



EUROVINO

Trade fair for wine. Karlsruhe.

**After EUROVINO is before EUROVINO:
Exhibitors can benefit from the early booking discount until 31
July 2025!**

Karlsruhe, 4 June 2025. On 1 and 2 March 2026, Messe Karlsruhe will welcome the national and international wine industry to the **third edition of EUROVINO**. The **trade fair for wine**, focussing on the German-speaking and European sales market, is an ideal platform for exhibitors from wine production and marketing to engage in dialogue with visitors, strengthen existing contacts, establish new ones and generate sales.

At the second edition of EUROVINO in March 2025, over 400 exhibitors from Germany and Europe took the opportunity to present their product portfolio to trade visitors from the retail, catering and hotel sectors in Karlsruhe.

The **presentation options** are diverse: exhibitors can organise their trade fair presence as part of **joint presentations** as well as various complete stands. The latter include both the **system complete stand EUROVINO** and the **complete stand New Style**, a stand concept made of reclaimed wood that has been very popular at previous editions. Add-on stand construction and marketing upgrades in the context of all stand construction packages also provide various supplementary options.

Another placement option is the **Wine Experience**, the EUROVINO tasting format, which was expanded in 2025 to include the industry theme of alcohol-free: Exhibitors with a stand on site can give their own product portfolio more visibility through the additional presentation of their wines in the tasting zone or add another touchpoint to their trade fair presence. Wine producers and marketers who are not present in person or with a stand at EUROVINO can still exhibit their wines on site as part of the Wine Experience and thus make them accessible to the trade fair public.

More information on the Wine Experience and all other forms of presentation can be found at eurovino.info/exhibit. With registration by 31 July 2025, potential exhibitors can secure the early bird discount!

Another touchpoint for the wines and sparkling wines from the Wine Experience is the EUROVINO Weinguide: In addition to the products from the Wine Experience, the digital platform also holds those of other EUROVINO exhibitors all year round, thus ensuring increased visibility of the range presented at EUROVINO. The integrated (product) search function is a valuable tool for visitors to prepare for and follow up on the trade fair, as is the option to save wines in a watch list and add your own notes after logging in. Discover it at eurovino.info/weinguide!

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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 and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).