



EUROVINO

Trade fair for wine. Karlsruhe.

Award ceremonies at EUROVINO 2025: Happy faces at the Networking Evening

Karlsruhe, 10.03.2025. As part of the EUROVINO – Trade Fair for Wine Networking Evening, the **Fair Wine Award** and **New & different, the new EUROVINO Innovation & Marketing Award**, were presented. Numerous retailers, restaurateurs, winemakers and wine producers were delighted to receive an award on the stage at Messe Karlsruhe.

New & different celebrates its premiere at EUROVINO 2025

The concept of the EUROVINO Innovation & Marketing Award was developed by Messe Karlsruhe and aims to evaluate marketing “outside and around the bottle”: the five categories therefore range from the *best product design* and *packaging*, the *best product presentation at the POS* and the *best marketing campaign* to the *innovation of the year in wine marketing*. A special feature is that the judging is carried out by two committees: In addition to a jury of experts (Experts' choice), a jury of industry up-and-comers (Young choice), namely students from Heilbronn University's Wine Marketing and Management course, also carried out the assessment. In this way, the award also provides entrants with explicit feedback on how their products and campaigns are received by the younger generation.

The two jury sessions ultimately produced the following results – congratulations to all the award-winning companies and projects!

- Category **Best product design:**
 - Young Choice: Firma Schönski GmbH & Weingut Achenbach – Logo, Corporate Design & Etiketten für das Weingut Achenbach
 - Experts' Choice: Frau Z. Kommunikationsdesign & Weinbau Neubauer – „Bin schon hier“ Sortimentsausstattung Weinbergstiere
- Category **Best packaging:**
 - Young Choice: Heuchelberg Weingärtner eG – Der 6er Mehrwegkasten aus Recyclingmaterial/0,75 l Mehrweg
 - Experts' Choice: Sektmanufaktur Schloss VAUX AG – VAUX l'Artiste
- Category **Best product presentation at the POS:**
 - Young Choice und Experts' Choice: Stiegler Einkaufscenter Speyer KG – Pälzer Buwe, Bestes aus der Pfalz
- Category **Best marketing campaign:**
 - Young Choice und Experts' Choice: Prinzip E GmbH gemeinsam mit Weinheimat Württemberg – Echt Württemberger – Was sonst
- Category **Innovation of the year in wine marketing:**
 - Young Choice: Golter – Weingut im Klee GbR – Hausberg-Weine
 - Experts' Choice: Dein neuer Weinsinn – Kino et Vino

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Fair Wine Award gives a stage to sustainable and environmentally friendly wines

With the motto "Fair has a future", the Fair Wine Award addresses the challenges facing global viticulture in the wake of climate change and adapting to changing natural and social challenges.

This year's spring competition further establishes the Fair Wine Award as a respected testing authority for wines from sustainable wine production, organic wines, wines from resistant and historical grape varieties as well as corresponding sparkling wines and sparkling wines from traditional bottle fermentation through to experimental wines and natural or orange wines.

During EUROVINO, the award-winning wines of the Fair Wine Awards can be tasted on site in the corresponding tasting zone. The winners in the various categories were also presented with their certificates at the awards ceremony during the EUROVINO Networking Evening.

All award-winning wines and the corresponding wineries can be found here:

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As part of the networking evening, the initiators of the Fair Wine Awards also selected the *wine merchants of the year* in four categories as well as the *wine bar of the year*. The following retailers and restaurateurs were delighted to receive an award:

- Category **Independent retail trade:**
E-Center Zierles, Anja und Marc Zierles, Oer-Erkenschwick
- Category **Chain-store independent retail trade:**
REWE-Markt im LÖMA Center, Björn Keyser, Radebeul
- Category **Specialized wine trade:**
Pinard de Picard GmbH & Co. KG, Ralf Zimmermann & Dr. Martin Lehnen, Saarwellingen
- Category **Online trade:**
Senti Vini Weinhandels GmbH, Bernhard Weigenthaler, Kirchheim bei München
- Category **Wine bar:**
East Grape Weinbar, Ralf Müller-Arnold, Frankfurt am Main

Congratulations!

Further information can be found on the [Fair Wine Awards](#) website.