network of international wine and spirits trade fairs. Since its debut in Brazil in 2019, the event has been exclusively focused on the B2B audience, bringing together, over the course of three days, the main players in the market in an environment dedicated to business, product launches, networking, and knowledge exchange.

Why São Paulo?

Brazil is the largest market for wines and distilled beverages in Latin America, according to IWSR Drinks Market Analysis and Statista (2024) — surpassing Argentina, Chile, and Mexico in both consumption volume and value. According to Ideal.Bi, the Brazilian wine and sparkling wine market generated around BRL19 billion in 2024, with consumption of approximately 455.8 million liters, equivalent to about 450 million bottles.

São Paulo was chosen to host ProWine due to its strategic position as the main financial and commercial hub of the region. With a diverse and multicultural population, the city reflects the range and variety of the wine and spirits market, attracting professionals from around the world.

In addition, São Paulo offers modern infrastructure, an excellent hotel network, and easy access via international airports, making it an ideal hub for large-scale events.



Wine market in Brazil

Rising consumption: volume increased 41% over the past 10 years (2014–2024)
Total volume in 2024: 455.8 million liters (~450 million bottles)
Total revenue: BRL19.3 billion (0.2% of GDP)

Market share by category

Imported wines: 56% of total volume | BRL10.9 billion
Brazilian non-vitis wines: 29%
Brazilian sparkling wines: 8%
Domestic vitis wines: 4%
Imported sparkling wines: 3%

Imports

Main suppliers: Chile, Portugal, Argentina
Imported volume in 2024: 17.7 million 9L cases (+97.7% since 2014)
FOB value: > USD500 million (+60% since 2014)

Sparkling Wines

Increasingly consumed in everyday life, not only on special occasions
Projected growth for 2025: 10–14% in volume
Highlight: non-alcoholic sparkling wine (+88.7% in volume)

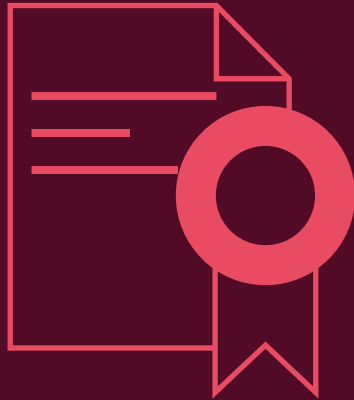
(Source: Ideal.Bi)

