



EUROVINO 2026: A first look at exhibitors and programme

Karlsruhe, 9 January 2026. Less than two months to go: the third edition of EUROVINO – trade fair for wine will take place on 1 and 2 March 2026 at Messe Karlsruhe. Trade visitors from the retail and catering sectors can look forward to a curated portfolio of wine producers and marketers from Germany and abroad, who will be presenting their range of best-selling wines and sparkling wines as well as new products from the current vintage. As of early January 2026, the number of confirmed exhibitors is up by more than ten percent compared to the same month last year.

Focus on wine: the stage belongs to the exhibitors

EUROVINO focuses on presenting wine products and the wineries, cooperatives and importers behind them. The range of confirmed exhibitors can now be viewed at any time in the [exhibitor directory](#).

The presentation opportunities on site go beyond the presentation of one's own portfolio at individual and shared stands: the ***Wine Experience***, EUROVINO's tasting format and zone, not only offers companies without a stand on site the opportunity to present their products at EUROVINO but also gives exhibitors with their own stand space the chance to add another touchpoint to their trade fair appearance.

In 2026, the Wine Experience will be presented in an area that brings together alcoholic and non-alcoholic wines and sparkling wines. New this year is ***Wine Experience Live***: in this area, companies can present themselves to visitors digitally in short product presentations and tastings without being physically present on site. Exhibitors on site can use this area to hold live tastings. *'This will enable us to expand the capabilities and innovative strength of the Wine Experience and offer our exhibitors and visitors additional value,'* explains David Köhler, leading project manager of EUROVINO. More information about the Wine Experience and all other presentation options can be found at eurovino.info/en/exhibit/.

Accompanying programme: Outlook on Expert Area, tours and awards

Based on EUROVINO's focus on presenting the exhibitors' product portfolios, the programme for the wine trade fair has been deliberately designed to complement this:

One format that will return in 2026 is the ***Expert Area***, which will now be located in the dm-arena, the exhibition hall, with a new concept and layout. The basic idea behind the Expert Area, which offers individual advice from experts on various industry topics, has been refined for the third edition and now offers the option of booking appointments in advance. The Expert Area is rounded off by keynote speeches from specialists in the integrated Speakers' Corner.

Interested visitors can also gain new insights and inspiration on various topics from the ***organic tasting tours***, which ECOVIN, the German Organic Winegrowers' Association, is offering for the first time at EUROVINO in 2026.

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EUROVINO
Trade fair for wine. Karlsruhe.

Each day of the fair will feature two curated tours 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, for more information see also: eurovino.info/programme.

In addition to the information formats mentioned above, **various awards** will also be presented at EUROVINO: The [Fair Wine Award](#) ceremony (part I, focus wine), which will once again feature a tasting zone on site, will take place during the networking evening following the first day of the fair in the entrance hall of Messe Karlsruhe. The same applies to the [Golden Grape Award](#) from wein.plus, which will be presented for the first time at EUROVINO in 2026.

The **EUROVINO Innovation & Marketing Award 'New & different'**, developed by Messe Karlsruhe, will be part of EUROVINO for the second time. The award ceremony is scheduled for Monday of the trade fair this year, as is part II of the Fair Wine Award, which focuses on retail and gastronomy. In combination with the other two award formats, 'New & different' does not focus on the content, but on the marketing outside and around the bottle. The evaluation will be carried out by a jury of experts as well as separately by a jury consisting of students from Heilbronn University, which will also highlight the extent to which the submissions appeal to the younger target group. Participation is possible until 31 January 2026. For more information visit: 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 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](#).