



ProWein 2011 – Press Release No. 5 / November 2010

Brilliant Outlook for ProWein 2011

No. 1 trade fair for wines and spirits on course for success – Japan participating as an exhibiting nation for the first time – optimised service for visitors

Even at this early stage ProWein 2011 is almost fully booked. From 27 to 29 March all relevant wine-growing nations of the world will once again fly their flags in Düsseldorf thereby guaranteeing a unique international overview of the sector. The organiser has yet again registered increased interest from many countries. Exhibitors from Germany, France or Spain will have an even stronger presence at the forthcoming ProWein than at the record event in 2010. 2011 will see Japan celebrate its debut as an exhibiting nation at ProWein as part of a joint participation in the “Spirits Hall” 7a. Alongside this, over 300 other exhibitors will again present novel spirits and extraordinary specialities. At the FIZZZ-Lounge the Meininger publishing house will once again showcase the latest trends for the bar scene. In 2011 “mixologists” will be serving high-quality drinks to accompany matching appetizers under the heading “Culinary Cocktails”. The remaining ancillary programme including the delicatessen Special Show “Wine’s Best Friends“ and the numerous events organised by exhibitors promises to be highly attractive. A special highlight of ProWein will also be the central Tasting Zone also featuring over 1,000 wines in 2011. This time it will come under the heading

Internationale Fachmesse
Weine und Spirituosen

International Trade Fair
Wines and Spirits

Fiera Internazionale
Vini e Liquori

Salon International
Vins et Spiritueux

Feria Monográfica Internacional
de Vinos y Bebidas espirituosas

Düsseldorf, Germany

27. – 29. 3. 2011

www.prowein.com


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Messe Düsseldorf:

 **Ufi**
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Exhibition Industry

 **AUMA**
Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



“Trends Experiences: Tradition versus Modernity” or “How Oenology determines Wine Styles”.

This means visitors to ProWein 2011 can again look forward to a comprehensive overview of the current world market ranges as well as trends and innovations in the wine and spirits industry. And they will benefit from the advantages of a new Visitor Management System that Messe Düsseldorf will roll out as from the beginning of 2011. Tickets purchased online will grant direct access to the trade fairs since personal admission tickets in the form of badges are produced in a few seconds when these eTickets are introduced into the turnstiles. This means the manual redeeming of eTickets and related waiting times of previous years are now a thing of the past. Trade visitors who prepare their trade fair visit in the run-up to www.prowein.com not only benefit from the constantly updated information available there but also from the rebated admission prices at the Ticket-Shop – all ProWein admission tickets include free use of buses, trams and DB trains (German Railways, on trains without supplements) to and from the fair grounds within the networks of the VRR transport authority (Verkehrsverbund Rhein-Ruhr). This means they can use tickets ordered at the Online-Shop for their trip to the Exhibition Centre plus look forward to quick and easy access to the premises.

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