Visitors



20.152

total number of visitors



Qualified
visitors

85 %

Decision makers

Exhibitors



1.500

wine and spirits brands
exhibiting

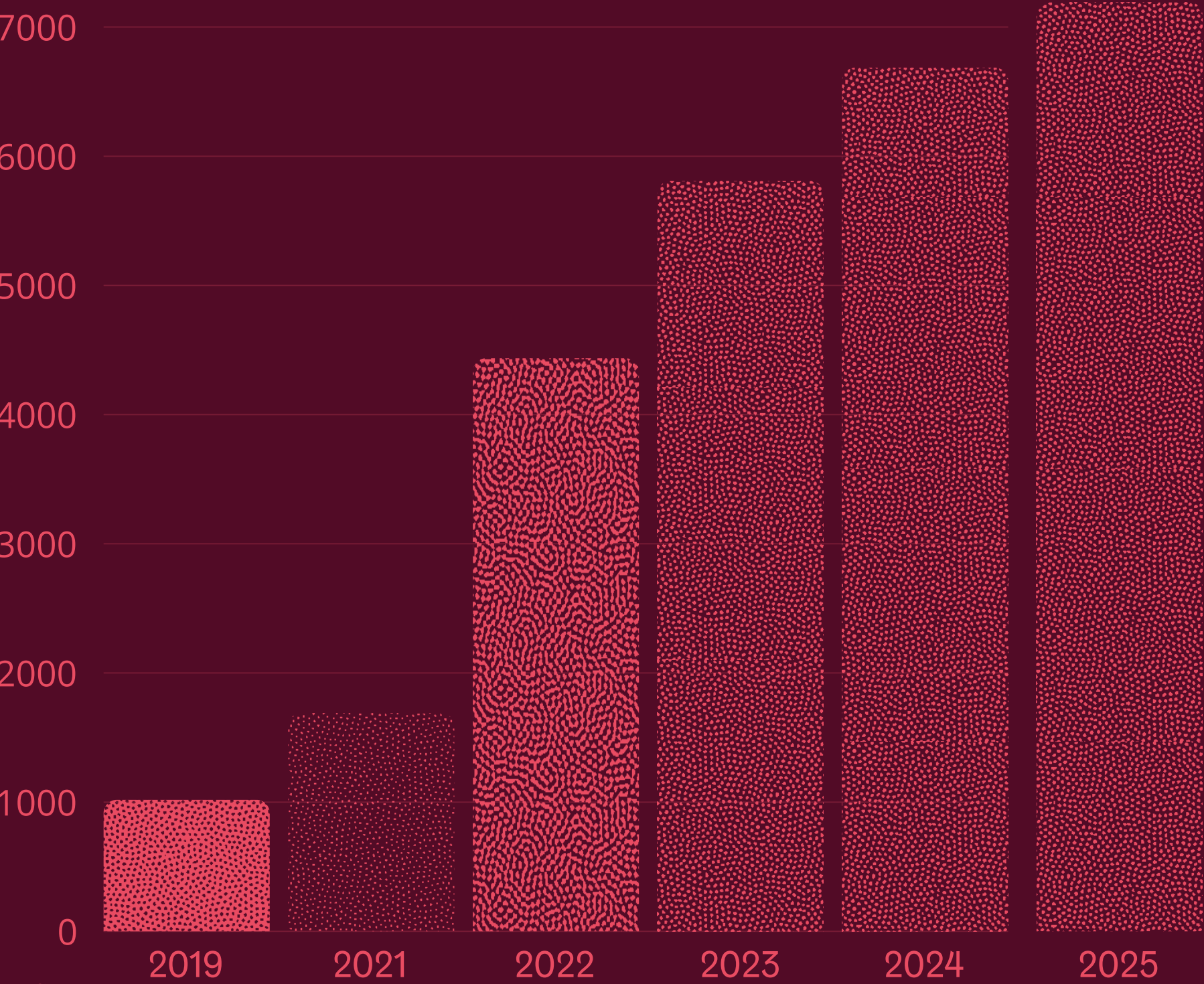


36

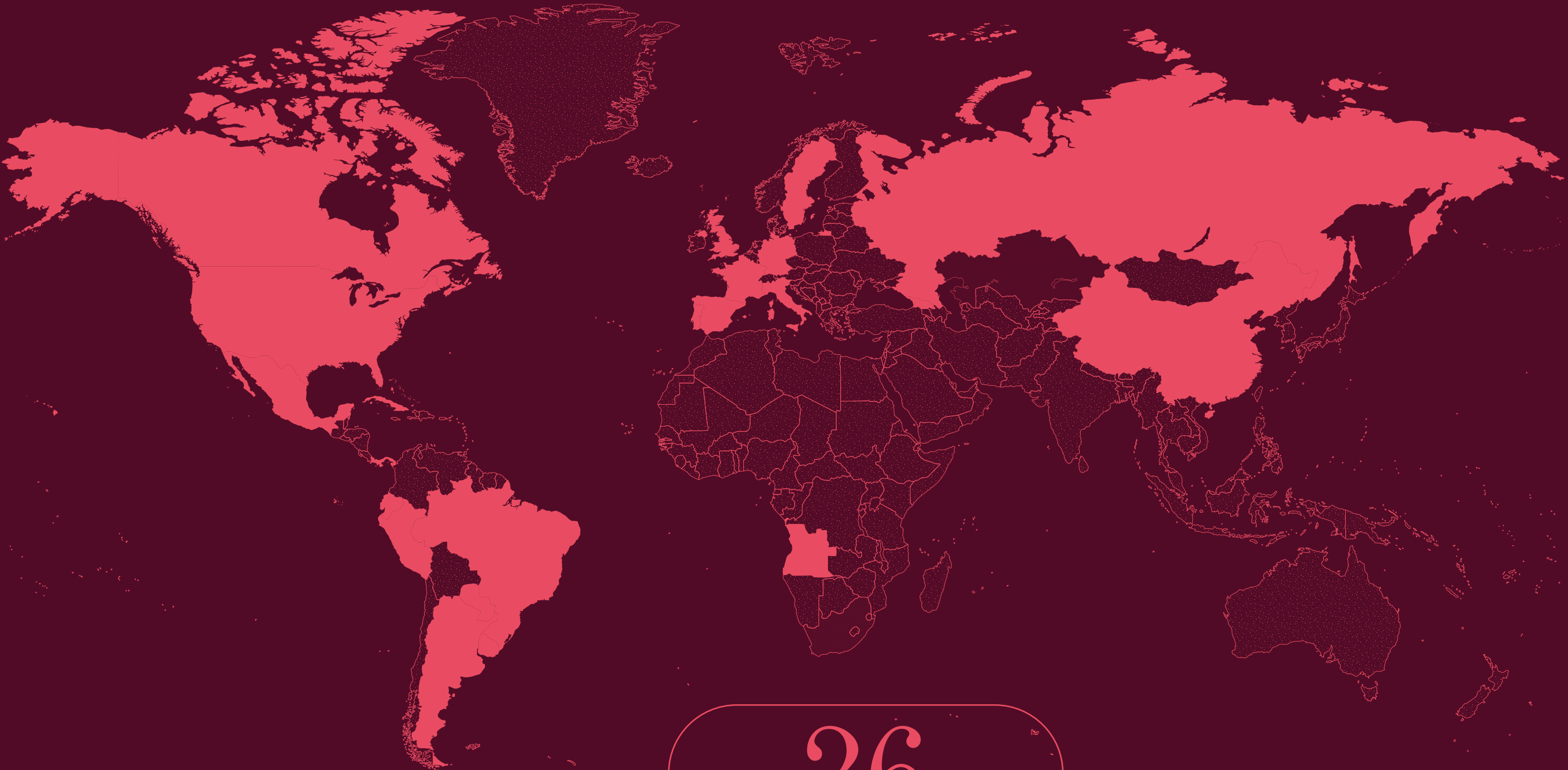
exhibiting countries



Net square meters



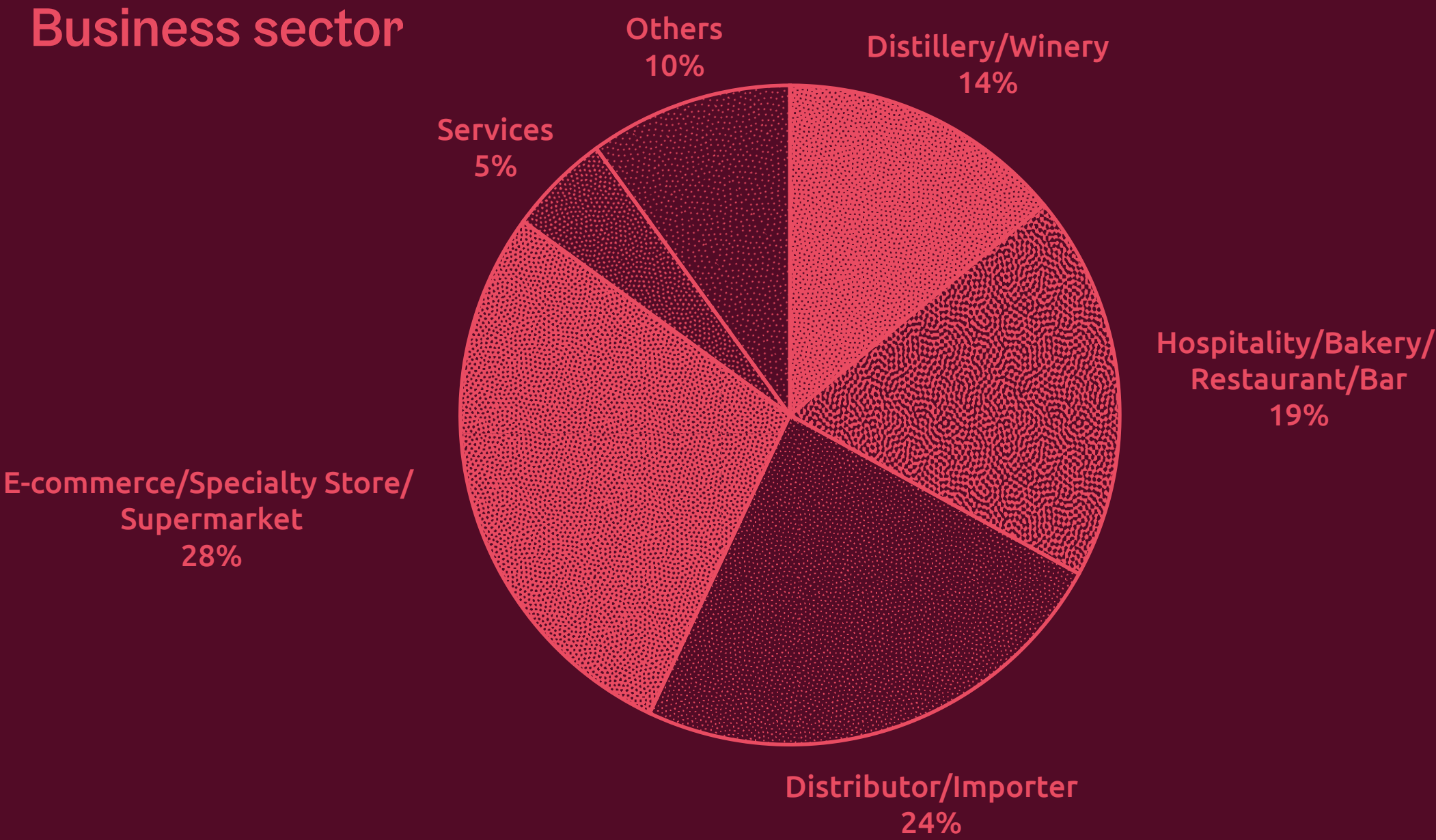
Visitor profile



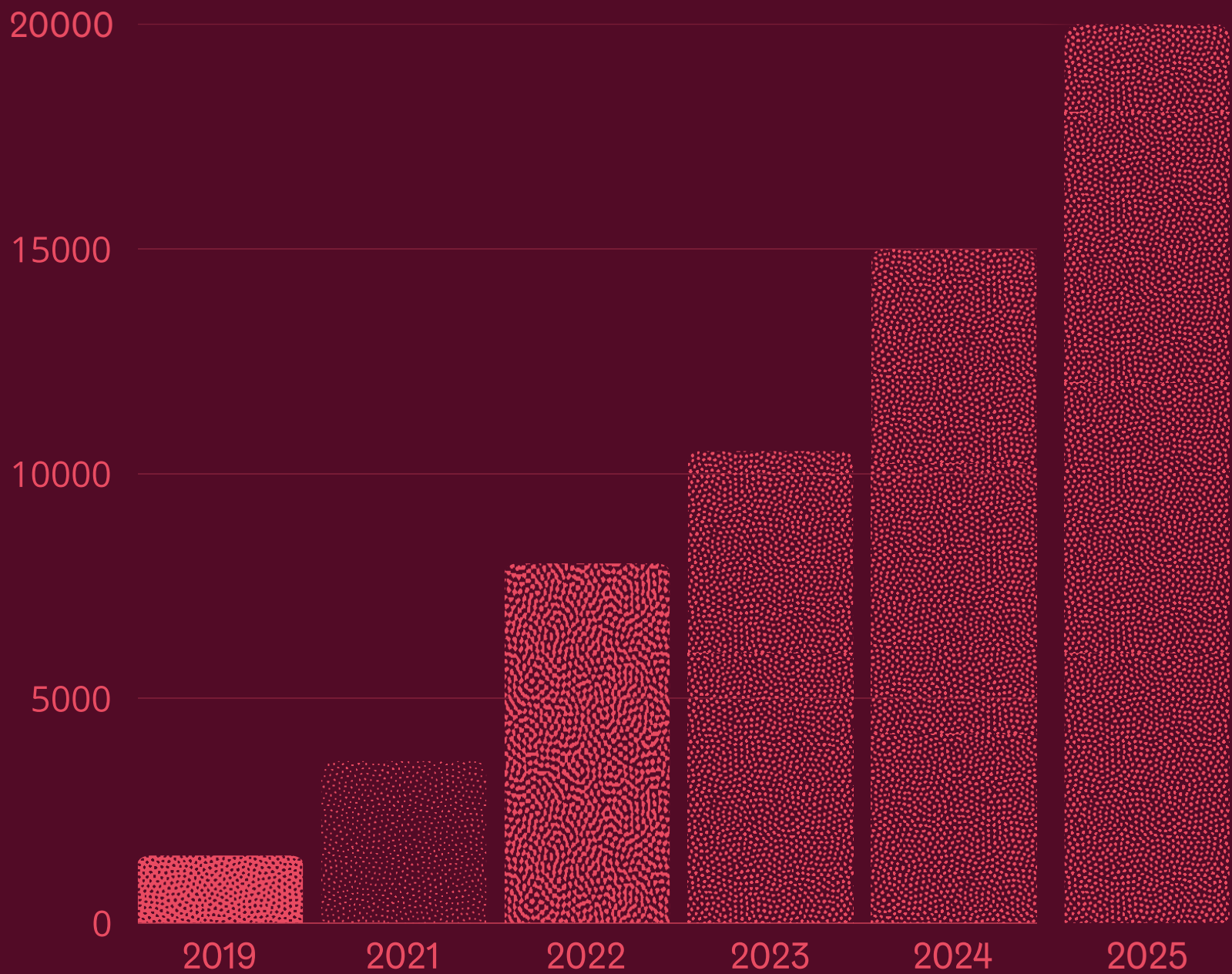
26
visiting countries

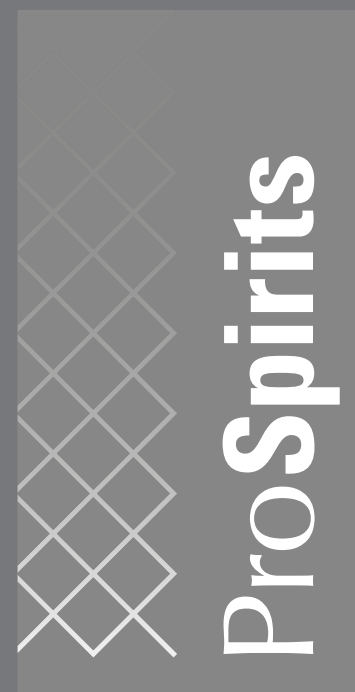
- Argentina
- Australia
- Bolivia
- Canada
- Chile
- China
- Colombia
- Ecuador
- England
- France
- Germany
- Greece
- Italy
- Mexico
- Netherlands
- North Macedonia
- Norway
- Paraguay
- Peru
- Portugal
- Russia
- South Africa
- Spain
- United Arab Emirates
- United States of America
- Uruguay

Business sector



Evolution in the number of visitors





ProSpirits

ProWine São Paulo also carries the ProSpirits label, offering a dedicated area for spirits from all over the world.

A report by IndexBox reveals that Brazil, Mexico, and Venezuela together account for approximately 73% of distilled beverages and liqueur consumption in Latin America and the Caribbean (2024 data). When it comes to whisky, Brazil leads the