

EUROVINO

Trade fair for wine. Karlsruhe.

Early-bird discount, the Discover programme and a new classroom format: planning for EUROVINO 2027 is well under way!

Karlsruhe, 14 July 2026. The wine trade fair, taking place on 28 February and 1 March 2027 at Messe Karlsruhe is already making its presence felt: those interested still have until 31 July 2026 to register as exhibitors and benefit from early-bird rates. In addition, bookings are now open for the EUROVINO Classrooms, a new programme format for EUROVINO 2027, as well as the EUROVINO Discover programme, which made its debut at this year's event.

Early-bird discount available until 31 July 2026

Until the end of July 2026, national and international wine producers and marketers will receive an **early-bird discount** on the various stand construction packages when registering for the fourth edition of EUROVINO. Full details of the different options, ranging from complete stands to shared presentations, can be found at eurovino.info/en/exhibit.

"Those who plan early not only secure attractive terms but also the best possible positioning within the exhibition space. We began the initial planning of the hall at the start of July and can already take registered exhibitors directly into account when allocating stand spaces," says David Köhler, EUROVINO's leading project manager.

The **Wine Experience**, EUROVINO's tasting format, will also be featured once again. It offers exhibitors the opportunity to add another touchpoint to their trade fair presence and thus increase their visibility. Wine producers and marketers without a physical presence or stand on site can still present their wines and sparkling wines to the trade audience through the Wine Experience. Further information on registering for the Wine Experience is also available at eurovino.info/en/exhibit.

Gain more attention with the EUROVINO Classrooms

The new programme format, consisting of two **EUROVINO Classrooms**, also offers enhanced visibility: these provide an exclusive platform for masterclasses, product and brand presentations, as well as tastings, directly in the exhibition hall and thus right at the heart of the trade fair action. Six slots are available per exhibition day and per room for interested parties; in addition to the high-quality setting and direct access to a qualified trade audience, these include numerous other benefits, inclusive services and add-ons. Further details and costs can be found [here](#). Until 30 September 2026, interested parties can also secure an early-bird discount for the EUROVINO Classrooms! *"With the EUROVINO Classrooms, we are creating an easily accessible format for expanding and deepening knowledge. This decision is based on the ongoing development and service-oriented approach of our trade fair and its associated formats, which are always geared towards the needs of the market,"* explains David Köhler.

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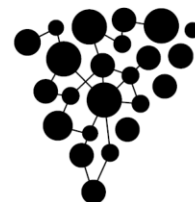
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EUROVINO Discover Programme announced for 2027

Following its debut at EUROVINO 2026, the **EUROVINO Discover Programme** is set to continue for the upcoming edition of the wine trade fair. This programme is specifically designed to give international wine regions or countries – which have so far had limited market penetration or visibility in the German-speaking market – the opportunity to showcase themselves in person in Karlsruhe. The Discover Programme thus deliberately targets wine regions and countries that do not feature in EUROVINO's core concept. At the same time, EUROVINO's brand essence and its associated focus on the German-speaking market remain intact.

The Discover Programme includes participation as an official EUROVINO Discover Partner, a masterclass on stage in the entrance hall, co-organisation and sponsorship of the networking evening on the Sunday of the fair, and a presentation as part of a shared stand. Further information is available [here](#).

About EUROVINO

Located at the heart of Germany's four largest wine-growing regions – Rheinhessen, the Palatinate, Baden and Württemberg – EUROVINO is aimed at wine producers, marketers and buyers, with a focus on the German-speaking market.

Everything you need to know about EUROVINO is available at any time at www.eurovino.info/en and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).