

WHEN  
PASSION  
MEETS  
BUSINESS



08 – 09 November 2024  
Jio World Convention Centre  
Mumbai, India

International Trade Fair  
for Wines and Spirits.



[www.prowine.in](http://www.prowine.in)

मुंबई  
Mumbai

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# About ProWein World

ProWein, the world's No.1 international trade fair for wine and spirits that has thrived for nearly 3 decades, is organized by one of the leading global trade fair organizers, Messe Düsseldorf. Beyond traditional markets, ProWein extends its reach to emerging regions, including Shanghai, Singapore, Hong Kong, Mumbai, Tokyo, and São Paulo, uniting them under the umbrella of 「ProWein World」. With hundreds of thousands of global visitors, ProWein World stands as the foremost gathering for professionals across viticulture, production, trade, and gastronomy in the world of wines, spirits, and craft drinks.

Our mission is to cultivate a leading global platform that combines diverse wine and spirits industry segments. We are dedicated to delivering our four customer values: internationality, strong network, diversity, and adaption through ProWein and its six satellite shows, enriching the vitality of the wine and spirits trade. We stand alongside all industry players and take them to the world's key markets.

## ProWine Mumbai

ProWine Mumbai is jointly organised by Messe Düsseldorf India, one of the leading trade fairs companies in India and All Things Nice, which is India's leading wine, spirits and luxury marketing consulting and events agency.

ProWine Mumbai will bring together the Wine and Spirit fraternity to a major international event in Mumbai with a fully-fledged trade fair with a comprehensive masterclass program among other show features.

This initiative provides an opportunity to create a unique meeting point for the entire wine and spirit market in India, where the community and industry experts join to further cultivate the growth of the industry.





ProSpirits

## ProSpirits

**Discover the future of spirits at ProWine Mumbai 2024!**

ProWine Mumbai 2024 introduces 'ProSpirits', a highlight that delves into the flourishing dynamics and innovative strength of the spirits industry. Attendees can explore the latest products and trends, and be inspired by tastings presented by industry experts.

With a rising demand for premium spirits in India, fuelled by a growing middle class and a shift towards a more sophisticated drinking culture, ProSpirits aligns itself as the vibrant heart of the global spirits industry.

For the wine and spirits industry, ProWine Mumbai 2024 now transcends a typical trade fair - a fair platform for spirit brands to grasp global market trends and explore new business avenues.



## Why Mumbai?

- Home to many of the prominent importers and producers of wines and spirits.
- Proximity to Nasik, India's largest wine-producing region.
- India's wealthiest city and financial hub with large MNC's having their head offices.
- New label registration policy allows importers to bring in as many brands as possible without having to pay for each label.
- Most brands first launch themselves in Mumbai.
- India's most advanced and progressive hospitality industry.
- Hub for a major event and entertainment industry with Bollywood.
- Better infrastructure for the business of wine and spirits as compared to other cities.
- Nhava Sheva port is located in Mumbai where 90% of all beverages are imported.
- A short flight to Goa, arguable India's most advanced craft spirits and beer production hub.





## Venue

Jio World Convention Centre (JWCC), Mumbai is India's most premium Convention with 5 star facilities.

Located at a prominent location, a well-connected financial hub near Mumbai International Airport.

The Convention Centre is spread over 32,163 square meters of Exhibition & Convention facilities.

Key enabling services include In-house culinary capabilities offering exemplary gourmet experiences, state of art Audio-Visual aids, seamless internet connectivity and sound-proof halls.



# Key Attractions



**Exhibition**



**Masterclasses**



**Tastings**



**ProWine & ProSpirits Challenge**



**ProWine Bartenders' Competition**



**Panel Discussion**



**ProWine Mumbai Night**



**ProWine: Honoring Excellence**



**Bar Takeover**



**B2B Networking Evening**

# Exhibitor Profile

- Indian & International Wine Producers
- Indian & International Spirits Producers
- Craft Beverage & Beer Brands
- Importers & Allied Brands
- Global Trade Promotion Bodies
- Accessories & Allied Categories

# Why Exhibit?

- Showcase your brand in an exciting setting focused on the latest products & market trends
- Create new sales opportunities with target audience from the industry
- Network with Key Decision Makers
- Develop New and Existing Relationship
- Launch New Products
- Increase Brand Awareness