region, with around 56 million liters consumed in 2024, almost twice as much as Mexico, which ranks second with approximately 24 million liters.

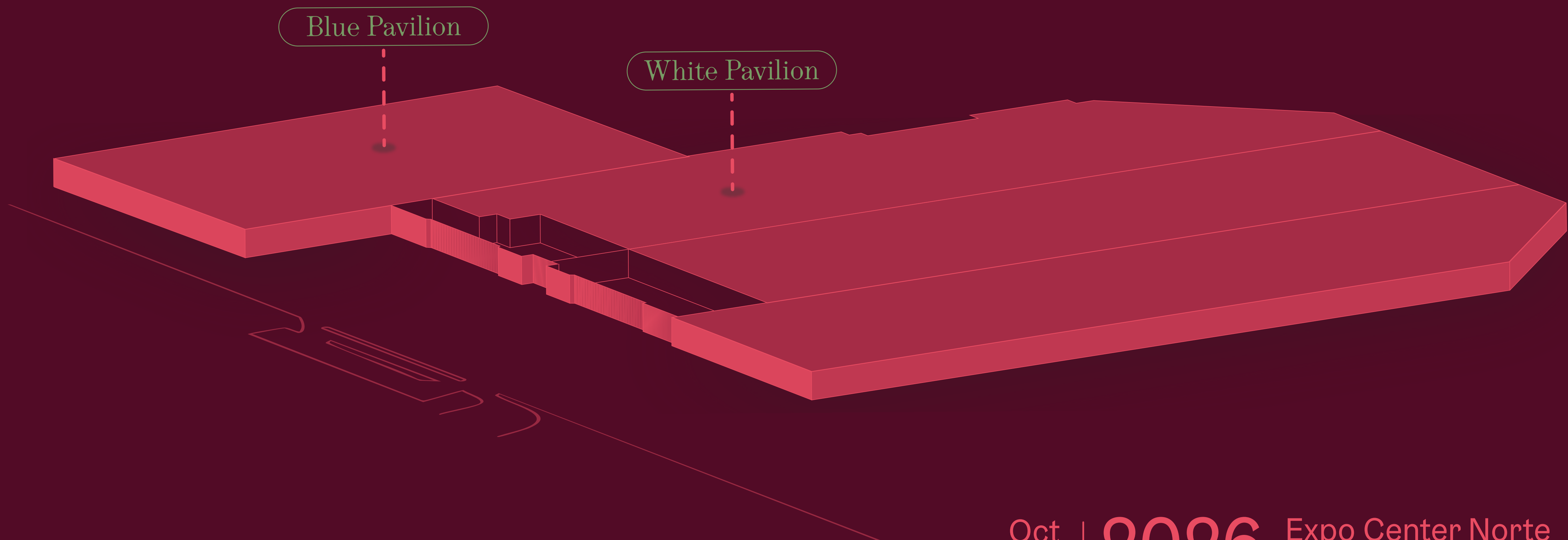
Distilled beverages represent 12% of total alcoholic beverage revenue in Brazil, showing vast growth potential in this category, especially when compared to countries with similar market characteristics.



