

EUROVINO
Trade fair for wine. Karlsruhe.

Important impetus for the wine industry: Second edition of EUROVINO - Trade Fair for Wine is due to take place

Karlsruhe, 04.03.2025. At EUROVINO - Trade Fair for Wine next Sunday and Monday, on 9 and 10 March 2025, more than **400 wine producers and marketers from Germany and Europe** will present themselves to **trade visitors from the retail, catering and hotel sectors** at **Messe Karlsruhe** from 10 am to 6 pm. In addition to **innovations and highlights from the wine and sparkling wine sector**, visitors can look forward to an **accompanying program** consisting of a Power Breakfast, Expert Area and Networking Evening, including the presentation of the Fair Wine Award and 'New & different', the new EUROVINO Innovation & Marketing Award. Tickets are available at eurovino.info/tickets and at the box offices on site – identification as a trade visitor is required.

EUROVINO as a source of new impetus and solutions

The industry is currently being confronted with declining sales and turnover in connection with changing purchasing and consumption behavior on the part of end consumers: According to a recent report by the German Wine Institute (DWI) based on the commissioned analysis of the wine market by NielsenIQ, the volume of wine purchased in Germany fell by four per cent last year and the turnover achieved with it by five per cent, with wines from Germany being slightly more affected than imported wines from abroad (down five per cent in sales and six per cent in turnover). According to the report, DWI Managing Director Monika Reule cites demographic change and the more cost-conscious purchasing behavior of Germans as the main reasons for this, in addition to changing consumer habits.

“Especially in these challenging times, it is essential for the various industry players to gain new business impetus and find individual solutions,” emphasizes David Köhler, Project Manager of EUROVINO, and adds: *“EUROVINO offers the perfect setting for this: Exhibitors as well as visitors can discuss current topics and products in a relaxed atmosphere and establish new business relationships or strengthen existing ones.”*

Over 400 exhibitors, representing more than 700 wineries from around 30 countries, will use EUROVINO this year as a platform to present their range of wines and sparkling wines to the German-speaking and European market, **reflecting relevant industry topics and trends**: These include non-alcoholic or reduced-alcohol wines and sparkling wines, which many exhibitors have added or expanded to their portfolios ([more information here](#)), as well as wines made from fungus-resistant grape varieties (Piwis), which contribute to the overarching theme of climate change and its consequences for viticulture and represent a possible response to it.

The trend towards alternative packaging solutions and reusable systems is also reflected in the exhibitors' offerings at EUROVINO - for example in the form of

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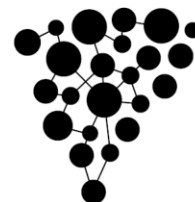
customized bag-in-box solutions or the presentation of a 1-litre or 0.75-litre reusable range.

The EUROVINO program and tasting zones will also focus on relevant industry topics and trends

The **accompanying program** of the trade fair for wine includes the Expert Area format specially developed by EUROVINO in the Entrance Hall at Messe Karlsruhe. Experts will be available at eight counters throughout the day to provide individual advice on various industry topics, focusing on the topic of sustainability and addressing the aspect of alternative packaging, for example. Sustainability also plays a role in the **Fair Wine Award**, which focuses on sustainably and environmentally friendly wines made from resistant and historical grape varieties, again taking up the theme of Piwi. The Fair Wine Award will be represented at EUROVINO with its own tasting area, and the award ceremony will also take place as part of the **EUROVINO Networking Evening** on Sunday evening at 6 pm. Also part of the Networking Evening is this year's award ceremony for the winners of "New & different", the new **EUROVINO Innovation & Marketing Award**. In contrast to the Fair Wine Award, this award does not focus on the "contents of the bottle", but on everything "outside and around the bottle". The special feature here is that the judging is carried out by two committees: In addition to a jury of experts, there is also a jury of students, i.e. industry up-and-comers. This means that the award also provides entrants with explicit feedback on how their products and campaigns are received by the younger generation.

The EUROVINO program is rounded off by a Power Breakfast at the start of both days of the trade fair from 9 am – visitors and exhibitors can get in the mood for the day with a small breakfast buffet (free of charge), exchange ideas and listen to the keynote speech by motivational speaker Fabian Seewald on the stage in the Entrance Hall. The complete program overview can be found at eurovino.info/program.

In addition to the Fair Wine Awards area, the **portfolio of tasting zones** at EUROVINO consists of the **Wine Experience** and the **Wine Experience – alcohol-free**. The Wine Experience format, like the above-mentioned program formats, combines the distinctive service concept and the innovative capacity of Messe Karlsruhe: It offers exhibitors an additional placement option on site and wine producers and marketers who are not personally present at EUROVINO an opportunity to exhibit their wines on site. In 2025, this will be expanded to include the Wine Experience – Alcohol-free, which was developed in cooperation with Zenothèque from Karlsruhe, a specialist in the alcohol-free sector. EUROVINO is thus giving the current industry topic even more visibility on site and addressing the corresponding needs of the market.



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About EUROVINO

Located in the center of the four largest German wine-growing regions of Rheinhessen, Pfalz, Baden and Württemberg, EUROVINO is aimed at wine producers, marketers and buyers focusing on the German-speaking and European sales market.

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