

Press Release

ProWine Mumbai 2024 announces show dates and new highlights

ProWine Mumbai, now in its 4th edition, recently announced dates for 2024 and has added on the Pro Wine & Spirits Challenge and a brand new segment dedicated to spirits – ProSpirits

Mumbai, April 2024: ProWine Mumbai, India's largest business event has gone yet another step further for its next edition. The two-day event has been the hub for the wine, spirits and hospitality industry over the past few years. This global platform opens doors for International and Indian wine and spirit brands looking to showcase brands and products, not only through exhibit displays but also through the masterclasses, live tastings and aligned show features that take place alongside the show.

The audience at ProWine Mumbai includes importers, distributors, retailers, food & beverage managers from renowned hotels, mixologists, bar & restaurant owners, members of wine and spirits clubs across the country and consumers. The trade buyers are responsible for buying large investment inventory and also for determining which brands are carried in bars, restaurants and retail shops. The consumers are the actual end users of the brands and are integral for brands at the show.

Organised by Messe Düsseldorf India and All Things Nice, the show is scheduled for the 8th & 9th of November at the world-class Jio World Convention Centre in Mumbai. Mumbai is home to some of the most prominent importers and producers of wines and spirits and also boasts of a progressive hospitality industry and advanced consumer base.

Exhibition & Tastings

ProWine Mumbai brings together the country's community of AlcoBev brands, importers, distributors, wholesalers and retailers, along with international brands looking to enter the Indian market and connects them with noteworthy large-scale buyers including hotels, restaurants, bar owners and wine & spirit enthusiasts.

This year the show introduces 'ProSpirits', a highlight that delves into the flourishing dynamics and innovative strength of the spirits industry. Attendees can explore the latest products and trends and be inspired by tastings presented by industry experts.

With a rising demand for premium spirits in India, fuelled by a growing middle class and a shift towards more sophisticated drinking culture, ProSpirits aligns itself as the vibrant heart of the global spirits industry.

ProWine Mumbai 2023 featured 164 companies showcasing over 1,000 brands across 21 countries and 5,059 attendees from 24 countries. Statistics showed that trade visitors included hoteliers, prominent restaurateurs & bar owners, importers, distributors, retailers, sommeliers, chefs, food & beverage teams and consumers.



Mumbai

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“The fourth edition of ProWine Mumbai is set to mark another milestone in our journey of bringing together the finest minds and brands in the wine and spirits industry. With the addition of ProSpirits and the Pro Wine & Spirits Challenge, we aim to elevate the experience for our attendees, providing them with an unparalleled platform to explore the latest trends and innovations; making the show a one-stop destination for exploring wines and spirits” states Ajay Kumar Gulati, General Manager - Messe Düsseldorf India.

Masterclasses

ProWine Mumbai will also host over 10 sessions over 2 days of complimentary Masterclasses, bringing together the best of knowledge and a range of wine and spirit tastings. Masterclasses are brought to you by WSET Global, international governments, leading wine authorities, master distillers, and brand representatives.

The Pro Wine & Spirits Challenge

The Pro Wine & Spirits Challenge opens doors to Indian and international wine and spirits brands available in India to ascertain the quality of their products vis-à-vis the preferences of the local palate. The challenge will take place through a systematic blind tasting and will be judged, not just by the usual industry professionals, but also by significant wines & spirits consumers, connoisseurs and all enthusiasts, giving them a platform to express their opinion on their favourite wines & spirits. The aim of this challenge is to judge the wines & spirits based on their quality alone, revealing an independent list of the finest wines & spirits available in India, as chosen by the very people who drink them.

The ProWine Bartenders' Competition

ProWine Mumbai presents an exceptional platform for talented bartenders in the country to showcase their skills at the 'ProWine Bartenders' Competition'.

The winning bartender receives the prestigious title 'ProWine Bartender of the Year', and an all-expense paid Guest Shift at an international bar besides recognition in the trade and media.

The Craftsmen Discussion

ProWine Mumbai 2024 will also showcase invigorating panel discussions on astute topics that are pertinent to the industry. The panellists include producers of craft spirits, global brand ambassadors and heads of multinational brands.

The ProWine Mumbai Night

The ProWine Mumbai Night is 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. At the ProWine Mumbai Night, winners of the Pro Wine & Spirits



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Challenge will be showcased at an exclusive 'Winning Wines & Spirits Bar' – an opportunity for all present to taste and learn where the Indian market preferences lie. A succinct ceremony will also felicitate noteworthy contributors to the wine and spirits industry as selected by ProWine Mumbai's Advisory Board that will include wine and spirit professionals, global brand ambassadors and heads of retail and trade.

India's alcobev industry is causing a stir, one heady concoction at a time - watch out for the Bar Takeover by the best mixologists from the top bars in India, only at ProWine Mumbai.

"We are extremely proud to have established a strong global platform for the wine and spirits industry in India. With the addition of ProSpirits and the Pro Wine & Spirits Challenge, this strengthens the platform even further and we are excited to roll out yet another edition compacted to create a fair platform for brands, trade and consumers", says Nikhil Agarwal, Founder, All Things Nice and Co-organiser of ProWine Mumbai.

For the wine and spirits industry, ProWine Mumbai 2024 now transcends an extraordinary trade fair - a platform for not just wine but also spirit brands to grasp global market trends and explore new business avenues. With appreciation from the industry stakeholders and partners paired with the sector's growth forecast promises that ProWine Mumbai will once again be well-received and well-attended.

For more information. 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 organiser and as a provider of trade fair-related services for exhibitors and visitors. Messe Düsseldorf India has been successfully staging established trade fairs like Medical Fair India, In-Store Asia, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & foodpex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India and ProWine Mumbai. Besides organising 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, India's leading wine and spirit expert, writer, and international wine and spirits competition judge. The company also hosts the Indian Wine Consumer's Choice Awards. Nikhil Agarwal also concurrently runs companies involved in the importing and retailing of wine and spirits and is the Campaign Ambassador for The Distilled Spirits Council of the United States in India.

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