Welcome to São Paulo

Blue Pavilion

White Pavilion



Oct
06 to 08 | **2026** Expo Center Norte
São Paulo | Brazil

Participation options

Space Only

(Minimum of 9m²)

Investment: USD 280/m²

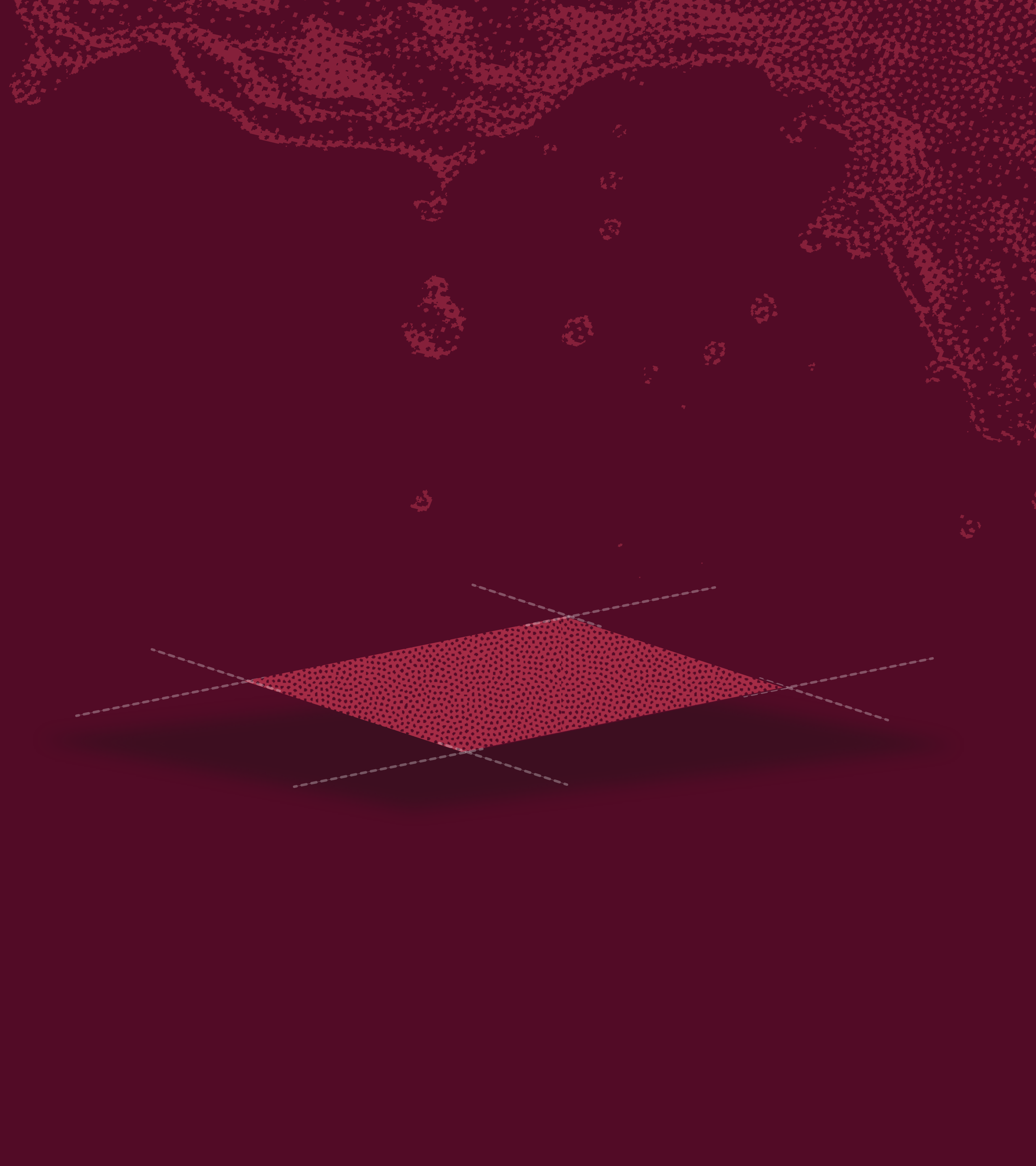
Ideal for exhibitors who wish to build their own booth

