# EUROVINO Wine Guide and Exhibitor Directory – Overview for Exhibitors


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## 1. What is the EUROVINO Wine Guide, who is the Weinguido, and why should I list my wines and company details?

### 1.1 The Weinguido: The EUROVINO Wine Guide's AI-powered search assistant

The EUROVINO Wine Guide is a digital directory that enables visitors to search specifically for the wines and exhibitors featured at the fair. Using the Weinguido search bar, visitors can search by grape variety, growing region, vintage, price or intended use, for example; it can also answer complex questions posed by visitors.

**Examples of specific queries:**

- What red wines from the Palatinate are available?
- Who offers a dry Riesling for under 5 euros to make a wine spritzer?
- Which wines are suitable for serving by the glass or with sushi?
- Which wines are available for delivery by pallet?

To ensure your wines are found and recommended, they must be listed in the Wine Guide with complete and up-to-date information. The more complete your details, the easier it will be for

your wines to be found. The listings are available before, during and after the fair. All listings are directly linked to the EUROVINO exhibitor directory.

## 1.2 Why you should list your wines

- **Be found more easily:** Your wines will be visible when buyers search specifically for them.
- **More relevant contacts:** The database connects your products with interested visitors and potential business partners.
- **Be visible throughout the trade fair:** Your listings are available before, during and after EUROVINO.
- **Sharpen your profile:** Comprehensive details about your products, their uses and special features make your offering easier to understand.
- **Provide up-to-date information:** You can manage your range yourself and update changes quickly.
- **Reach new target groups:** Even visitors who are not yet familiar with your winery or your products can become aware of what you have to offer.
- **Make the most of your trade fair presence:** The database extends the impact of your participation beyond the days of the fair.
- **Make a compelling impression with images:** Upload images of your wines and your winery to bring your range to life.

### 1.3 Which details are particularly important?

Please list all the wines you are presenting at EUROVINO. The more complete your details are, the easier it will be for visitors to find your wines. The following are particularly important:

- Wine name and winery
- Link to the wine’s website
- Price and bottle size
- Growing region
- Vintage
- Grape variety
- Alcohol content

### 1.4 Additional information to improve discoverability and visibility

- Awards
- Tasting notes
- Food pairings
- Availability and delivery quantities
- Product and winery images

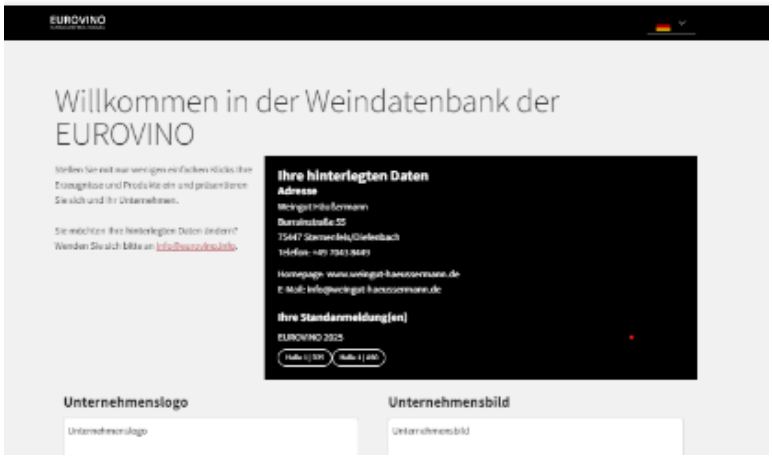
## 2. How can I enter my wines and company details?

Below you will find instructions on how to create a profile for your winery or business in the wine database so that it appears in the exhibitor directory. We also explain how to list your wines so that they too appear in the exhibitor directory and in our Wine Guide.

### 2.1 Checking and editing company details

Please start by checking the details we have on file for your company:

- Company name
- Address
- Telephone number
- Email address
- Current stand number




If any details are incorrect or need to be changed, please contact **info@eurovino.info**

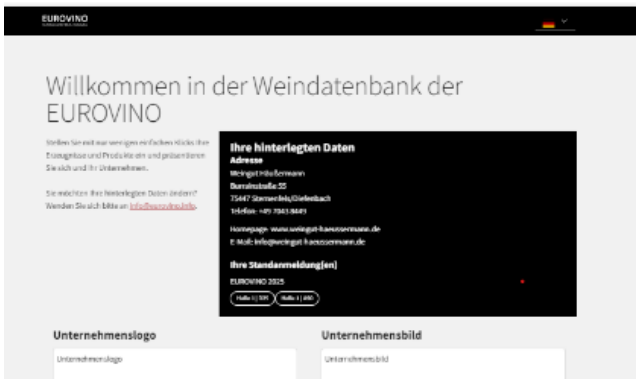
### 2.2 Uploading your logo and company image

You can upload your company logo and a company image or photo banner for display in the exhibitor directory.

