

ProWine Mumbai 2021 / Final Press Release

ProWine Mumbai successfully concluded its 1st edition with appreciation from the Wine & Spirit Community in India

Mumbai, 24 Nov 2021

ProWine Mumbai launched its first edition at the prestigious The St Regis Mumbai with much gusto and enthusiasm from the wine and spirits industry from 17 to 18 November. 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 champagne popping and an inaugural ribbon-cutting ceremony attended by dignitaries from the US Consulate, the Consulate General of France, Australian High Commission, South African Consulate, Trade Centre of Argentina, Republic of Mauritius, corporate heads and the industry associations with media partners.

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

Over two days, the 3 exhibition halls were buzzing with tastings and good camaraderie 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 and beverage teams. ProWine Mumbai succeeded in putting together a platform



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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. 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, innovatively provided access to visitors to speak to the wine producers in France digitally throughout the day. In the Spirits Pavilion, visitors were able to taste and meet producers of gin, vodka, single malts, rum, tequila, craft beverages and beer. The highlight for visitors at the Spirits Pavilion 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: “It fills me with joy and gratitude to see this amazing recognition from the industry stakeholders in India for the 1st ProWine Mumbai event. Going from being a ProWine Educational Campaign to a first-ever full-fledged comprehensive trade fair for the Wine & Spirits industry is the reflection of developing the market for the future growth of the industry in India. I am glad that at the maiden edition most major players from India and representation of 7 leading wine producing countries were represented. With this successful premiere we have laid the foundation for ProWine Mumbai to be the ideal platform to Meet – Network – Taste and connect the market as an annual meeting place. Cheers!!”

“We are thrilled to have put in place the very first business platform for the wine and spirits industry. We are overwhelmed by the fantastic response, we believe ProWine Mumbai will elevate the future of the wine and spirits industry in India and we hope you enjoy all that ProWine Mumbai will



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offer you in the coming years”, 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 in a separate hall. 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. ProWine Mumbai gave the audience complimentary access to this experience. The Masterclasses also digitally brought in international speakers and orchestrated their tastings onsite.

The exhibitors at ProWine Mumbai unanimously emphasized that they were glad to be a part of 1st ever comprehensive professional event for the wine and spirits sector and were overwhelmed by the quality of footfalls and the good business results.

“The ProWine Mumbai was a real success and we are really proud to have been part of it with our 13 French producers in the Pavilion.” Ms. Mathilde Bertille, Trade Officer Agribusiness Department, Business France India.

The organisers had implemented strict measures to ensure that all hygiene and safety protocols for this type of trade shows were in place at all times. All visitors and exhibitors of ProWine Mumbai had to be fully vaccinated at the time of entry. More than 14,000 glasses were used at ProWine Mumbai and all of them were washed at 90 degrees and with sanitizing products. In addition, individual biodegradable spittoons were provided for a safe tasting experience and only glass water bottles were used, in support of reducing the carbon footprint of trade fairs.



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The second edition of ProWine Mumbai will be announced shortly. To know more 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 and Mumbai. As the youngest member of the ProWein family, ProWine Mumbai is launched for the first time in 2021.

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