



São Paulo

www.prowinesaopaulo.com

ProSpirits

WHERE BUSINESS
IS RICH IN TASTE

International Trade Fair
for Wines and Spirits.

30 Sep -
02 Oct

ProWine
São Paulo

2025

Expo Center Norte | São Paulo

Organization



Media

ADEGA

Supported by



Venue





ProWine São Paulo is a spin-off from ProWein Düsseldorf, the largest trade fair in the wine and spirits sector. Exclusively aimed at the B2B market, since its debut in Brazil in 2019, it has brought together the sector's main players for three days of business generation, launches, networking and knowledge sharing.

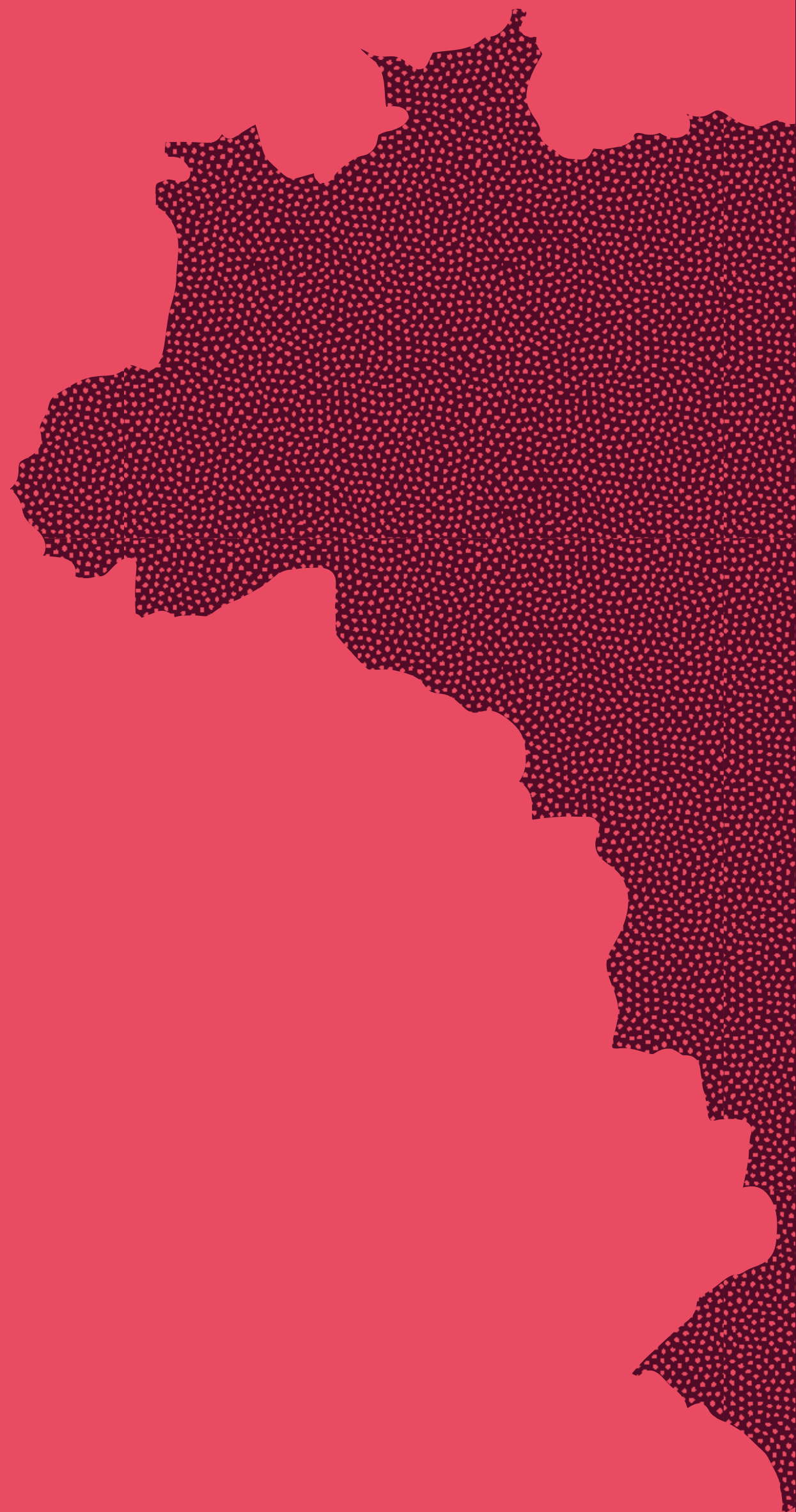


Why São Paulo?

Brazil is the largest consumer of wine and spirits in Latin America, with a total consumption of approximately 440 million bottles last year. São Paulo was chosen to host ProWine due to its strategic position as the region's main financial and commercial center. With a diverse and multicultural population, the city reflects the range and variety of the wine and spirits market, attracting professionals from different parts of the world. It also offers modern infrastructure, an excellent hotel network and easy access to international airports, making it an ideal hub for large-scale events.



Wine market in Brazil



— **14th** Among the largest wine consumers in the world (4 million hectoliters)
(Wine Intelligence)

— **15th** Largest wine producer
(International Organisation of Vine and Wine)

— **14th** Largest grape producer in the world
(International Organisation of Vine and Wine)

— The first months of 2024 recorded a 9% increase in wine imports into the country
(Ideal BI Consulting)

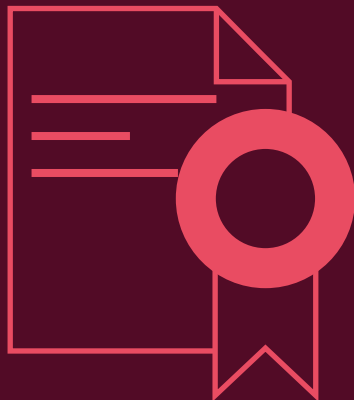
Visitors



15,000
Total visitors

73%
From South America

27%
From other regions



Qualified
visitors

87%
Of the visitors are decision
makers

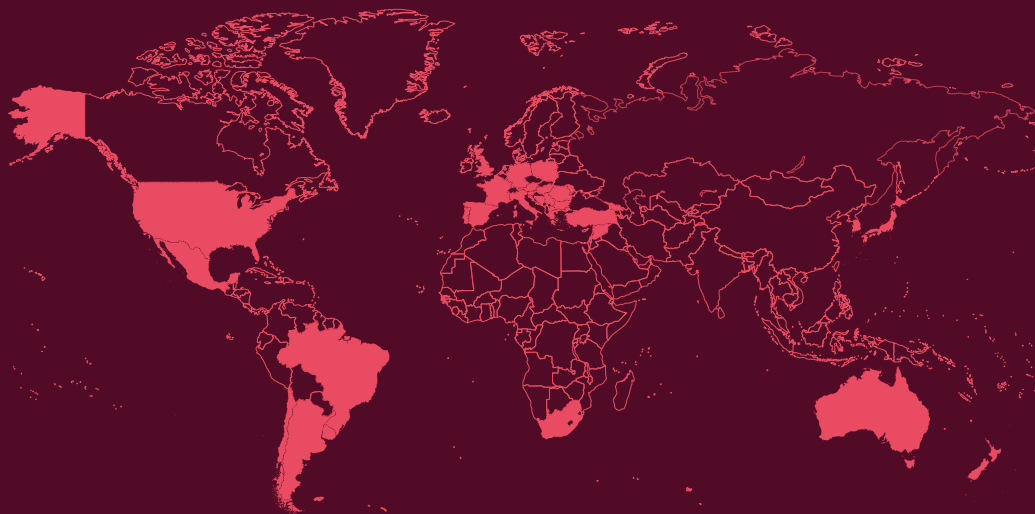
Exhibitors



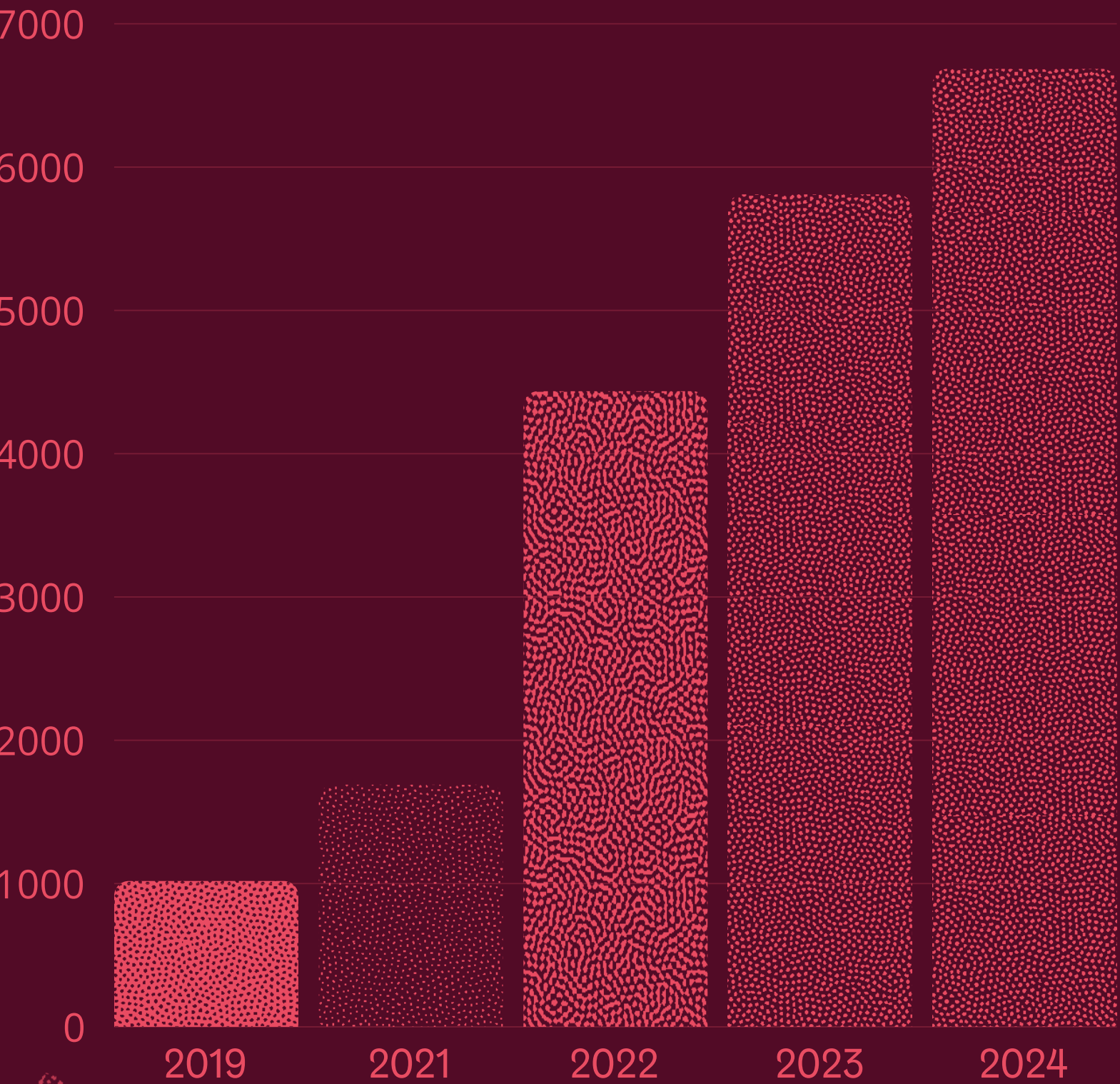
1,402
Wine and spirits exhibiting
brands



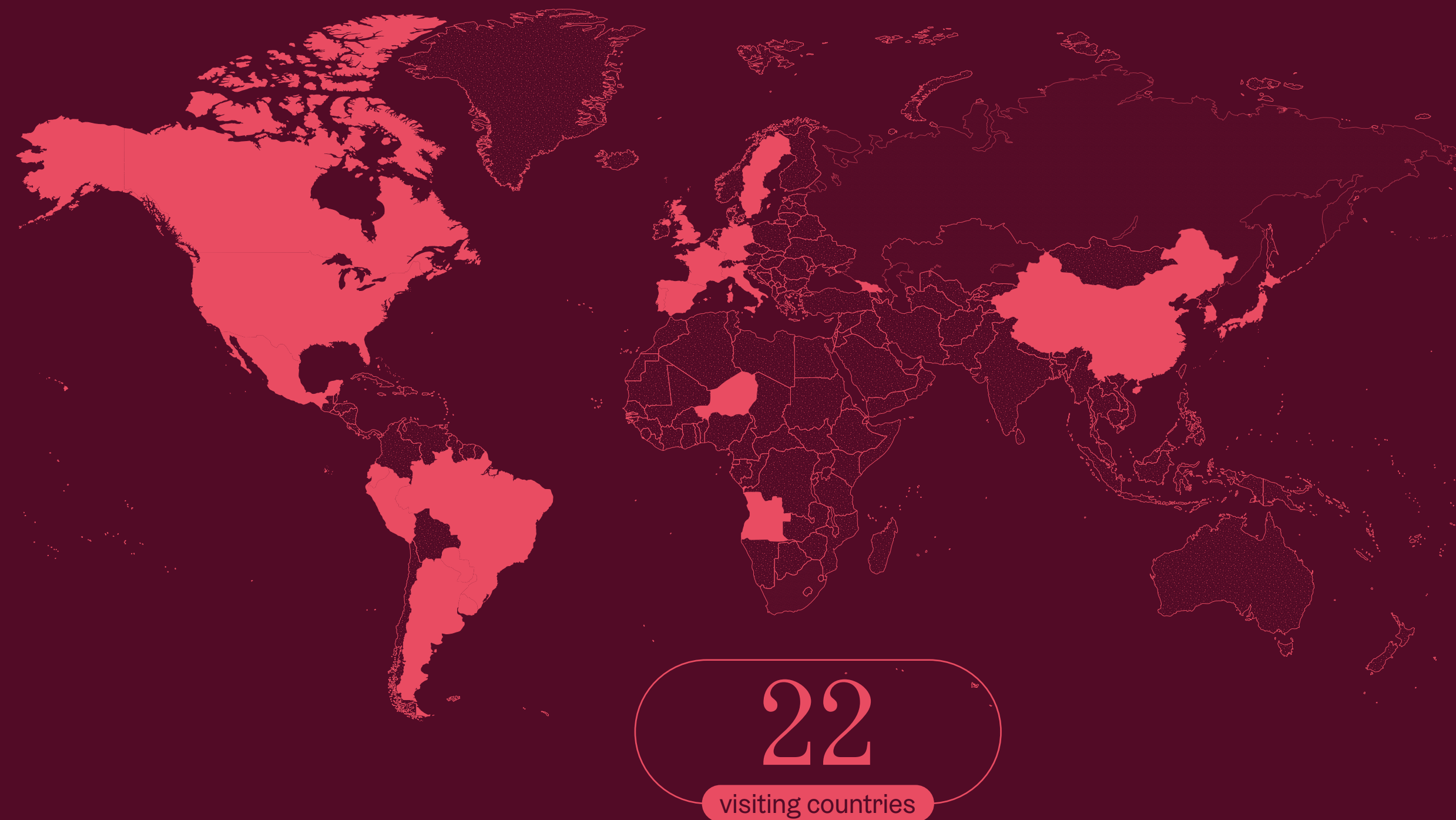
34
Exhibiting countries



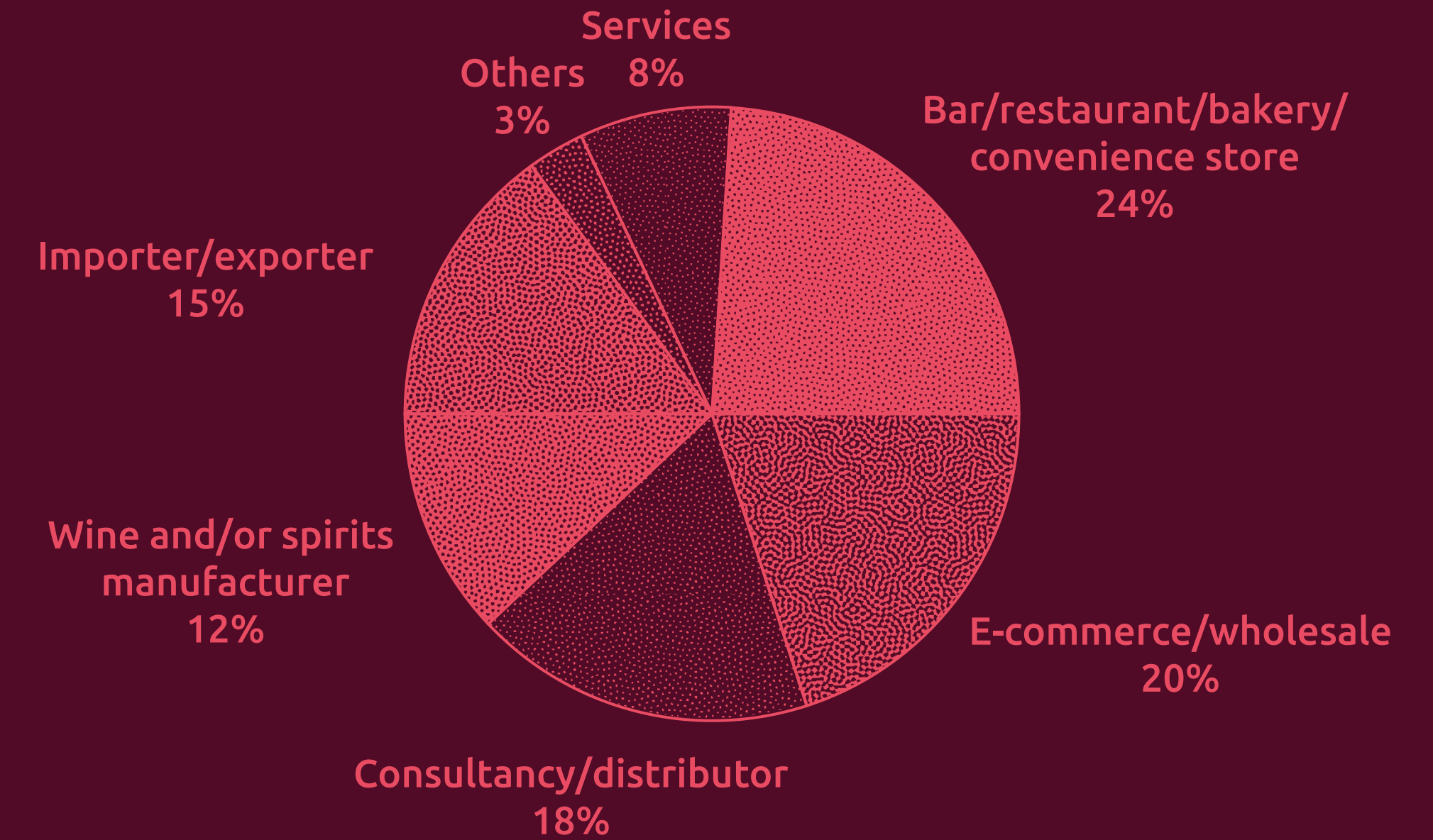
Net square meters



Visitor Profile



Area of Activity



Evolution in the number of visitors

ProSpirits

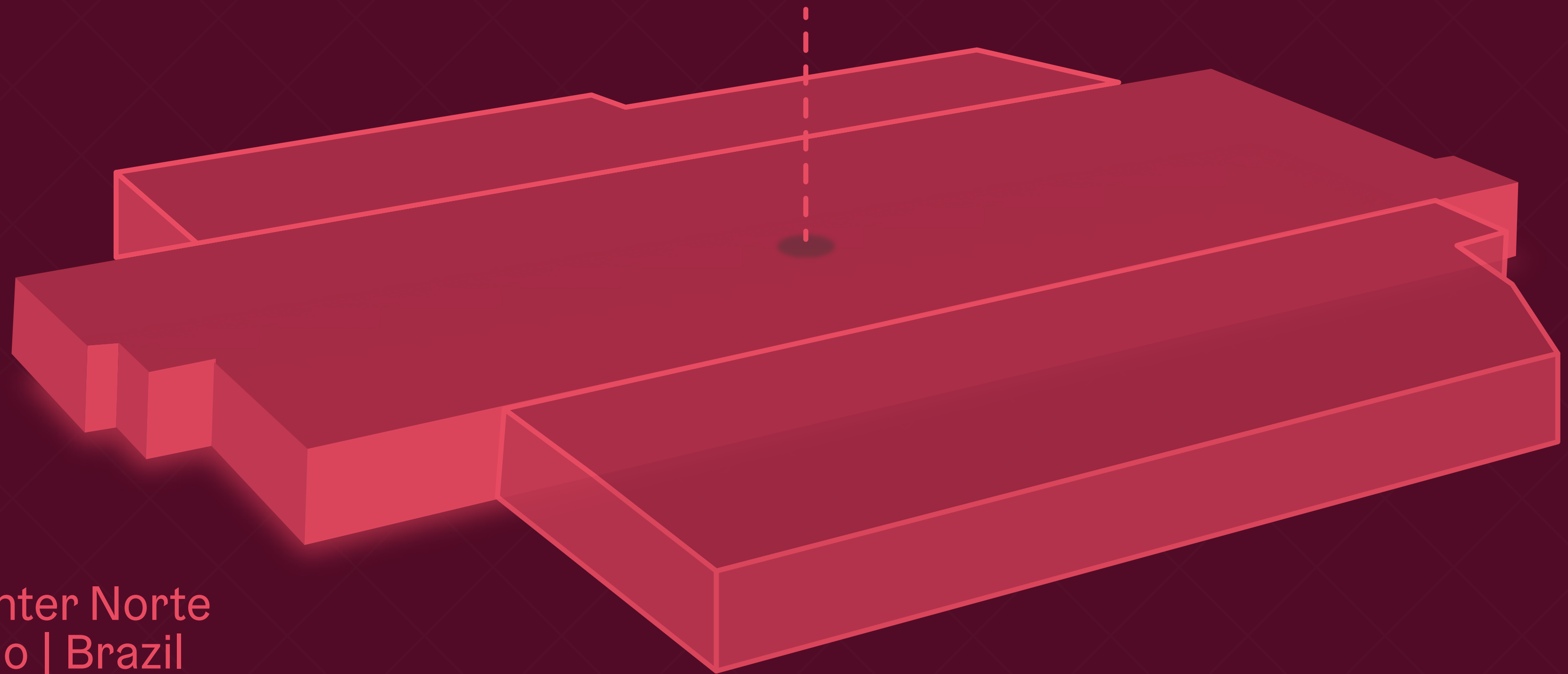
New for the 2024 edition, ProSpirits is a space dedicated to spirits from around the world. A big success at ProWein Düsseldorf, it is an immersion in this category of drinks where manufacturers, distributors and market professionals come together to explore the latest trends, favorite classics and exclusive creations.

