

EUROVINO

Trade fair for wine. Karlsruhe.

Successful second edition of EUROVINO: Trade fair for wine establishes itself as an important sales platform

Karlsruhe, 11.03.2025. With the EUROVINO - Trade Fair for Wine, Messe Karlsruhe became the meeting place for the national and international wine industry for the second time on March 9 and 10. Trade visitors from the retail, gastronomy and hotel sectors as well as the 432 exhibitors used the trade fair to engage in discussions in a relaxed and busy atmosphere and to strengthen existing business relationships and establish new ones. EUROVINO offers an ideal sales platform for this at a time when the industry is facing numerous challenges such as declining sales and turnover in conjunction with changing consumer habits.

Innovative concept receives positive response

"If you are looking for the German sales market, EUROVINO is the right place for you as an exhibitor. The second edition of our trade fair for wine has already impressively demonstrated that our concept has been accepted by the industry," says Britta Wirtz, Managing Director of Messe Karlsruhe, adding: *"We are delighted that with EUROVINO 2025 we have not only been able to increase the number of exhibitors, but also the number of visitors to the same extent. This also applies to the reach of the trade fair. Numerous producers and importers have already booked their stand area for the upcoming EUROVINO."*

Les Grands Chais de France is one of the companies that are already planning their third participation at EUROVINO in 2026. Sandra Gless, Sales Manager, comments on the increased reach: *"We welcomed visitors from all over Germany to our stand this year and were able to talk to customers from Munich, Hamburg, Bremen and Berlin, for example. In terms of the number of visitors to our stand, we are also benefiting from our additional image via the Wine Experience: visitors taste the wines there and then come to our stand, which I think is really great."*

The Wine Experience as an innovative tasting zone was expanded at the second edition of EUROVINO and supplemented by the alcohol-free segment. With over 130 wines from around 60 exhibitors, the Wine Experience – Alcohol-Free has an outstanding range of products on offer, which was very well received by visitors, as Sarah Rosie Neumann from Neumann's Wein + Musik in Wetzlar confirms: *"Alcohol-free wine is a trend topic that we have noticed at many stands and that you have to try, which is why we think the Wine Experience – Alcohol-Free offer is great."* This also applies to Weingut Dr. H. Thanisch Erben Müller-Burggraef, which is represented as an exhibitor at the Wine Experience – Alcohol-Free. Maximilian F. W. Ferger, Estate Manager, states: *"Alcohol-free is still one of the most sought-after categories. We have been playing on this theme for three years in the still wine segment and have now started with a sparkling variant - the theme is not only going through the roof within Germany, but also in exports."*

**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

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

**messe
— karlsruhe**



EUROVINO

Trade fair for wine. Karlsruhe.

The non-alcoholic wines and sparkling wines can also be found in the [EUROVINO Weinguide](#), the digital wine database, which currently contains around 3,000 wines and provides EUROVINO exhibitors with permanent visibility all year round and is a comprehensive source of information for their customers.

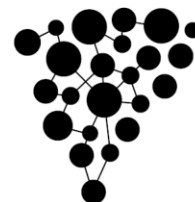
The relevance of EUROVINO is also evident in light of the current industry situation

“The Wine Experience and the EUROVINO Weinguide are examples of how, with EUROVINO as a whole and our associated formats and services, we offer the industry a tailor-made marketing and sales platform that helps to place the right topics and products, establish new contacts and strengthen existing ones in these challenging times,” emphasizes David Köhler, Project Manager of EUROVINO.

Markus Klumpp, Managing Director of Weingut Klumpp, also accentuates the relevance of a trade fair presence, especially in view of the current challenges: *“A lot is happening in the wine sector at the moment. In view of the current mood and the economic situation of many industry players, it is important to be active and present at EUROVINO.”*

The current challenges facing the wine industry and the associated relevance of trade fairs for industry-specific exchange were also key topics during the return visit to EUROVINO by patron Cem Özdemir, Federal Minister of Food and Agriculture. During a top-level discussion initiated by Messe Karlsruhe and the subsequent tour of the trade fair, he exchanged views with association representatives and exhibitors and summarized: *“Viticulture in Germany is an important economic factor. It creates identity and shapes the landscape of many regions in an incomparable way. However, rising costs, changing consumer habits and the consequences of the climate crisis are putting Germany's winegrowers under pressure. We support them in meeting these challenges. For example, we are promoting investment in modern machinery and equipment with the Future Plant Protection Program, our Julius Kühn Institute is at the forefront of research into fungus-resistant grape varieties, and we have campaigned vigorously with the EU for the approval of potassium phosphonate in organic viticulture. Intensive exchange within the industry and with politicians is also important. EUROVINO is an excellent place for this.”*

“The visit by Federal Minister Özdemir once again underlines the relevance of our still young trade fair for wine, which fits perfectly into the portfolio of Messe Karlsruhe and complements our competence field of wine alongside the biannual Winzer-Service trade fair. The Karlsruhe trade fair location, situated in the middle of the four largest German wine-growing regions, also offers an ideal setting for EUROVINO as a platform for everything to do with wine,” summarizes René Naumann, Division Manager at Messe Karlsruhe and in this function also responsible for EUROVINO.



EUROVINO

Trade fair for wine. Karlsruhe.

The market is looking forward to the next edition of EUROVINO, with around 93 percent of visitors intending to recommend the trade fair for wine to others and visit it again next year. In **2026**, EUROVINO will take place on **March 1 and 2** at Messe Karlsruhe.

Current information about the trade fair for wine can be found at any time at eurovino.info/en and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).