

EUROVINO

Trade fair for wine. Karlsruhe.

EUROVINO 2027: Trade fair for wine opens ticket sales

14 October 2026. The fourth edition of EUROVINO at Messe Karlsruhe is already making its presence felt: interested parties from the retail and hospitality sectors can now secure their tickets for the two days of the fair on 28 February and 1 March 2027. The current level of exhibitor registrations as at mid-October 2026 is adding to the excitement: over 80 per cent of the exhibition space is already booked!

Plan trade fair visits well in advance: tickets available via ticket shop now

Trade visitors from the retail and hospitality sectors can now purchase tickets. Via the online ticket shop at eurovino.info/en/tickets, interested parties can secure their participation at EUROVINO 2027 at any time. Proof of trade visitor status is required.

“EUROVINO will once again offer visitors a focused and efficient trade fair experience at the dm-arena in 2027,” says David Köhler, Leading Project Manager of EUROVINO, looking ahead. He explains: *“Visitors will be able to discover a range of wines and sparkling wines, good to premium quality, from our national and international exhibitors all within easy reach on site. This is underlined not least by the current booking status: over 80 per cent of the exhibition space is already fully booked, which we are delighted about!”*

The list of exhibitors for EUROVINO 2027 is updated daily and can be viewed at eurovino.info/exhibitor.

The **Wine Experience** will once again contribute to a trade fair experience with added value in 2027. As the most diverse tasting zone on the market, it brings together wines and sparkling wines, both alcoholic and non-alcoholic, as well as rarities in a single format, allowing visitors to discover and taste them at their leisure. In 2027, the **new EUROVINO Classrooms** will also offer opportunities for tastings and for deepening visitors' knowledge of various topics. Integrated into the exhibition space, they enable participation in tastings, product presentations and masterclasses.

Anyone interested can find all the information they need on presenting their own company or products in the Wine Experience or the EUROVINO Classrooms, as well as on all other forms of presentation at EUROVINO, at eurovino.info/exhibit.

Minister Gentges MdL to act as patron of EUROVINO 2027

The formats mentioned, as well as EUROVINO as a whole, have a positive impact on the sector, as Marion Gentges MdL, Minister for Rural Affairs Agriculture and Regional Identity, hints in the context of taking on the patronage of EUROVINO 2027:

“These are challenging times for the wine industry. EUROVINO is therefore more important than ever, particularly at this moment. Innovation and strong collaboration between producers, marketers and consumers will ensure that the wine industry remains vibrant in the future.”

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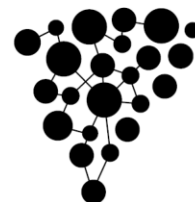
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Here in Baden-Württemberg in particular, winegrowing has a long tradition. We owe this to the hard work and tireless dedication of our winegrowers. The future of viticulture also lies in striking a balance between tradition, change and new opportunities. All of this comes together at EUROVINO. EUROVINO offers an ideal setting for dialogue within and with the industry and recognises the diverse achievements of our winegrowers. That is why we need these trade fairs to give the industry new perspectives."

About EUROVINO

Located at the heart of Germany's four largest wine-growing regions – Rheinhessen, Pfalz, 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 eurovino.info/en and on the social media channels [LinkedIn](#), [Instagram](#) and [Facebook](#).