

PRO WINE SÃO PAULO: THE HIGHLIGHTS OF THE 2022 EDITION OF LATIN AMERICA'S LARGEST AND LEADING TRADE FAIR FOR WINES AND BEVERAGES

On September 27, 28 and 29, at Expo Center Norte, ProWine presented the novelties of the wine and spirits industry for the Latin American market, opening the possibility of building trade relationships between brands and generating business. The occasion brought many positive results. Besides the fair, where more than 8 thousand qualified professionals from the sector could taste labels of the main brands from 22 countries, the ProWine Forum approached important matters for the industry, such as sustainability, the illegal beverage market, industry trends, and lots of masterclasses. During the three days, ProWine São Paulo welcomed more than 450 exhibitors, 900 brands, from 22 countries.

This edition consolidated ProWine as the meeting point of the international industry in Latin America. No other event in the continent gathers so many exhibitors and professionals from different countries.

With the participation of Felipe Antunes, a member of ABRABE – Brazilian Beverages Association, a project focused on glass recycling was presented – the Glass is Good project. The initiative has recovered 109 thousand tons of glass, which generated savings of 52 thousand MWh of energy and the non-emission of 50 thousand tons of CO2 into the atmosphere. As a result, about 131 thousand tons of raw material were no longer taken from nature. This is a very important fact to highlight to Brazil. In partnership with ProWine São Paulo since 2019, the project collected all the bottles used in the event.

Among the highlights of ProWine's Forum were the organic and biodynamic wines, which were the subject of lectures by Salton, a Brazilian winery with sustainable production based on the UN Global Compact, Emiliana, from Chile, the largest organic and biodynamic winery in the world, and the Spanish winery Familia Torres, whose theme of sustainable production has been a premise since 2008.



International Trade Fair
for Wines and Spirits

03-05 OCTOBER 2023

Expo Center Norte

www.prowinesaopaulo.com



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The illegal beverage market is a topic that has been drawing the industry's attention. According to Cristiane Foja, also from ABRABE, over 255 thousand bottles were apprehended in the last operation to combat the illegal beverage trade last year, in the states of Rio de Janeiro and Santa Catarina. Felipe Galtaroça, from Ideal Consulting, showed the wine consumption map in Brazil: the scenario is very promising and has now reached the rate of 2.64 liters per capita, with an expectation of 3.3 liters per capita in the next five years.

Representing WSET – Wine & Spirit Education Trust, the main international organization focused on education in wines, spirits and sake, created in the United Kingdom, in 1969, Kimberly Dupuis showed how training in the entity she represents can be a game changer for the professionals' career. Following the knowledge bias, the duo Silvia Mascella, sommelière, and Larissa Fin, from Fin Winery, went on stage to defend the theme “The Accents of Brazil”, in which the premise is to look at Brazilian wines – in increasing expansion in recent years.

The agenda goes on to content with “Social Media and Wine”, with Nathalia Ciro, editor of Umami channel and content director of Woodoo, an advertising agency focused on wines – which also had a booth at the fair, where it produced content through live interviews with guests and important names in the wine world. The communication, now interpersonal, was one of the highlights of the roundtable “The profession of sommelier and its many possibilities”, by ABS-SP, which approached modern ways of a sommelier presenting himself, dialoguing with the client and acting, among other subjects.

Next year, ProWine São Paulo will grow 20% in size to accommodate new exhibitors interested in participating, but always preserving the quality of the event, especially when it comes to visitors' evaluation.

“Our goal for 2023 is to grow the fair in a sustainable way, that is, to increase the variety of exhibitors, but respecting the limits of the market, preserving the quality of our visitors and services”, comments Malu Sevieri, director of ProWine São Paulo.



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ProWine São Paulo 2022 is an initiative carried out by Emme Brasil and Inner Group, in partnership with Messe Düsseldorf, organizer of the largest wine and spirits trade fair in the world, ProWein, Düsseldorf, in Germany.

Registration for exhibitors to the next edition is already open.

Guarantee your place in America's largest trade fair for wine and spirits!

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2023 Edition

October 3rd to 5th

Expo Center Norte

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