



EUROVINO

Trade fair for wine. Karlsruhe.

ConVINOsation: EUROVINO – trade fair for wine launches new podcast format

Karlsruhe, 21 November 2024. Looking ahead to EUROVINO on 9 and 10 March 2025 at Messe Karlsruhe, the trade fair for wine is launching its own **podcast format**: with **ConVINOsation**, EUROVINO is giving **current expert topics within the industry** an additional platform and thus creating a link with topics that also play a role in formats and discussions on site.

In the first season, host and industry expert Peter Douglas DipWSET talks to specialists about topics such as ***non-alcoholic wine - trends, technologies & market potential, the role of AI in the wine industry and the new EU guidelines on nutrition and content labelling for wine sales***. These first three episodes - out of a total of ten - can already be heard at eurovino.info/podcast.

ConVINOsation thus provides wine producers, marketers and buyers with tips, ideas and impulses for daily practice and thus offers exhibitors and visitors to EUROVINO added value that is available at any time in the run-up to the trade fair - from the industry for the industry!

Interested in an audio sample? Start now with the first three episodes!

In the **first ConVINOsation episode**, the focus is on **alcohol-free wine**: host Peter Douglas and guest Frédéric Chouquet-Stringer from Zenotheque talk about the growth of the *alcohol-free wine* sector, show what needs to be done differently in the vineyard in order to produce alcohol-free wine and discuss the various technologies for dealcoholisation. They also take a look at cost and legal aspects as well as the years ahead, with Chouquet-Stringer emphasising the following with regard to *alcohol-free wine*: *'It's not a magic potion, it won't completely revolutionise a winemaker's business from one day to the next, but it is a very important building block for the future.'*

Episode two focuses on the topic of **artificial intelligence (AI)**, which is currently the subject of much discussion and is also leading to changes in the wine industry. Peter Douglas and expert Dominik Durner, Professor of Food Technology and Oenology at Kaiserslautern University of Applied Sciences / Neustadt Wine Campus, discuss the instruments behind the term AI and what impact developments in this area will have on the wine industry in the future. Durner also emphasises the importance of dealing with this topic at an early stage: *'Today, at a good school, a winemaker must also learn how to deal with social media, websites, AI, large language models, etc. These are the topics of the future. If I don't master this today, I won't be able to sell wine tomorrow. That's the key.'*

This ConVINOsation episode therefore offers a suitable opportunity for anyone who wants to get into the topic of **AI in the wine industry** outside of timetables or study programmes.

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

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In the **third episode**, which was published yesterday, Douglas and his guest, lawyer Dr Hans Eichele, a specialist in wine and food law, discuss the **new EU guidelines on nutrition and content information for wine sales**. These have been in place since the end of 2023 and include the display of QR codes on bottle labels, including the provision of various information. However, they still raise questions for some industry players, which will be clarified in this episode. Eichele categorises them in this context: *'It is true that it is now an additional burden for the industry. But the fact that we've managed to do this with the QR code makes some things easier. It's much easier to correct mistakes, you're more flexible and there's more space on the label than if you were to write everything on it. In this respect, the industry has got off lightly with the QR code.'*

Ten episodes are planned for the first season of ConVINOsation, which is only available in German, up to the days of the event on 9 and 10 March 2025. These will be released every two weeks on the usual streaming platforms and can be found directly at eurovino.info/podcast and on [Podigee](https://podigee.com).

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 with a focus on the German-speaking and European sales market. Everything you need to know about EUROVINO is always available at www.eurovino.info/en and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#). Tickets are available at eurovino.info/en/tickets – identification as a trade visitor is required.