



# EUROVINO

Trade fair for wine. Karlsruhe.

## Just a few weeks to go until EUROVINO 2026: Exhibitor portfolio and programme offerings spark anticipation

**Karlsruhe, 5 February 2026.** On 1 and 2 March, Messe Karlsruhe will once again become the meeting place for the national and international wine industry at the third edition of the trade fair for wine. In addition to the portfolio of highlights, bestsellers and new products from exhibitors from Germany and abroad, trade visitors from the retail, catering and hotel sectors can look forward to an accompanying programme. Consisting of tried-and-tested and new formats, this programme offers relevant ideas, insights and solutions for everyday practice in the context of the Expert Area, organic tasting tours and masterclasses, among other things.

### Exhibitor plus compared to last year

National and international exhibitors are once again using EUROVINO this year to present their portfolio of top-selling wines and sparkling wines as well as new products from the current vintage to a specialist audience, to establish and intensify contacts, and to conclude business deals on site. At the beginning of February 2026, the number of exhibitors is already up by around ten per cent compared to the final figure for last year. The wine producers and marketers exhibiting at EUROVINO 2026 can currently be viewed [here](#) at any time.

This year, Mexican wine producers are also exhibiting for the first time as part of the new **EUROVINO Discover Programme** at the trade fair for wine. This **cooperation with Mexico** will also be reflected in the integration of Mexican cuisine and music at the EUROVINO networking evening and a masterclass on Mexican wines on the Monday of the fair from 11.30 a.m. on the stage in the entrance hall. The Discover Programme is intended to give international wine regions or countries that are not included in the core concept of EUROVINO the opportunity to showcase themselves at EUROVINO with stand presentations, workshops, masterclasses and similar activities.

*"We are delighted that Mexico is participating in the new Discover Programme as a partner of EUROVINO, following on from Consul Cecilia Villanueva Bracho's visit to last year's EUROVINO. The cooperation illustrates that even wine-producing countries that are not yet so strongly represented in the German-speaking market see EUROVINO as a relevant platform for increasing their own visibility,"* explains David Köhler, project manager of EUROVINO, adding: *"The Discover Programme is therefore an enrichment for all sides – at the same time, the core brand of EUROVINO and its associated focus on the German-speaking and European market remain intact."*

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## **Wine Experience and EUROVINO Weinguide offer added value**

The range of wines and sparkling wines on offer at the wine trade fair can be discovered not only at the exhibitors' stands, but also in the **Wine Experience**, the **tasting zone of EUROVINO**. This offers companies without a stand on site the opportunity to present their alcoholic and non-alcoholic wines and sparkling wines at EUROVINO, while also giving exhibitors with their own stand space the chance to add another touchpoint to their trade fair appearance. One new feature is the **Wine Experience Rarities**, which presents exclusive wines that are hardly available in regular retail outlets. This curated tasting concept gives trade visitors targeted access to exceptional rarities! Visitors can taste up to 15 selected wines by scanning their visitor pass at digital wine dispensers. All wines tasted are automatically recorded, and visitors receive the complete wine data by email afterwards.

Another tool, the [EUROVINO Weinguide](#), also plays an important role in the context of the Wine Experience. This guide contains both the wines of the exhibitors on site and the products that are exclusively presented in the Wine Experience and offers visitors a digital research and planning tool that allows them to search for wines, make notes and add comments – **an ideal platform for efficient trade fair preparation and follow-up!**

## **Masterclasses, tours and new award format celebrate their premiere**

On site, visitors to EUROVINO 2026 will be able to experience various **masterclasses** on the conference level for the first time as part of the **accompanying programme**. The formats of the *Sparkling Festival*, by Arda Weinimport, Schlumberger and Villa Maria New Zealand presented by Wein Wolf focus on sparkling wines and various wine regions and countries. Further information on the masterclasses, including registration, can be found at [eurovino.info/en/masterclasses](https://eurovino.info/en/masterclasses).

Another premiere at EUROVINO will be the **organic tasting tours by ECOVIN**, the German Association of Organic Viticulture, on the topics of sparkling wines, Piwi, non-alcoholic alternatives and natural wines. The tours are free of charge for visitors and can be booked via the EUROVINO ticket shop at [eurovino.info/tickets](https://eurovino.info/tickets).

Further insights into various industry topics will also be provided by **the Expert Area** at a total of four consultation counters and during keynote speeches in the Speakers' Corner, which is being integrated for the first time. Also new this year: slots for individual questions and consultations at the counters can be booked in advance. [Click here to book an appointment](#).

The EUROVINO programme is rounded off by **various award ceremonies**. This year, these include the [Fair Wine Award](#), [New & different](#) – the **EUROVINO Innovation & Marketing Award** and, new this year, the [Golden Grape Awards](#) from premium partner wein.plus. For more information on this and all other programme formats, visit [eurovino.info/programme](https://eurovino.info/programme).