

Dear members of the press,

in ten days (1 and 2 March 2026), the **third edition of EUROVINO – the trade fair for wine – will kick off at Messe Karlsruhe!** Visitors from the retail, catering and hotel industries will be able to sample a **wide variety of wines and sparkling wines**, as well as **new products from the current vintage** from **around 500 national and international exhibitors**. The EUROVINO 2026 programme will be rounded off by an **accompanying programme** consisting of, among other things, the Expert Area, organic tasting tours, masterclasses, the networking evening and various award ceremonies.

With this mailing, we would like to draw your attention to **current industry topics and programme items**, as well as the **visit of Peter Hauk, Minister for Food, Rural Development and Consumer Protection Baden-Württemberg, on the Monday of the fair**. We have compiled this information for you below. We would be happy to provide you with further information or arrange interviews with the relevant contact persons. If you would also like to speak to representatives of EUROVINO or Messe Karlsruhe, please do not hesitate to contact us!

Information about Minister Peter Hauk's visit:

Monday, 2 March 2026, from 10 am:

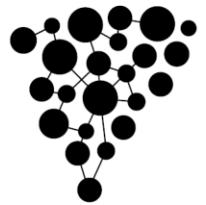
Tour of EUROVINO with Minister Peter Hauk, meeting point at the stage in the entrance hall

Minister Peter Hauk has confirmed his visit to EUROVINO on Monday, 2 March. As a member of the media, you will have the opportunity to **accompany the Minister on his tour of the fair from 10 am**. This will also give you the **opportunity to obtain statements and ask individual questions**.

If you would like to take part in the tour, please send your details to carina.schuy@messe-karlsruhe.de by **Wednesday, 25 February** at the latest!

Industry topics, trends and highlights:

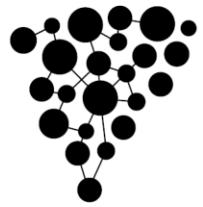
- In **challenging times for the wine industry**, caused in part by **declining demand and consumption**, **EUROVINO offers a sales and ordering platform for high-selling wines and sparkling wines**: these can be used to create innovative, high-quality wine ranges, thereby stimulating sales and making your own wine list more attractive:
 - ➔ Available on site from **around 500 curated exhibitors** from twelve countries and also in the **[EUROVINO Weinguide](#)**, which lists the wines and sparkling wines of the exhibitors.



- As a digital research and planning tool, the EUROVINO Weinguide offers visitors the opportunity to search for wines and sparkling wines, make notes and add comments – **an ideal platform for efficient trade fair preparation and follow-up!**
- **The topic of sparkling wines** will also be explicitly addressed at EUROVINO 2026 through various masterclasses at the conference level and the organic tasting tours by ECOVIN.
- **Non-alcoholic or low-alcohol wines and sparkling wines** – widely represented in the **portfolio of exhibitors** from Germany and abroad, presented at the respective exhibition stands and in the **Wine Experience, the tasting zone at EUROVINO**.
 - 'No and low alcohol' are much-discussed topics in the industry, based on changing consumer habits, also in connection with increased health awareness.
 - The relevance of non-alcoholic (sparkling) wines is also evident on site in the Wine Experience: Around one in five of the wines and sparkling wines presented there are alcohol-free.
 - In addition, the topic of alcohol-free or low-alcohol wines is also reflected in other formats at EUROVINO 2026: whether in short presentations in the Expert Area or the organic tasting tours by ECOVIN.
- **Alternative packaging solutions and sizes as well as reusable systems**
 - These are presented as part of the portfolio of exhibitors at EUROVINO, e.g. in the form of **individual bag-in-box solutions, innovative returnable wine bottles, wine in cans (0.25 l)** or in **0.33 l and 0.5 l bottles** (keyword: wine in beer bottles) **and a 1 liter or 0.75 liter reusable range**.
 - In addition, the programme formats of EUROVINO 2026, such as the Expert Area or New & different, the **EUROVINO Innovation & Marketing Award**, also reflect corresponding content.
- **Wines from fungus-resistant grape varieties (Piwis)**

Many of the EUROVINO exhibitors offer products made from fungus-resistant grape varieties and will be presenting these on site.

 - In addition, the Fair Wine Award, which is integrated into EUROVINO, focuses on wines produced in a sustainable and environmentally friendly manner from resistant and historic grape varieties.
 - The topic of Piwi will also be addressed in the keynote speeches in the Expert Area and in the organic tasting tours by ECOVIN.



- **Further information:**

- **Wine mix drinks** are a trend that complements the portfolio of numerous exhibitors: the range extends from **wine spritzers** and **various spritz variants** to **mixed drinks made from beer and wine**.
- **Artificial intelligence** as another current topic, illustrated, for example, by the **use of AI sommeliers in the online shops** of various exhibitors. The topic of 'digital sommeliers' will also be featured in the [keynote speeches in the Expert Area](#).
- **Special stories and details about the exhibitors and their products:** From **winegrowing on Amrum** to the **wine supplier for the German House** at the current Winter Olympics in Milan and Cortina or **for the DFB** to the **production of kosher wine**.

Sounds interesting? Then we look forward to your feedback on the above content at [carina.schuy@messe-karlsruhe.de!](mailto:carina.schuy@messe-karlsruhe.de)

You can find an overview of EUROVINO 2026 and, in particular, the programme formats and tools mentioned above in the [current facts and figures sheet](#).

Further information is also available at any time in our [press area](#) – [here](#) you can also **register online for EUROVINO 2026!**