

EUROVINO
Trade fair for wine. Karlsruhe.

EUROVINO 2024: Press talk provides insights into the new trade fair for wine and puts sustainability centre stage

Karlsruhe, December 4, 2023. 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 and 4, 2024, from 10am to 6pm. 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 markets. EUROVINO offers the industry a relevant overview of the market and its innovations as well as a platform for personal, mutual exchange.

Information, networking, new presentation opportunities: What visitors and exhibitors can expect at EUROVINO

Trade visitors from the retail, gastronomy and hotel sectors can look forward to a market-relevant range of wines and sparkling wines from curated exhibitors in Hall 1 at EUROVINO, as well as an informative, accompanying programme in the entrance hall at Messe Karlsruhe. There are currently 185 exhibitors confirmed for EUROVINO, representing over 300 wineries. The programme will include an Expert Area with eight advice counters, where visitors can obtain information on topics relevant to the retail, catering and hotel industries. This will be complemented by the Power Breakfast, during which there will be short keynote speeches on the topics addressed in the Expert Area, starting at 9am on both days of the fair. There will also be a networking evening starting at 6pm on the Sunday.

For exhibitors, EUROVINO is an opportunity to showcase product ranges in a setting that focuses on the topic of wine and promises a fair price-performance ratio through sustainable and reusable stand construction concepts and new presentation formats. Options include complete or shared stands and the Digital Wine Exchange (DWE). Exhibitors can not only save money but also support sustainability goals with complete stands, almost all of the components of which can be reused. This also applies to the "New Style" complete stand, a stand construction concept made of reclaimed wood, that has been very well received by exhibitors and is now fully booked for EUROVINO 2024.

The Digital Wine Exchange is a new format that enables winegrowers and wine producers to exhibit their products at the trade fair without having to be on site themselves. The concept is based on a digital wine database, the new EUROVINO Weinguide: a year-round platform that lists exhibitor products and enables targeted searches. DWE exhibitors detail their booked wines in the guide and send them to Messe Karlsruhe in order for them to be showcased at EUROVINO.

Further information can be found at www.eurovino.info/en and on [LinkedIn](#), [Instagram](#) and [Facebook](#).

Karlsruher Messe- und Kongress GmbH
Festplatz 9
76137 Karlsruhe | Germany
tel +49 721 3720-0
fax +49 721 3720-99-2116
info@messe-karlsruhe.de
messe-karlsruhe.de

Messe Karlsruhe
Messeallee 1
76287 Rheinstetten | Germany

Kongresszentrum
Festplatz 9
76137 Karlsruhe | Germany

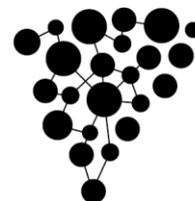
Managing Director
Britta Wirtz

Chairwoman of the Supervisory Board
First Mayoress
Gabriele Luczak-Schwarz

Register Court
Mannheim HRB 100147

Member
AUMA | FKM | GCB
IDFA | EVVC | ICCA

eurovino.info/en



EUROVINO
Trade fair for wine. Karlsruhe.

EUROVINO and its exhibitors push the topic of sustainability

It is not only the stand construction that plays a role in the context of sustainability at EUROVINO: both the aforementioned programme and the networking evening with the presentation of the Fair Wine Award, an international competition for sustainable and in an environmentally friendly way produced wines, will map relevant topics. EUROVINO would also like to give selected sustainable exhibitors more visibility digitally and on site by upgrading their marketing services free of charge, for example through green stand numbering and specially marked entries in the EUROVINO Weinguide.

The topics of ecology and sustainability, from cultivation to production and distribution, will be mapped by the exhibitors in various forms.

At the press event, Dieter Hallerbach, Head of Logistics at exhibitor Peter Riegel Weinimport, outlined the importer's efforts in the logistics sector and motivated other companies: "Every company can start implementing sustainability goals at any time. Our aim is to communicate this and to be a practice example for our colleagues in the industry. We see climate-orientated economic activity in conjunction with a consumer lifestyle that includes wine appreciation as a guarantee for the future."

Dr. Keith Ulrich, Chairman of the Board of Fair and Green e.V. and also an exhibitor at EUROVINO 2024, examined the topic of sustainability in the context of winegrowing, and declared: "Sustainable, future-proof viticulture is more important than ever in today's world. That is why we are always in dialogue with winegrowers and scientists to discover future-proof solutions to current problems. After all, sustainability is inextricably linked with innovation: This means the reduction of CO2 emissions, for example, the use of lightweight glass bottles and the development and implementation of biodiversity measures that enhance agricultural land. It is also important to have partners in the upstream and downstream sectors who share the idea of sustainability."

The talk on December 4, 2023 with moderator Dr. Hermann Pilz, Chairman of the EUROVINO Advisory Board, David Köhler, Project manager of EUROVINO, Dieter Hallerbach, Dr. Keith Ulrich and Prof. Dr. Dominik Durner, from the Neustadt Wine Campus, [can be viewed in full here](#).