

EUROVINO
Trade fair for wine. Karlsruhe.

**Third edition confirms:
EUROVINO consolidates its position as an important platform for
the German-speaking and European wine market**

Karlsruhe, 3 March 2026. On 1 and 2 March, Messe Karlsruhe once again became the meeting place for the national and international wine industry: [over 500 exhibitors](#) as well as trade visitors from the retail, catering and hotel sectors came to Karlsruhe for the third edition of EUROVINO. In a focused and personal atmosphere, interesting discussions took place, new business contacts were made and opportunities to intensify partnerships arose.

'With its growing number of participants and increased reach in Germany and neighbouring countries, the third edition of EUROVINO shows that it has established itself in the industry,' explains Britta Wirtz, Managing Director of Messe Karlsruhe, adding: *'With EUROVINO, we have created a platform that, with its wide range of products, supports producers in presenting both classics and new discoveries. Visitors can thus innovatively and qualitatively design and optimise their wine assortments on site. This also demonstrates the high relevance of trade fairs – they offer an excellent opportunity within their market to shape the respective customer segment individually and proactively.'*

First-time exhibitor Thomas Männle, owner of Schwarzwaldweingut Andreas Männle, has already booked for the 2027 edition of EUROVINO and emphasises in this context: *'Trade fairs such as EUROVINO are important for opening up new markets, getting to know and winning new customers, but also for retaining and advising existing customers. We also make intensive use of trade fairs for networking.'* And Lars Auerbeck, sales manager at Ardau Weinimport, adds: *'You can hear from our customer conversations that there is a noticeable upturn. I believe we are on the right track to reach end consumers.'*

EUROVINO responds to the needs of the industry

'We attach great importance to individual exchange with the industry. The needs identified in this process are directly incorporated into the design of EUROVINO. This is reflected, for example, in a fair price/performance ratio and the further development of our formats and services,' emphasises David Köhler, leading project manager at EUROVINO.

The latter was evident in many facets at EUROVINO 2026: for example, the **Wine Experience**, EUROVINO's tasting zone, presented itself with a number of innovations. The **Wine Experience Rarities** featured exclusive wines that are hardly available in regular shops and could be tasted via digital wine dispensers. Exhibitors were also able to use the **Wine Experience Live** to hold tastings on site.

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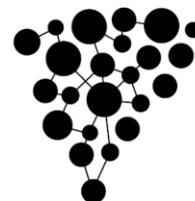
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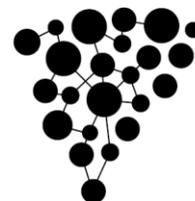
In general, the tasting format of the Wine Experience is perceived as added value by visitors and exhibitors alike: *'I think the Wine Experience is a success because you can taste wines here without any pressure or expectations. I discovered new wines, made a note of them and then sought out the respective suppliers,'* explains Jessica Halliday from erstRebenswert, a wine merchant and wine shop in Bad Soden-Salmünster. Stefan Schwarz, sales manager at the Nik Weis St. Urbans-Hof winery, confirms this: *'I had visitors who came to my stand specifically because of the wine they tasted at the Wine Experience. I find the Wine Experience format very beneficial.'* The wines and sparkling wines from the Wine Experience, as well as the products presented at the exhibition stands, can also be found in the digital [EUROVINO Weinguide](#), which now includes over 4,000 registered products. This offers exhibitors the opportunity to add another touchpoint to their portfolio. For visitors, it is a 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.

EUROVINO as a stage for politics and industry associations

In addition to the formats for trade visitors, EUROVINO once again provided space for representatives from politics and the wine industry to meet and engage in intensive exchange. At the second summit meeting initiated by Messe Karlsruhe and the subsequent tour of the trade fair, Peter Hauk MdL, Minister for Food, Rural Development and Consumer Protection in Baden-Württemberg and patron of EUROVINO 2026, engaged in dialogue with associations, exhibitors and media representatives. Following the tour, EUROVINO also provided a platform for a press conference by the Ministry of Food, Rural Development and Consumer Protection (MLR). Minister Hauk, together with Dietrich Rembold, President of the Württemberg Winegrowers' Association, and Holger Klein, Managing Director of the Baden Winegrowers' Association, presented a [new support project for viticulture](#).

'Minister Hauk's visit and patronage confirm the relevance of EUROVINO and the topics presented here, while at the same time underlining the importance of our trade fair for the wine industry in Baden-Württemberg and far beyond,' concludes René Naumann, division manager at Messe Karlsruhe and also responsible for EUROVINO in this role, while looking forward to the 2027 edition: Even before the end of the trade fair, numerous exhibitors have already confirmed their renewed participation.

EUROVINO 2027 will take place on 28 February and 1 March.



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Further press information and images relating to EUROVINO 2026 are available at any time in the [press area of the website](#). A [press release on the award ceremonies](#) at EUROVINO is also available there.