

**EUROVINO**

Trade fair for wine. Karlsruhe.

## EUROVINO 2026

### 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 for Food, Rural Affairs and Consumer Protection Baden-Württemberg

#### **Number of exhibitors:**

Around 400 (as of 8 January 2026); the current overview can be found at any time [here](#).

#### **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 seek advice on various topics from specialists in the Expert Area 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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Britta Wirtz

#### **Chairwoman of the Supervisory Board**

Mayoress  
Gabriele Luczak-Schwarz

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#### **Member**

AUMA | FKM | GCB  
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[eurovino.info/en](http://eurovino.info/en)

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— **karlsruhe**



# EUROVINO

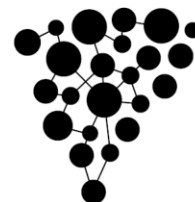
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- **Guided organic tasting tours by ECOVIN (Federal Association of Organic Viticulture), Sunday & Monday:**
  - **On the following topics:**
    - **Sparkling wine:** Lively, refined, surprising!  
Sunday, 11.30 am
    - **Piwi discoveries:** The future 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](#)
- **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 Award](#) from EUROVINO premium partner wein.plus
- **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
  - **Interested parties can register until 31 January 2026.** For more information, visit: [eurovino.info/award](#)
- **Fair Wine Award ceremony (Part II, focus on trade & gastronomy), Monday from 1.30 pm** in the entrance hall

Programme overview: [eurovino.info/programm](#)

## Formats and tools

- **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



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➤ **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 wines*
  - **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.
- Another tool plays an important role in the context of the Wine Experience, namely the **EUROVINO Weinguide**, **EUROVINO's digital wine database**. This database contains both the wines of the exhibitors on site and the products that are exclusively presented in the Wine Experience throughout the year: [eurovino.info/weinguide](https://eurovino.info/weinguide)
  - **Have you listened yet?**  
The second season of ConVINOsation, the EUROVINO podcast, launched in autumn 2025. Industry expert and host Peter Douglas and his guests, who change with each episode, provide an additional platform for current specialist topics with their discussions. The episodes can be found here (held in German): [eurovino.info/podcast](https://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](https://www.eurovino.info) and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).**