

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

## Just a few days until the premiere of EUROVINO: An overview of the new trade fair for wine in Karlsruhe

**Karlsruhe, February 26, 2024** – On March 3 and 4, 2024, Messe Karlsruhe will become a focal point for decision-makers from the retail, gastronomy, and hotel industries: That's when the premiere of the new trade fair for wine will take place, featuring around 300 exhibitors representing approximately 500 wineries from around 30 countries. An accompanying program consisting of the Expert Area, the Power Breakfast, and the Networking Evening on the Sunday of the fair completes the portfolio of EUROVINO.

### A variety of German and European (sparkling) wines as well as current industry trends will be presented to the professional audience

The portfolio of around 300 exhibiting wineries, cooperatives, associations, and importers showcases a diversity of high-quality and innovative wines and sparkling wines, primarily from Germany and Europe. The list of exhibitors can be found at any time at [www.eurovino.info/aussteller](http://www.eurovino.info/aussteller). It also addresses [current industry topics and trends](#), such as de-alcoholized products, wines from fungus-resistant grape varieties, new packaging solutions, and reusable systems.

*"The EUROVINO represents a new, focused platform for the German and European market that clearly centers wine as a cultural asset, offering visitors a well-structured and high-quality range of exhibitors as well as time for professional exchange,"* summarizes Dr Hermann Pilz, Chairman of the EUROVINO Advisory Board.

The wine and sparkling wine offerings of EUROVINO are to be discovered in Hall 1 not only at the stands of the exhibitors but also in the tasting zone belonging to the Fair Wine Award (more on this below) and as part of the **Digital Wine Exchange**. The latter allows winemakers and wine producers to showcase their products at the trade fair without being present on-site, or to present them on another area in addition to the stand. This is based on the EUROVINO's digital wine database, the new [EUROVINO Weinguide](#): A year-round platform that displays the products of the exhibitors and facilitates targeted searches.

### Expert Area, Power Breakfast, Networking Evening: Space for information and networking

The [program of EUROVINO](#), in addition to the focus of the new trade fair for wine – the presentation of the wine and sparkling wine offerings of the exhibitors – is deliberately kept concise and tailored to the needs and topics of the professional audience. In the entrance hall of Messe Karlsruhe, visitors can find targeted information on various topics for retail, gastronomy, and hotel industries at nine consulting counters in the Expert Area from industry experts. The range of content spans from new approaches in marketing to recruiting and

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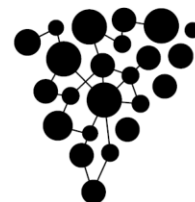
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training of employees, and to topics contributing to sustainability. David Köhler, project manager of EUROVINO, highlights:

*"With the Expert Area, we consciously opt for an alternative to a classic lecture program: This way, visitors can flexibly gather the information and insights relevant to them at the counters and discuss topics and questions very individually with the respective specialists and experts."*

Short presentations are given as part of the **Power Breakfast** at the start of both days of the fair, where the various topics of the Expert Area are introduced. The accompanying program of EUROVINO is completed by the **Networking Evening** on the fair Sunday, which includes welcoming speeches from the political sphere and the closing get-together with buffet and music, as well as the presentation of the aforementioned **Fair Wine Award**. As an international competition for sustainably and environmentally produced wines, it addresses the challenges faced by global viticulture in times of climate change and in the course of adapting to changed natural and social conditions. For the first time, the "Wine Merchants of the Year" will also be awarded in various categories.

### Secure tickets for EUROVINO now

Professionals from the wine trade, beverage and food retail, import and export trade, distribution trade, wine agencies, hotel industry, gastronomy, as well as sommeliers who want to experience the exhibitor portfolio and program at EUROVINO live can secure their tickets online at [www.eurovino.info/tickets](http://www.eurovino.info/tickets). Proof of professional status is required. Tickets can also be purchased at the on-site ticket offices on the day of the event, with the appropriate proof of professional status.

### EUROVINO at a glance

Located in the centre of the four largest German wine-growing regions of Rheinhessen, Pfalz, Baden and Württemberg, Messe Karlsruhe will present the premiere of EUROVINO on March 3 & 4, 2024. As a new trade fair for wine, it is aimed at wine producers, marketers and buyers with a focus on the German-speaking and European sales market.

- Opening hours: March 3 & 4, 2024, 10am to 6pm
- Power Breakfast at the start of both days from 9am
- Expert Area with nine advice counters for the retail, hotel and catering sectors, open from 10am to 6pm
- Networking Evening on March 3, 2024 from 6pm, including presentation of the Fair Wine Award

To find out more about EUROVINO, visit [www.eurovino.info/en](http://www.eurovino.info/en), [LinkedIn](#), [Instagram](#) and [Facebook](#).