Distilled spirits account for 12% of total sales of alcoholic beverages in Brazil. There is a vast opportunity for growth in this category, especially when compared to countries with similar market characteristics.



Welcome to São Paulo

Green Pavilion



30 Sep - 02 Oct | **2025** Expo Center Norte
São Paulo | Brazil

Options for Participation

Space only

(Minimum of 9m²)

Investment: USD\$ 255/m²

Ideal space for exhibitors to build their own stands

Fees

Media: USD\$ 120

City Hall: USD\$ 165

Payment due by 08/29/2025



Options for Participation

Basic design assembly

(Minimum area of 9m² and maximum of 30m²)

Investment: USD\$ 160/m²

Includes:

- Crystal glass panels;
- 1m² Lockable storage room;
- 01 Table;
- 03 Chairs;
- 01 Lockable counter;
- 02 Shelves;
- 01 Socket every 9m²;
- 01 Garbage bin;
- Fascia board with company logo;
- Visual communication on one wall;
- Logo on the counter;
- (Artwork provided by the exhibitor).

Fees

Media: USD\$ 120

City Hall: USD\$ 165

Payment due by 08/29/2025



Options for Participation

Plus design assembly

(Minimum area of 9m² and maximum of 30m²)

Investment: USD\$ 200/m²

Includes:

1m² Lockable storage room;

01 Table;

03 Chairs;

01 Lockable counter;

06 Shelves;

01 Socket as required;

01 Garbage bin;

White MDF ceiling with built-in led lighting;

Fascia board covered in printed canvas;

Canvas printed image;

Logo on the counter;

(Artwork provided by the exhibitor).

Fees

Media: USD\$ 120

City Hall: USD\$ 165

Payment due by 08/29/2025



Options for Participation

Gadgets

(For accessories and services only)

Investment: USD\$ 1,800

Includes:

01 Showcase with glass shelf, door and key;

01 Socket;

01 Glass table;

03 Chairs;

Personalized logo on the wall.

Fees included (City Hall and media)

Payments due by 08/29/2025



Options for Participation



Investment: USD\$2,000

Includes:

- 01 Glass package with 50 units;
- 01 Spittoon;
- 01 Ice bucket;
- 01 Showcase counter;
- 03 Shelves;
- 01 Stool;
- 01 Garbage bin;
- 2 personalized logos, 1 on the wall and 1 on the counter;

Fees included (City Hall and media)

Payments due by 08/29/2025



ProWine Forum

One of the highlights of the event is the ProWine Forum, an exclusive space for knowledge, innovation and tasting. Divided into rooms, the initiative offers a unique platform for experts and exhibiting brands to share their expertise, launches and trends with a qualified audience eager for discoveries. The initiative has consolidated itself year after year as a dynamic environment where professionals can immerse themselves in the nuances of the world of wines and spirits, guided by some of the sector's greatest experts.



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Connect with ProWine São Paulo

Book your...

TICKET



TO
THE
WORLD

...of Wines and Spirits.

Düsseldorf
16—18 Mar 2025

Mumbai
08—09 Nov 2024

Shanghai
12—14 Nov 2024

Tokyo
15—17 Apr 2025

Hong Kong
14—16 May 2025

São Paulo
30 Sep —02 Oct 2025

Singapore
21—24 Apr 2026