

EUROVINO

Trade fair for wine. Karlsruhe.

EUROVINO 2026, third edition Figures – Data – Facts

Key data

Year founded: 2022

Premiere event: 2024

Dates and opening hours:

Sunday, 1 March 2026: 10 am to 6 pm

Monday, 2 March 2026: 10 am to 6 pm

Organizer:

Messe Karlsruhe

Patronage:

- Peter Hauk, Minister of Food, Rural Development and Consumer Protection Baden-Württemberg

Number of exhibitors:

Around 500; the current overview can be found at any time here:

www.eurovino.info/en/ausstellen

Exhibition space:

Gross area: 12,500 square meters in the dm-arena plus the entrance hall, i.e. a total of 15,000 square meters

Programme

- **Expert Area, Sunday & Monday throughout:**
 - New location in the dm-arena, the exhibition hall
 - Interested visitors can consult specialists in the Expert Area on various topics or pursue individual questions.
 - **New in 2026:** [Appointment booking option in advance](#)
 - The format is rounded off by keynote speeches in the **Speakers' Corner integrated into the Expert Area**
 - The **topics covered in the Expert Area** include e.g.:
 - **Corrugated cardboard – a natural talent:** Secure packaging, sustainable thinking (Straub Verpackungen)
 - **Digital wine distribution without compromise: AI sommelier** (Vinolin)
 - **Sustainability in business:** Visualization and further development (ÖkoVision)
 - **Valuable business:** Your Agenda 2030 – your future! (Sonja Ostermayer)

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eurovino.info/en

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- **Guided organic tasting tours by ECOVIN (Federal Association of Organic Viticulture), Sunday & Monday:**
 - **On the following topics:**
 - **Sparkling wine:** Lively, refined, surprising!
Sunday, 11.30 am
 - **Piwi discoveries:** The future in a glass!
Sunday, 2.30 pm
 - **Non-alcoholic:** Enjoyment without compromise!
Monday, 11.30 am
 - **Experience natural wine:** Authentic, free, full of expression!
Monday, 2.30 pm
 - Meeting point at 11.20 am and 2.20 pm at the ECOVIN stand C20 in the dm-arena
 - The tours are **free of charge** for visitors and can be booked at the [EUROVINO ticket shop](#)
- **Masterclasses at conference level 2:** eurovino.info/en/masterclasses
 - **Sparkling Festival:**
 - Masterclass 1: Sparkling Diversity – Methods, Styles, Origins (Sunday, 1.3., 1 pm, K1)
 - Masterclass 2: Vintage Champagne (Sunday, 1.3., 2.30 pm, K1)
 - **ARDAU Weinimport:**
 - Masterclass 1: The fascinating world of wine Mallorca (Sunday, 1.3., 11.30 am & Monday, 2.3., 3.30 pm, K2)
 - Masterclass 2: The fascinating world of wine Burgundy/Provence (Sunday, 1.3., 3.30 pm & Monday, 2.3., 11.30 am, K2)
 - **Schlumberger:**
 - Masterclass 1: 4 WINS – Four sparkling wines you simply must try! (Sunday, 1.3., 2 pm, K3)
 - Masterclass 2: 4 WINS – Four wines from Italy you simply must try! (Monday, 2.3., 2.30 pm, K3)
 - **Villa Maria New Zealand presented by Wein Wolf:**
 - Villa Maria Masterclass, icon of New Zealand viniculture (Monday, 2.3., 2 pm, K1)
- **Networking evening, Sunday from 6 am** in the entrance hall:
 - Provides an opportunity for discussion and networking
 - Includes the presentation of the [Fair Wine Award \(Part I, focus on wines\)](#) and, **new this year**, the [Golden Grape Awards](#) from EUROVINO premium partners wein.plus



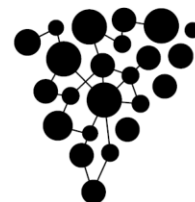
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- **Presentation of New & different, the EUROVINO Innovation & Marketing Award, Monday from 1 pm** in the entrance hall:
 - Focuses not on the wine itself, but on marketing 'outside and around the bottle'
 - Will be presented for the second time at EUROVINO 2026 in five different categories
 - More information here: eurovino.info/award
- **Fair Wine Award ceremony (Part II, focus trade & gastronomy), Monday from 1.30 pm** in the entrance hall
- **Presentation of the study: „The Future of Wine Retail in Germany“, Heilbronn University Monday from 2.30 pm** in the entrance hall

The complete overview can be found at eurovino.info/programme.

Formats and tools

- **EUROVINO Discover Programme:**
 - The aim is to offer international wine regions or countries that are not included in the core concept of EUROVINO the opportunity to showcase themselves at EUROVINO with stand presentations, workshops, masterclasses, and similar activities.
 - In 2026, Mexico will be integrated into this programme **as an official partner of EUROVINO**.
 - This will be reflected on site by the presence of Mexican exhibitors at a joint stand in the dm-arena, the integration of Mexican cuisine and music at the networking evening, and a masterclass on Mexican wines on the Monday of the fair at 11.30 am on the stage in the entrance hall.
- **Tasting zones in the dm-arena:**
 - **Fair Wine tasting zone:**
 - Features wines participating in the Fair Wine Award.
 - This focuses on sustainable and environmentally friendly wines made from resistant and historic grape varieties.
 - **Wine Experience:**
 - Offers exhibitors with a stand on site an additional placement option and gives wine producers and marketers who are not personally present at EUROVINO an opportunity to present their wines to visitors on site
 - Covers the areas of *alcoholic*, *non-alcoholic* and *sparkling*
 - **New for 2026 is Wine Experience Live:** In this area, companies without a personal presence on site can present themselves to visitors digitally in short product presentations and tastings. Exhibitors on site can use this area to hold live tasting.



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- **Also new this year are the Wine Experience Rarities:**
These present exclusive wines that are rarely available in regular stores.
Visitors can taste up to 15 selected wines by scanning their visitor pass at digital wine dispensers. All wines tasted are automatically recorded, and visitors receive the complete wine data by email afterwards.
- Another tool, the **EUROVINO Weinguide**, plays an important role in the context of the Wine Experience. This contains information on the wines of the exhibitors on site as well as the products that are exclusively presented at the Wine Experience. It is available all year round and offers visitors a digital research and planning tool that allows them to search for wines, make notes, and add comments – **an ideal platform for efficient preparation and follow-up work for the trade fair!**
- Click here to go directly to the EUROVINO Weinguide:
eurovino.info/weinguide
- **Have you listened yet?**
The second season of **ConVINO**sation, the **EUROVINO** podcast, launched in fall 2025. Industry expert and host Peter Douglas and his guests, who change with each episode, provide an additional platform for current industry topics through their discussions. The episodes can be found here: eurovino.info/podcast

Ticket prices

- **1-day ticket:** 45,00 Euro
- **1-day ticket reduced:** 35,00 Euro
(Students, trainees, people with disabilities)
- **2-day ticket:** 80,00 Euro
(valid on both days of the fair)
- **2-day ticket reduced:** 60,00 Euro
(Students, trainees, people with disabilities)

Tickets can be purchased in advance [online](#) with trade visitor identification or at the box office on site with appropriate proof.

More information about EUROVINO is available at any time at www.eurovino.info and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).