Fees

Media: USD 135

City Hall: USD 165

Payments accepted until September 6th, 2026



Participation options

Basic Design Assembly

(Minimum of 9m² and maximum of 30m²)

Investment: USD 185/m²

Includes:

- Crystal glass panels
- 1m² storage room with lockable door
- 1 round table
- 3 chairs
- 1 lockable counter
- 2 shelves
- 1 electrical outlet every 9m²
- 1 waste bin
- Personalized fascia board with company logo
- Customized wall graphic
- Logo applied on the counter
(artwork provided by the exhibitor)

Fees

Media: USD 135

City Hall: USD 165

Payments accepted until September 6th, 2026



Participation options

Plus Design Assembly

(Minimum of 9m² and maximum of 30m²)

Investment: USD 225/m²

Includes:

1m² storage room with lockable door

1 round table

3 chairs

1 lockable counter

6 shelves

1 electrical outlet (as needed)

1 waste bin

White MDF ceiling with LED lighting

Fascia covered with printed canvas

Printed canvas wall graphics

Logo applied on the counter

(Artwork provided by exhibitor)

Fees

Media: USD 135

City Hall: USD 165

Payments accepted until September 6th, 2026



Participation options

Gadgets

(For accessories and services only)

Investment: USD 1,950

Includes:

1 lockable showcase with glass shelves

1 electrical outlet

1 round table

3 chairs

Personalized logo on the wall

Fees included (Media and City Hall)

Payments accepted until September 6th, 2026



Participation options



Investment: USD2,300

Includes:

1 pack of 50 tasting glasses

1 spittoon

1 ice bucket

1 showcase counter

3 shelves

1 stool

1 waste bin

2 personalized logos (1 on the wall and 1 on the counter)

Fees includes (Media and City Hall)

Payments accepted until September 6th, 2026



ProWine Forum

Within the corridors of the largest professional wine and spirits trade fair in the Americas, the ProWine Forum brings together those eager to dive into ideas, stories, and tastings that broaden horizons and enrich professional practice.

Over the course of three days, renowned specialists, educators, sommeliers, and brands present masterclasses that reveal the diversity of styles, regions, and concepts that shape the market.

The goal is to create an environment where theory and the glass go hand in hand. The ProWine Forum promotes high-level dialogue, where knowledge and experience combine to help professionals understand industry changes and appreciate the essence behind every bottle.



Contact us

+55 (11) 2365-4313

Sales: prowinesaopaulo@prowinesaopaulo.com.br

Operational: operacional@emmebrasil.com.br

Marketing: mkt@emmebrasil.com.br

Communication: julio@emmebrasil.com.br / vanessa@emmebrasil.com.br



Connect with ProWine São Paulo

Book your...

TICKET

Mumbai

31 Oct —01 Nov 2025

Shanghai

12—14 Nov 2025

Düsseldorf

15—17 Mar 2026

Tokyo

15—17 Apr 2026

Singapore

21—24 Apr 2026

São Paulo

06 —08 Oct 2026

Hong Kong

10—12 May 2027

TO THE WORLD

...of Wines and Spirits.