



EUROVINO

Trade fair for wine. Karlsruhe.

Three months to go until EUROVINO in Karlsruhe: The number of exhibitors is already above last year's level!

Karlsruhe, 10 December 2024. The second edition of EUROVINO is fast approaching: The trade fair for wine will take place on 9 and 10 March 2025 at Messe Karlsruhe. Around 310 high-quality wine producers and marketers from Germany and other European countries have already registered, which means that the number of exhibitors from the premiere year 2024 has already been exceeded. All EUROVINO exhibitors that have already been confirmed can be viewed at eurovino.info/exhibitors. If you would also like to exhibit at the event, you can find all the information at eurovino.info/exhibit.

"We are delighted that EUROVINO, now in its second year, has been so well received by the industry and offers many suppliers of wine and sparkling wine products suitable access to the market," explains David Köhler, EUROVINO project manager.

This access to the market is not only represented on site by a presence with an own stand or as part of a joint presentation, but also in the context of the **Wine Experience**. The tasting zone offers exhibitors with a stand on site a further placement option, as well as wine producers and marketers who are not at EUROVINO in person or with a stand an opportunity to exhibit their wines on site. The **Wine Experience** will also have another area dedicated to **alcohol-free wines**. This tasting zone is new in 2025 and gives this important industry topic even more visibility at EUROVINO.

Expert Area, Networking Evening, Power Breakfast: the program for 2025 is ready

In addition to the exhibitors' comprehensive offering of wines and sparkling wines, EUROVINO will once again offer an **accompanying program** - tailored to the needs of visitors from the retail, catering and hotel sectors as well as those of the exhibitors.

An essential part of this is the **Expert Area** in the entrance hall of Messe Karlsruhe: During the opening hours of EUROVINO, experts will provide advice at eight counters on various topics from the retail and gastronomy sectors, such as *Focus on costs - How we can improve the profitability of our businesses* or *More sales with wine - Convincing quality meets good arguments*. With various tools and quizzes, there will also be more opportunities for visitors to interact this year. The overview of the Expert Area topics can be found at any time at eurovino.info/program.

The basic idea behind the Expert Area format is that interested parties can interact with the experts at any time and are therefore not tied to a lecture program that may compete with the visit of the exhibiting wine producers and marketers in Hall 1. This shows that the program is deliberately kept to a minimum - the stage belongs to the exhibitors.

Contact Carina Schuy
tel +49 721 3720-2305 | carina.schuy@messe-karlsruhe.de

**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

messe
— karlsruhe



EUROVINO

Trade fair for wine. Karlsruhe.

There will also be a **Power Breakfast** at the start of both days of the fair and a **Networking Evening** at the end of the first EUROVINO day. In addition to the presentation of the **Fair Wine Award** and the **new EUROVINO Innovation & Marketing Award “New & different”**, this will provide an opportunity for exchange and networking. All information on participating in the Fair Wine Award is available at fair-wine.com.

New & different - EUROVINO Innovation & Marketing Award premieres in 2025

The aforementioned “**New & different - EUROVINO Innovation & Marketing Award**” complements the range of awards at EUROVINO for the first time and gives new ideas and innovations more visibility: in combination with the Fair Wine Award, which focuses on the contents of the bottle, “New & different” focuses on marketing outside and around the bottle. The five categories include *best product design, packaging, presentation at the POS, marketing campaign and innovation of the year in wine marketing*.

The evaluation is carried out by a jury of experts, who select a winner in each category with the addition “experts' choice”. In addition, all entries will also be judged by a jury of students from Heilbronn University's Wine Marketing and Management course. This “young choice” is intended to highlight the extent to which the entries appeal to the younger target group. Applications can be submitted until January 31, 2025, and all details can be found at eurovino.info/award.

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.