



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

## **Sustainability is presented in many different ways at EUROVINO 2025**

**Karlsruhe, 6 February 2025.** While the wine industry is currently meeting at the Winzer-Service trade fair at Messe Karlsruhe, preparations for the next wine-related trade fair are in full swing: the second edition of EUROVINO – Trade Fair for Wine, organised by Messe Karlsruhe, is scheduled for 9 and 10 March 2025. [Over 400 wine producers and marketers](#) are looking forward to presenting new products and highlights from their own range of wines and sparkling wines to visitors from the retail, catering and hotel sectors. In addition to other topics, the aspect of sustainability also plays a relevant role.

### **The exhibitors' endeavours can be seen in a variety of ways**

From cultivation to production and logistics: the list of possibilities and measures with which the exhibitors at EUROVINO endeavour to contribute to greater sustainability in practice is long. These include avoiding the use of herbicides, insecticides or glyphosate, the cultivation of Piwi grape varieties (fungus-resistant grape varieties) and the greening of vineyards to promote species diversity and biodiversity. On the other hand, the commissioning of photovoltaic systems to generate their own electricity, the switch to recyclable packaging solutions, lightweight glass bottles or reusable systems, to name just a few examples.

Axel Neiss, owner of Weingut Neiss from Kindenheim/Pfalz and exhibitor at EUROVINO, is also concerned with the topic of sustainability in his own business and beyond and states with regard to the industry: *“The topic of sustainability has received increased attention in recent years. Over the past 15 years, many wineries have focussed on organic, but now the topic of sustainability is taking centre stage. Wineries must address related issues in order to achieve climate targets. For me personally, the realisation has grown, also from seminars: ‘Anyone without a sustainability strategy will disappear from the market’.”*

Georg Forster, Federal Chairman of ECOVIN, also represented at EUROVINO, emphasises the importance of sustainable action as a whole in this context: *“It was already our goal over 40 years ago to make viticulture ecological and sustainable - long before the term ‘sustainability’ was discovered in the industry. Sustainability is nothing new but should be a matter of course that drives people to preserve nature for future generations.”*

EUROVINO offers an ideal platform for engaging in dialogue on this topic with exhibitors on site - also against the background of organic and sustainability certifications and memberships. EUROVINO gives exhibitors with such certifications the opportunity to achieve greater visibility for them both digitally and on site: Be it by displaying their certifications or memberships in the [EUROVINO Weinguide](#), adding them to the [list of exhibitors](#) or providing additional signage at their stand.

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## **EUROVINO - sustainability always in focus**

In addition to reflecting the topic of sustainability in the exhibitors' portfolios, the conceptualisation and further development of EUROVINO as a trade fair format also took the opportunity to increasingly incorporate sustainable aspects: On the one hand, this can be seen in the range of [exhibition stands](#) - complete packages are increasingly being offered, in which almost all components are reusable. As in the previous year, the New Style complete stand, a stand concept made of reclaimed wood that was specially developed for EUROVINO, is particularly popular in the run-up to EUROVINO 2025. This was already fully booked in autumn 2024 and was therefore supplemented by another variant.

The theme of sustainability is also reflected in the EUROVINO programme: EUROVINO is the host of the **Fair Wine Award**, the international competition for sustainably and environmentally friendly produced wines from resistant and historic grape varieties. These can be discovered and tasted on site in the Fair Wine Award tasting zone. The awards will be presented during the EUROVINO Networking Evening on the Sunday of the fair. Entries can be submitted until 22 February 2025 and more information can be found at [award.fair-wine.com](https://award.fair-wine.com).

The protagonists of the **Expert Area**, which is an essential part of the EUROVINO programme and enables individual consultations on various industry topics at eight counters, will also address this aspect: among other things, they will focus on the successful and sustainable training of employees, present sustainable packaging solutions or provide information on the possible uses of cork, a material that is 100 percent sustainable by nature. In addition, the sustainability check at another counter offers the opportunity to determine your own sustainability status and receive advice on a possible future strategy. You can find out more about all the topics in the Expert Area at [eurovino.info/programme](https://eurovino.info/programme).

Further information on EUROVINO in the context of sustainability can be found at [eurovino.info/sustainability](https://eurovino.info/sustainability). There, as well as at [messe-karlsruhe.de/sustainability](https://messe-karlsruhe.de/sustainability), detailed insights can also be gained into the endeavours of Messe Karlsruhe as a whole, which has been the first trade fair in Germany to be validated according to EMAS since October 2023.

Additional content on EUROVINO is available on the trade fair's website at [eurovino.info/en](https://eurovino.info/en) and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).