

EUROVINO
Trade fair for wine. Karlsruhe.

Messe Karlsruhe expands portfolio and strategically positions itself on the topic of wine

Founding Advisory Board votes unanimously for new EUROVINO trade fair

Karlsruhe, 07.07.2022 – On 29 June 2022, Messe Karlsruhe invited numerous wine experts to discuss in depth the possibilities of a market accompaniment about wine. Under the expert leadership of the long-standing editor-in-chief of the leading wine magazine "Weinwirtschaft", Dr Hermann Pilz, the meeting advanced to the founding meeting of an advisory board for a new trade fair for wine. The newly founded advisory board unanimously decided to establish a trade fair format at the Karlsruhe location under the name EUROVINO, which is aimed decidedly at the professional world. Dr Hermann Pilz comments: "For some time now, it has been apparent that producers of high-quality and innovative wines from the German and European markets lack an independent, focused platform. The idea is to offer producers and marketers from Germany and neighbouring countries a well-structured range of high-quality wines. A supporting programme will provide visitors from the wine trade, food retail and gastronomy with valuable insights that will help them in their everyday work to design innovative and high-quality wine assortments and thus stimulate their sales."

Frank Thieme, divisional director of Messe Karlsruhe, adds: "The top-class advisory board encouraged us to take this step for the wine industry. We are very pleased to be able to offer the market a solid, carefully designed and affordable trade fair in the heart of Germany's largest wine-growing regions."

The importance of focusing on the market and its needs in the conception of the fair is underlined by David Köhler, EUROVINO project manager: "Only through intensive personal contact with wine producers and buyers can the wishes of the market be taken on board. We are in very close contact with the industry in order to incorporate everything that is really important for our exhibitors and visitors into the concept of EUROVINO." In addition to Dr Hermann Pilz, the advisory board members include e.g. Claudia Stern from "Wine & Glory", Michael Kugel from the association "Die Weinreferenten", Petra Neuber from the association of ecologically working wineries "ECOVIN", Martin Schmidt from "Friedrich Kiefer KG Privatkellerei und Weingut", Holger Willy from "Rolf Willy GmbH", Martin Kutscher from "Scheck-In - Einkaufs - Center Achern GmbH", Felix Riegel from "Peter Riegel Weinimport GmbH" and Barbara Wanner from "Organize Communications GmbH". Advisory board members thus represent the most important target groups in the wine industry, both on the supplier and customer side, and stand for consulting, expertise and networking in the respective region.

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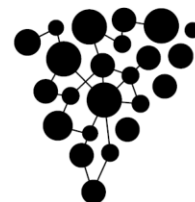
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Another specialist event on the subject of "wine" – the Winzer-Service-Messe – has been in the guest fair portfolio since 2015 and pays tribute to the great expertise of Messe Karlsruhe on this subject. The Winzer-Service-Messe is Germany's largest trade fair for viticulture and cellar management and will open its doors from 8 - 10 February 2023 for what is already its fifth edition. Around 500 exhibitors will present themselves to the trade public on more than 28,000 square metres.

In addition, RendezVino, organised by Messe Karlsruhe, has been offering wine lovers wine trends to taste, experience and take away at Karlsruhe Trade Fair Centre in the spring for 30 years. At the next RendezVino from 24 to 26 March 2023, visitors from the target group of end consumers can expect an even larger number of exhibiting vintners and will be complemented by numerous manufactories for exquisite products all about enjoyment and taste.

Further details on the new trade fair are available at www.eurovino.info.