

**EUROVINO**  
Trade fair for wine. Karlsruhe.

## **EUROVINO 2024: Pre-event in March 2023 offers a foretaste of the new trade show for wine**

**Karlsruhe, 10 November 2022** – On Monday, 6 March 2023, Messe Karlsruhe offers exhibitors and trade visitors the opportunity to get to know the new EUROVINO trade show for the first time at a pre-event: Guests can look forward to a multifaceted mix including the presentation of the new trade show concept, the announcement of the winners of the FAIR WINE AWARD and the interactive presentation of new wines. The event will also feature a symposium on the future topics of the wine industry. An evening event bringing together the who's who of the industry will complete the pre-event.

### **EUROVINO pre-event offers a wide range of highlights**

As one of the highlights of the pre-event exhibitors will present their stands, showing all-in packages in different formats, joint stands and individual stands. Potential new exhibitors will thus be able to experience the performance of the new concept on site and get information about booking options from the Messe Karlsruhe team. In addition, the pre-event will give a foretaste of the "Digital Wine Exchange": This is a new online platform that will showcase a broad variety of wines. To create an excellent link between the digital and real world, these wines can be tasted on site.

What's more, wines matching the future topics of the wine industry will be showcased in a separate tasting zone in the large event hall of Messe Karlsruhe. Visitors can sample the winning wines from the new FAIR WINE AWARD, dedicated to sustainable wine production, new resistant grape varieties as well as historical and traditional grape varieties. The winners of the different categories of the FAIR WINE AWARD will be announced at the EUROVINO pre-event on 6 March 2023, where they will receive their certificates and awards. The FAIR WINE AWARD honours those wines that guarantee 360° sustainable production.

The EUROVINO pre-event will reflect diversity and future-oriented concepts. In doing so, the diversity of European winegrowers, wine marketers and the wine trade will be the centre of the event programme on 6 March 2023. More than 12 renowned speakers will shed light on the future topics in panel lectures, discussions, speaker corners and tastings. "The event will focus on wines of the future, on climate change, nature and environmental protection with their impact on changing consumer behaviour. Messe Karlsruhe is thus realising a long overdue vision of the future for an innovative wine market", comments the Chairman of the Advisory Board of the EUROVINO trade fair, Dr. Hermann Pilz.

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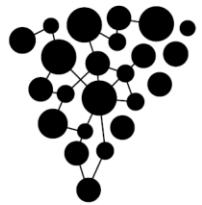
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The pre-event ends in the evening with a get-together, offering an opportunity for informal exchange and a culinary conclusion to the day. The patron of the event is Peter Hauk, Minister for Food, Rural Areas and Consumer Protection in Baden-Württemberg, who has already confirmed his attendance for 6 March 2023.

David Köhler, Project Manager of EUROVINO, says: "We are very pleased to be able to offer potential exhibitors and trade visitors and partners of EUROVINO 2024 the opportunity to get to know the team, Messe Karlsruhe, various stand construction systems and also the content of the new trade fair on site at the pre-event in March 2023, thus creating space for mutual exchange and suggestions".

#### **EUROVINO 2024 as a platform for professionals from Germany and Europe**

The new EUROVINO 2024 trade fair concept offers wine producers, vintners, wineries and cellars from Europe, international marketing associations, wine agencies and companies from the wine import and wine wholesale trade with an international range of products a powerful new platform that guarantees an efficient and state-of-the-art trade show appearance, conveniently located in the centre of Europe. EUROVINO is reserved for expert visitors from the food and specialist trade, the import and distribution trade, wine agencies, the hotels and gastronomy. The programme is curated by Messe Karlsruhe and the advisory board, which is made up of prominent members, so that visitors meet competent exhibitors whose products have both market relevance and prestige.

More about the new EUROVINO trade fair from 3 to 4 March 2024 and the pre-event on 6 March 2023 at [eurovino.info](http://eurovino.info).