

**EUROVINO**  
Trade fair for wine. Karlsruhe.

## **EUROVINO in March 2026 is coming soon: Ticket shop for visitors is now open**

**Karlsruhe, 28 October 2025.** The third edition of EUROVINO will take place at Messe Karlsruhe on 1 and 2 March 2026: With a focus on the German-speaking and European markets, the trade fair for wine once again offers exhibiting wine producers and marketers, as well as visitors from the retail and catering sectors, a suitable setting for new business ideas and individual solutions in challenging times. Potential visitors can already book their tickets for the trade fair weekend, potential exhibitors can secure their stand space at any time!

### **Ticket shop launched – take advantage of early bird discounts until the end of December**

Anyone wishing to attend EUROVINO 2026 as a visitor can now book tickets at [eurovino.info/tickets](https://eurovino.info/tickets) – **discounted early bird prices are available until 31 December 2025!** Proof of professional status is required when purchasing tickets.

With EUROVINO 2026 on the horizon, interested visitors can look forward to a curated and therefore **reliably well-designed range of exhibitors** who will be presenting their **portfolio of bestsellers and new products from the wine and sparkling wine sector** on site. The wine trade fair thus offers visitors from the retail and catering sectors the opportunity to taste and order **high-selling wines** that are individually suited to their own range or wine list in a **relaxed atmosphere and through personal discussions** with the exhibitors. *“This is a crucial aspect in strengthening your own quality segment and thus sales to customers and guests in the long term – especially in challenging times and in the context of saturated markets,”* emphasizes David Köhler, leading project manager of EUROVINO, adding: *“At EUROVINO, visitors will find special wines that will delight their target group and have a positive effect on their wine sales!”*

Those interested can also find out more about the wines and sparkling wines presented at EUROVINO online: the **EUROVINO Weinguide** is a digital platform that provides information about exhibitors' products all year round. The integrated (product) search function is a **valuable tool for visitors to use before and after the fair**, as is the option to log in, save wines to a watch list, and add your own notes. To discover at [eurovino.info/weinguide](https://eurovino.info/weinguide)!

**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

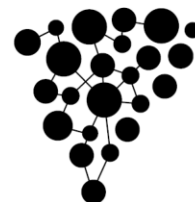
**Managing Director**  
Britta Wirtz

**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](https://eurovino.info/en)



**EUROVINO**  
Trade fair for wine. Karlsruhe.

## **Exhibitor registration in full swing – over 75 percent already sold out**

While visitors prepare for their visit to the trade fair and secure tickets, **registration for EUROVINO 2026** continues, with **over 75 percent already sold out** (as of the end of October 2025)!

Wine producers and marketers who would also like to present themselves at Messe Karlsruhe on 1 and 2 March can find all the information they need about booking stands and the various presentation options at [eurovino.info/exhibit](https://eurovino.info/exhibit).

There are various options available for the perfect trade fair appearance – from different complete stand packages, including the **EUROVINO complete system stand** and the **New Style complete stand** made from reclaimed wood, with all services included, to your own stand construction. Another placement option is the **Wine Experience, EUROVINO's tasting format**: exhibitors with a stand on site can give their own product portfolio greater visibility by additionally presenting their wines in the tasting zone. Wine producers and marketers who do not have a stand at EUROVINO can still exhibit their wines on site as part of the Wine Experience, making them accessible to the trade audience.

## **State Minister Hauk assumes patronage**

Peter Hauk, Minister for Food, Rural Development and Consumer Protection Baden-Württemberg, will continue to serve as patron of EUROVINO in 2026. In this context, he emphasizes the importance of the wine industry and related trade fair formats such as EUROVINO: *“I am delighted to have taken on the patronage of EUROVINO 2026. Winegrowing, which has a long tradition in this country, makes a decisive contribution to the preservation of our cultural landscape. Our winegrowers therefore deserve every support. There is no doubt that the wine market is currently facing many challenges. That is why it is now particularly important to intensively promote our Baden-Württemberg and German wines as high-quality products. EUROVINO offers an ideal environment for exchange within and with the industry and recognizes the diverse achievements of winegrowers. I wish EUROVINO many good and forward-looking ideas and sales successes in 2026 as well.”*

## **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 focusing on the German-speaking and European sales market. Additional content on EUROVINO is available on the trade fair's website at [eurovino.info/en](https://eurovino.info/en) and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).