



## Exquisite Spirits and Delicacies at ProWein

As the leading trade fair of the international wine and spirits industry, ProWein, held from 27 to 29 March in Düsseldorf, enjoys an excellent international reputation. In addition to the products offered by renowned industry leaders from all over the world, visitors can always discover extraordinary specialties. Those seeking the exceptional will not want to miss ProWein and its 3,600-plus international exhibitors!

### More than 300 exhibitors present top-quality spirits

The international exhibitors in the spirits segment present a sophisticated mix of well-proven classics, country-specific treasures and unusual new products. The product palette includes everything from French cognac and fine spirits to premium rum from Costa Rica and much more. Japan, for example, is presenting as an exhibiting nation for the first time this year. The companies *Ueno Gourmet* and *Elfen* present their sake and fruit wines to the international specialist audience. *Ziegler* distillery, known for its sophisticated fruit brandies, offers a barrel tasting, that is, an exclusive preview of their single malt whisky "Aureum 1865", which will be introduced to the market at ProWein 2012. *GeVe Spirits* from Sweden will re-launch its "ZNAPS" vodka at ProWein 2011. First-time exhibitor *Karloff* from Slovakia presents its multiple-award-winning "TATRATEA", a black-tea-based liqueur. With its fine brandy "CIGAR", the Austrian distillery *Jöbstl* offers the coequal liquid counterpart to the cigar. At the stand of *Destillata*, visitors may try award-winning fine brandies, as well. A large part of the eclectic spirits range at ProWein is concentrated in Hall 7a. Other spirit treasures from all corners of the globe may also be found at numerous stands located in the wine halls. A handy pocket guide provides trade visitors with optimal orientation.

### Fine drink & food combinations for bars

The latest trends and lucrative ideas for the bar scene can be found at the "FIZZZ"-Lounge, presented by the publishing house *Meininger Verlag*. The lounge is also located in Hall 7a. Here, visitors can find

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](http://www.prowein.com)

  
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classic and modern cocktail creations combined with a crossover from international cuisines. The motto is “Culinary Cocktails”, and the “mixologists” offer premium drinks together with harmonising appetisers.

**The name says it all: “Wine’s best friends“**

Appetisers and much more can also be found in the special exhibition “Wine’s best friends”, which is again being organised in cooperation with “*Der Feinschmecker*” magazine. The focus here is on selected delicacies that harmonise particularly well with wine and spirits and thus provide a perfect experience for the palate. Specialised retailers and restaurateurs will find valuable ideas for product line design on the gallery in Hall 6. This year, the special exhibition has attracted more than 30 participants. The offer range includes a wide array of fine spices and fruit spreads, but also chocolate, honey, coffee, as well as pasta and chutneys. One of the exhibitors, *Bos Food*, plans to offer exquisite truffle caviar and fine goose-liver pâté in Düsseldorf. *Productos Majuelo* from Spain presents exquisite sherry vinegar, and the first Spanish shared stand at “Wine’s best friends” offers Iberian delicacies such as top-grade hams and oils. At the stand of mustard producer *Remstaler Senfmanufaktur*, visitors may taste an extraordinary Riesling-mustard, and *Die Olive* offers selected antipasti and pesto varieties.

Further details on the eclectic product range at ProWein, travel information for visitors and the ticket shop can be accessed at [www.prowein.com](http://www.prowein.com).

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