## Attendee Profile

- Wine & Spirits Importers / Bonders / Distributors / Wholesalers / Retailers
- HoReCa Professionals – Hoteliers / Restaurateurs / Café & Bar Owners
- Sommeliers, Chefs, F&B Teams
- Wine & Spirits Accessory Companies
- HNI / Wine Enthusiasts / Investors
- Wines & Spirits Clubs / Academia / Institutes
- International Governments

## Why Attend?

- Opportunity to meet and interact with domestic and international wine & spirits brands
- Meet the key decision makers who are shaping the wine & spirits market
- Gain insights into current global trends in the wine & spirits industry
- Get connected at exclusive networking events
- Attend world-class masterclasses with industry experts & renowned brands
- Benefit from a global network – meet renowned industry experts





# Recap – ProWine Mumbai 2023

## Exhibition



ProWine Mumbai 2023 featured 164 companies showcasing over 1000 brands across 21 countries and 5059 attendees from 24 countries across a gross 5,000 sqm of exhibition space. Trade visitors from relevant sectors ranging from large hoteliers, prominent restaurateurs and bar owners, importers, distributors, retailers, sommeliers, chefs, food & beverage teams and consumers were seen networking on the floor.

## Masterclass



The masterclasses that took place over the two days of ProWine Mumbai 2023, alongside the exhibition, were well-executed with engaging tasting sessions and discussions led by industry experts. The sessions were well attended by visitors with a keen interest to learn in-depth about wines and spirits.

## ProWine Spirits Challenge



At the newly introduced highlight, ProWine Spirits Challenge, the blind-tasting and detailed scoring of spirits ranging from whiskey, vodka, rum, gin, tequila, and liqueur led to an interesting revelation for the participating brands – providing insights into what consumers actually like and look out for when making a purchase.

## ProWine Bartenders' Competition



The ProWine Bartenders' Competition presented an exceptional platform for talented bartenders in the country to showcase their skills. The winning bartender received the prestigious title 'ProWine Bartender of the Year', an all-expense paid guest shift at the historic 'The Bar - The House on Sathorn', Bangkok (On The World's 50 Best Discovery) and a cash prize besides recognition in the trade and media.

## Craftsmen Discussion



Trade visitors witnessed a vibrant and insightful panel discussion led by eminent industry experts on '[The future of international craft spirits in India and taking Indian craft spirits globally](#)'.

## ProWine Mumbai Night



The ProWine Mumbai Night was a major networking event bringing together luminaries of the wine and spirits industry, leaders of hospitality, eminent media persons, and key exhibitors from across the world under one roof. The [India Wine Awards](#) (the country's most prestigious competition that sets the benchmark in excellence by rewarding the best wines, both domestic and international, available in the Indian market) was featured during the ProWine Mumbai Night.

# Statistics 2023



**8**  
Dedicated  
Country  
Pavilions



**11**  
Masterclasses



**5,059**  
Attendees



**164**  
Exhibitors



**24**  
Countries  
Representation



**1000+**  
Participating  
Brands



# Recap – ProWine Mumbai 2022

## Exhibition



The second edition of ProWine Mumbai featured over 150 companies showcasing 1000+ brands across 19 countries and 4140 attendees from the industry.

## Masterclass



The ProWine Masterclasses that ran alongside the show had a packed audience for all 15 sessions over the 2 days. The masterclass program was represented by eminent speakers from across the industry, a good mix of the veteran mentors and the young trailblazers introducing new trends, the best of knowledge and tastings that covered a range of wine and spirit categories. ProWine Mumbai provided the audience with complimentary access to this experience.

## Audience



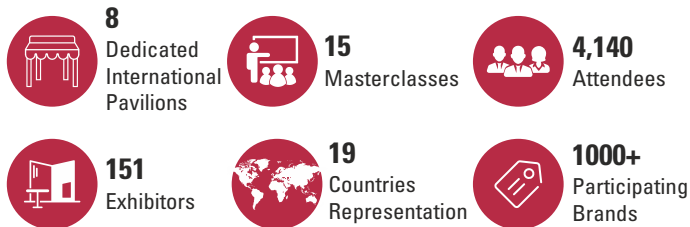
Visitors at ProWine Mumbai ranged from large hoteliers, prominent restaurateurs and bar owners, importers, distributors and retailers, sommeliers, chefs and food & beverage teams. ProWine Mumbai succeeded in putting together a platform not just for business meetings but also for people in the trade to be introduced to new products that are now available in the Indian market.

## ProWine Mumbai Night



This year, ProWine Mumbai added the prestigious wine awards –The **India Wine Awards** by Sonal Holland Wine Academy to its foray. The winners of the best wines, both domestic and international, available in the Indian market were revealed and received their accolades with much gusto and cheering from the industry. The night also felicitated some of the most revered women in the industry through a well curated panel discussion on **"The Rising Role of Women in the Indian AlcoBev Sector"**. In addition, 'India Wine Insider' a white paper authored by Sonal Holland MW, emphasizing on the Indian wine market, was also released at the ProWine Mumbai Night.

## Statistics 2022





**York Sparkling Rosé Brut India**  
*York Winery*

Grape Variety:  
Shiraz

Price Category:  
Premium



INDIA WINE AWARDS  
**IWA**  
BEST IN SHOW  
2022

The image shows an award ceremony on a stage. A man in a blue suit is presenting a framed certificate to a man in a white shirt and blue jeans. A woman in a black and red sari stands next to them. The background features a large logo for the India Wine Awards 2022, with 'IWA' in large purple letters and 'BEST IN SHOW 2022' below it.



# Recap – ProWine Mumbai 2021

## Exhibition



As the first in-person trade fair for the wine and spirits industry in India since the start of the COVID pandemic, ProWine Mumbai was very well-received featuring over 200 brands from 70 companies across 13 countries with 2,017 attendees.

## Masterclass



The masterclass program was represented by eminent speakers from across the industry, a good mix of the old mentors and the young trailblazers introducing new trends, the best of knowledge and tastings that covered a range of wine and spirit categories.

## Audience



Over two days, the exhibition halls were buzzing with tastings and good camaraderie as the industry caught up with each other and facilitated business meetings. Visitors ranged from large hoteliers, prominent restaurateurs and bar owners, importers, distributors and retailers, sommeliers, chefs and food and beverage teams.

## Networking Evening



Day 1 : Concluded with an Exhibitor Networking Evening, which was well-received by the industry, as people from the trade could finally meet, network, and taste in a safe environment.

Day 2 : Consumer Evening turned out to be the perfect after-party for the launch of ProWine Mumbai, as well-heeled consumers came in, tasted and had a merrytime.

## Statistics 2021



**17**  
Speakers



**15**  
Masterclasses



**2017**  
Attendees



**70**  
Exhibitors



**13**  
Countries



**200+**  
Brands



# ProWein Educational Campaign Recap 2018 | 2019

The last two editions of the ProWein Educational Campaign, in association with **Food & Hotel India**, were appreciated by the industry.

## Seminars



The seminar included a set of wine and spirit tastings by industry experts, workshops, discussion forums, and presentations, focusing on Sensory Perception, Wine and Food Pairing, varietal, and regional characteristics.

## Audience



The show witnessed the participation of Indian wine importers and producers, MNCs, and local producers of spirits, the restaurant and retail trade, hotel owners and F&B teams, wine professionals and traders, in addition to consumers, trade media, and alcohol influencers.

## Networking Dinner



A networking dinner was hosted by ProWein at each edition with speakers to create a platform for networking, strengthen business relations, explore new connections and exchange ideas.

## Statistics

PEC	Speakers	Sessions	Unique Delegates	Registrations	Total Brands Representation
2018	10	9	192	460	41
2019	6	8	206	476	46



For more information, please contact:

**MESSE DÜSSELDORF INDIA PVT. LTD. ALL THINGS NICE**

**RAJEEV NARESH**

**Mob.:** +91 9899890988

**Email:** NareshR@md-india.com

**CHERYL KOSHY**

**Mob.:** +91 9820630077

**Email:** cheryl@allthingsnice.in





# TICKET TO THE WORLD

**DÜSSELDORF**

**SHANGHAI**

**SINGAPORE**

**HONG KONG**

**SÃO PAULO**

**MUMBAI**

**TOKYO**

**ProWein takes you to the  
world's key markets.**

**São Paulo** 01–03 October 2024

**Mumbai** 08–09 November 2024

**Shanghai** 12–14 November 2024

**Düsseldorf** 16–18 March 2025

**Tokyo** 15–17 April 2025

**Hong Kong** 14–16 May 2025

**Singapore** 21–24 April 2026

*[prowein-world.com](http://prowein-world.com)*



Messe  
Düsseldorf