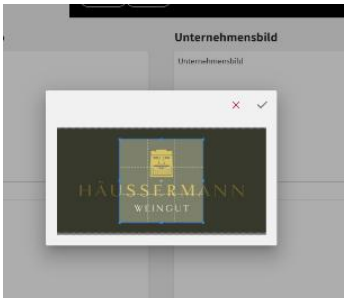
- **Logo:** 800 × 800 pixels
- **Company image:** 1920 × 640 pixels
- **File formats:** JPG or PNG
- **Maximum file size:** 8 MB

If the aspect ratio of your file does not match the specifications, you can adjust the image crop directly in your browser.

1) Use the paperclip icon to select the desired image file from your computer.




2) Adjust the image size to fit the cropped area by scrolling with the mouse wheel. You can change the scale of the cropped area using the blue dots; however, the aspect ratio is fixed.




3) Complete the editing process by clicking the green tick in the top right-hand corner.

### 2.3 Entering a company description

In the final step, you can add a company description. This will be displayed in your entry in the exhibitor directory.

Then click **'Publish exhibitor details'** in the bottom right-hand corner. This step is necessary to ensure that the data you have entered and uploaded is saved and approved for publication.

### 2.4 Checking and updating existing wines

You can edit existing wines or create new products.

If you have previously exhibited at a EUROVINO event, you will find your entries under **'Current wines'**. Previous entries can be found in the archive, for example under **'Wine Guide 2025'**. Archived wines are not visible to visitors.

Please check the pre-filled entries carefully:

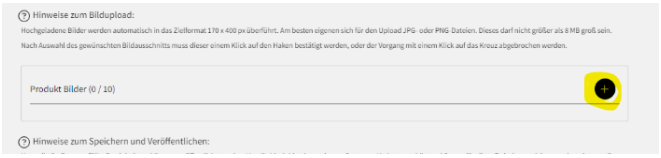
- Delete any wines that are no longer part of your range.
- Update any out-of-date information, such as the vintage or price.

- Complete the mandatory fields marked with an asterisk.
- Where possible, please also fill in the optional details.

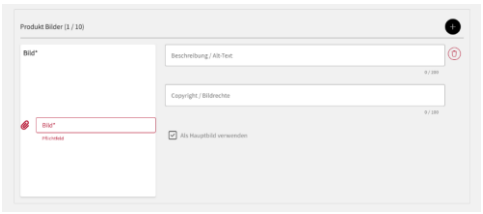
Finally, select **‘Publish product’**.

### 2.5 Adding new wines

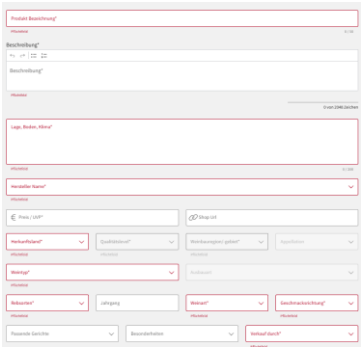
1. In the overview, select **‘Add product’**.




2. Click the **‘+’** icon in the **‘Product images’** section to open the upload area.




3. Upload an image of your bottle with the label.
    - The product image will later be displayed in the Wine Guide and the exhibitor directory next to the wine’s name.
    - The product image should have an aspect ratio of **170 × 400 pixels**.
    - Adjust the image crop by scrolling with the mouse wheel.
4. Fill in the required and optional product details.



5. Select **‘Publish product’** in the bottom right-hand corner.

Once published, the product will appear in the Wine Guide and in your entry in the exhibitor directory.

### 2.6 Checklist

Please check the following before finalising:

- Is the company information up to date?
- Is the stand number correct?
- Have the logo and company image been uploaded?
- Is the company description complete?
- Have all, or at least the most important, wines presented at EUROVINO been entered?
- Are the price, vintage and availability up to date?
- Have the product images been added?
- Have wines that are no longer on offer been removed?
- Have the exhibitor details and products been published?

**Contact for changes to company details:** info@eurovino.info