

Press Release

Success of ProWine Mumbai 2022 demonstrates the growth of demand in India's burgeoning wines and spirits business

ProWine Mumbai successfully concluded its second edition with appreciation from the Wine & Spirit Community in India.

Mumbai, Oct-Nov 22: ProWine Mumbai wrapped up its second edition, held at the world-class Jio World Convention Centre on the 17th and 18th of October. ProWine Mumbai is a part of the globally iconic ProWein World and is jointly organised by Messe Düsseldorf India and All Things Nice.

The event rightly kick-started with the popping of Champagne *Laurent Perrier* and a ribbon-cutting ceremony attended by dignitaries from Consulate General of the Argentine Republic, The U.S. Consulate General Mumbai, Australian Consulate General Mumbai, Consulate General of France in Bombay, Consulate General of Ireland Mumbai, Consul General of Chile in Mumbai, ProChile Trade – Mumbai, Ambassador of Chile to India, Ambassador of Portugal to India, The Spanish Embassy, Consulate General of Ireland, South African Consulate General, Department for Trade & Investment – South Australia and Business France among others.

SPOT ON TARGET

At no other trade fair are the interests of the market players as broadly based as at ProWine Mumbai. Trade visitors come from all relevant sectors, from small top restaurateurs through to wholesale importers.

It's where exhibitors have the ideal opportunity to find the perfect buyer for their own portfolio, making ProWine Mumbai a one of its kind event.

The event has witnessed an encouraging response from the industry with participation of over a thousand brands from across the world covering wines, spirits, craft beverages and allied segments. Participating countries include Italy, Armenia, Austria, Switzerland, Hong Kong, United Kingdom, Mexico, Finland, Germany, and India among others. ProWine Mumbai thrived on its comprehensive range of products from the wine and spirit industry and its visitors who turn this into success for their business. This concentrated decision-making competency opens doors for successful deals.

The range of exhibitors and countries represented on the show floor reflected India's strong appeal to the global wines and spirits industry, including its key role as a gateway to do business in the region as seen by the growing participation of even lesser-known wine and spirits producing countries.

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

Over two days, the well laid out exhibition buzzed with tastings and conversations as the industry caught up with each other and facilitated business meetings. 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



UNCORK INDIA **Mumbai, 17-18 October 2022**

International Trade Fair for Wines and Spirits
Jio World Convention Centre, Mumbai, India

Supported by:



Organised by:



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. On showcase was an array of wines well represented by brands from India and many countries across the world. The French Pavilion led by Business France as well as country pavilions from South Australia, Portugal, Chile brought in their country wine makers and provided access to visitors to meet the wine producers digitally throughout the day. In the Spirits section, visitors were able to taste and meet producers of gin, vodka, single malts, rum, tequila, mezcal and beer. The highlight for visitors seemed to be the innovative cocktails that imbibed fresh ideas and were artistically curated. Also on display were bar and glassware products and premium drinking water brands.

Mr. Thomas Schlitt, Managing Director, Messe Düsseldorf India states: "I am very delighted to see the stakeholders from the global Wines and Spirits industry converging at the 2nd edition of ProWine Mumbai 2022. With representation from national as well as international brands from 19 countries, ProWine Mumbai 2022 has set a new benchmark for the industry. For the first time, the winners of the India Wine Awards were felicitated during ProWine Mumbai Night, in association with the Sonal Holland Wine Academy. With a tasteful blend of Masterclasses, Exhibition and Networking night, ProWine Mumbai 2022 has, once again, successfully created a much revered platform for the industry to Meet, Network and Taste."

"This year ProWine Mumbai exceeded all our expectations. In its second year, we had a record number of exhibitors with participation from all over the world and a record number of visitors too. The Masterclasses were well attended and The ProWine Mumbai Night was a successful networking evening. We are intent on creating the biggest and most comprehensive platform - one that can compete on a world stage - to promote wine, spirits and craft beverage businesses, brands and awareness in India. We are humbled by the support of various governments and the eagerness to showcase their brands from local distributors and producers. We strongly believe that this is India's moment and we look forward to organising elevated editions of ProWine Mumbai in the years to come", says Nikhil Agarwal, Founder – All Things Nice and Co-organiser of ProWine Mumbai.

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 gave the audience complimentary access to this experience.

The exhibitors at ProWine Mumbai unanimously emphasized that they were impressed by the scale and quality of the event and for providing a comprehensive professional platform for the wine and spirits sector and were overwhelmed by the quality footfalls and good business interactions.

Day 1 concluded with the ProWine Mumbai Night which brought under one roof, luminaries of the wine and spirits industry, leaders of hospitality, eminent media persons and key exhibitors to meet, network and taste. 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.



UNCORK INDIA

Mumbai, 17-18 October 2022

International Trade Fair for Wines and Spirits
Jio World Convention Centre, Mumbai, India

Supported by:



Organised by:



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 Alco-Bev 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.

Arth, Sommelier at United Beer and Wines, a visitor at ProWine puts the show in nutshell saying, "ProWine is the biggest beverage exhibition in India, can't miss it!"

The show concluded with high energy and positivity for the future of the drinks business. The event ended on a high note with a 6 bottle champagne popping ceremony to celebrate a well-executed show.

The third edition of ProWine Mumbai is scheduled for 12-14 October 2023. For more information about ProWine Mumbai, please visit www.prowine.in

About the organisers:

Messe Düsseldorf India Pvt. Ltd. is a fully owned subsidiary of Messe Düsseldorf GmbH which is a global player both as a trade fair organizer and as a provider of trade fair related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like, In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India and ProWine Mumbai. Besides organizing successful trade fairs in India, the company is also the exclusive Sales representative of Messe Düsseldorf Group for the Indian Market and is canvassing Indian customers to Events of Messe Düsseldorf Group worldwide.

All Things Nice is reputed for its events and consultancy services that directly engage with consumers and trade. Additionally, All Things Nice is founded by Nikhil Agarwal, a leading wine and spirit expert, writer and international wine and spirits competition judge. The company also represents the Edinburgh Whisky Academy in India and hosts the Indian Wine Consumer's Choice Awards.

ProWein: Over the past 25 years, ProWein has become the most important trade fair for wine and spirits worldwide attracting more than 6,000 exhibitors and more than 60,000 trade professionals from all over the world. Apart from the traditional markets, new and dynamic sales regions are emerging as part of "Ticket To The World" with a presence in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Tokyo and Mumbai.

Media Contacts:

ProWine Mumbai:

Mr. Surajit Bit (MDI)

bits@md-india.com

Ms. Cheryl Koshy (ATN)

cheryl@allthingsnice.in



UNCORK INDIA

Mumbai, 17-18 October 2022

International Trade Fair for Wines and Spirits

Jio World Convention Centre, Mumbai, India

Supported by:



Organised by:

