

Press Release

ProWine Mumbai 2022 roaring up the Wine and Spirits industry in full throttle this October

Mumbai, October 2022: ProWine Mumbai, a 2-day world-class business event is steaming ahead as the largest event in India for the wine, spirits, craft beverages, and hospitality industry as well as for wine enthusiasts. This global platform, now in India, opens the doors for International and Indian wine, spirits, and craft brands to showcase products and brands not only through exhibit displays but also through live tastings; thereby enabling both industry and consumer engagement and peer-to-peer contact.

The show is anticipated to bring together the country's community of brands, importers, distributors, wholesalers, and retailers, along with international brands looking to enter the Indian market and noteworthy large-scale buyers including hotels, restaurants, bar owners, and wine enthusiasts.

Messe Düsseldorf India, in partnership with All Things Nice, is co-organizing ProWine Mumbai on the 17th and 18th of October 2022, at the top-notch Jio World Convention Centre.

Exhibition & Tastings

ProWine Mumbai has grown exponentially since the last edition and this year boasts of large international support from The United States Department of Agriculture, Consulate General of The Republic of Argentina, Wines of Portugal with Confederação dos Agricultores de Portugal (CAP), ProChile, Department for Trade & Investment, South Africa, Department for Trade & Investment, South Australia and Business France showcasing an array of products. 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.

To visit, register at www.prowine.in

MasterClasses

ProWine Mumbai will also host 15 sessions over 2 days of complimentary MasterClasses, bringing together the best of knowledge and a range of wines, gins, whisky, sake, and spirit tastings. MasterClasses are brought to you by WSET Global, International Governments, Leading Wine Authorities, Master Distillers, and brand representatives.

View Schedule and Register at www.prowine.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:



The ProWine Mumbai Night

The ProWine Mumbai Night promises to be 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, making this the most prominent wine and spirit event of the year.

India Wine Awards & Panel Discussion

The India Wine Awards is 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. It is founded and chaired by Sonal Holland, India's first Master of Wine. The winners at India Wine Awards will be revealed at the glittering ProWine Mumbai Night on the 17th of October.

Sonal Holland MW also joins ProWine Mumbai to create a special session emphasising the influential role of Women in the AlcoBev Industry in India. The curated panel discussion titled 'The Rising Role of Women in the Indian Alco-Bev Sector' will host some of the most revered women in the industry who will be felicitated during The ProWine Mumbai Night.

Industry Support

The positive response and great appreciation of the industry stakeholders and sponsors paired with the sector's growth forecast promises that ProWine Mumbai 2022 will once again be well-received and well-attended.

To know more about ProWine Mumbai, email BitS@md-india.com or cheryl@allthingsnice.in or visit www.prowine.in



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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.

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, India's 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. Nikhil Agarwal also concurrently runs companies involved in the importing and retailing of wine and spirits.

ProWein: Over the past 25 years, ProWein has become the most important marketplace for wines, spirits, and craft drinks. Apart

from the traditional markets, new and dynamic sales regions are emerging as a part of "Ticket To The World" with presence in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Mumbai, and Tokyo.

Show Details

- 1) **Exhibition: 17th & 18th October**
Venue: Pavilion 3, Jio World Convention Centre, BKC, Mumbai
Time: 11:00 am – 7:00 pm
Pre-register your attendance on www.prowine.in
For persons 25 years and above only
Dress Code: Formal
Visiting cards required
- 2) **Inauguration Ceremony: 17th October**
Venue: Pavilion 3, Jio World Convention Centre, BKC, Mumbai
Time: 10:45 am
- 3) **MasterClass: 17th & 18th October**
Venue: MasterClass Room, Pavilion 3, Jio World Convention Centre
Time: 11:00 am – 7:00 pm
Visit www.prowine.in for an Updated Schedule, Speaker Profiles and Timings
Registration mandatory.
Limited Seats. Seating on a first come first serve basis.
For persons 25 years and above only
- 4) **The ProWine Mumbai Night: 17th October**
By Invitation Only
- 5) **Closing Ceremony: 18th October**
Venue: Pavilion 3, Jio World Convention Centre, BKC, Mumbai
Time: 7:00 pm



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