ProWein Düsseldorf 2026 – Press Release, 25 February 2026

ProWein Agora: stage for big ideas, courageous questions, fresh impulses

New format provides strategic impulses for retail, food service and industry

How will wines and spirits be bought, sold and staged on the markets of tomorrow? Which markets, target groups, technologies and concepts determine who will grow – and who will win over new customers? At ProWein Agora, the 32nd edition of ProWein Düsseldorf will offer a curated stage with a clear focus on the future. Boasting some 14 hours of programmed highlights, it will pool strategic impulses for decision-makers from retail, food service, industry and distribution. Agora consistently looks ahead – and provides guidance for tomorrow's business models.

Added value with a clear stance

The strength of ProWein Agora lies in its focus. In an increasingly fragmented market wine marketers are faced with complex decisions. Agora clusters relevant topics and boils them down into clear, hands-on keynotes. It places topics into context rather than presenting individual views, and shares data rather than gut feelings. Growth needs reliable figures and strategic perspectives. This is exactly what Agora offers: informed analyses, precise theses and concrete options for action – beyond the hype and short-term fads.

On all three trade fair days trade visitors can compile their personal agenda from condensed 20-minute sessions. The talks will show in concrete terms how wine and spirits can be successfully placed and retailed in future – on the shelf, on-premise and online. They will shed light on opportunities and strategies in Europe as well as in North and South America and Asia. This swiftly creates a precise overview of markets, channels and growth areas.

ProWein Düsseldorf
March 15–17, 2026
International Trade Fair for Wines & Spirits
prowein.com

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Four pillars, one view

Agora highlights the four key topics of the industry:

#NewMarkets

In three 1-hour sessions global trends will be analysed: which markets will grow over the next years? How can growth be secured on saturated markets? And which categories are developing well despite difficult operating conditions? In a nutshell – where do investments pay off?

This will be discussed amongst others by **Laurence Whyatt** (Barclays Bank) and **Ian Anderson Ford** (Nimbility), who will analyse new and already established markets. **Spiros Malandrakis** (Euromonitor International) and **Irem Eren**, DipWSET will take a look at RTDs and NoLo-wines as categories that defy the downswing.

#NewConsumers

Changes on the demand side will be centrestage at #NewConsumers. Altered consumer behaviour, GenZ's changed values and an increasingly heated health debate all influence shoppers' behaviour. Experiences become more important, wine tourism creates sales. How does this impact assortment, pricing and communication?

Alisa Selezneva (Innova Market Insights) will analyse successful innovations and trends. **Kaleigh Theriault** (NielsenIQ) will take a look at GenX, which is the generation currently generating the highest revenue.

#NewTechnology

This stream will highlight the role of data, platforms and digital tools in wine and spirits merchandising. AI-assisted recommendations, new sales channels or social-commerce mechanics are discussed from a strategic perspective – with a view to their relevance for sales, visibility and brand building.

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Morten Hueing (Vivino) will address AI in referral marketing, **Giorgio Benaglia** (Amazon) will flag up new opportunities in e-commerce and **Charlotte Read** (NZ Winegrowers) will show how Sauvignon Blanc conquered the Chinese market with the help of social media.

#NewProducts

The thematic stream #NewProducts will put innovations to the test. Which product concepts offer true potential? How can fine wine re-pitch itself? And why do lifestyle-oriented products currently garner particular attention? The aim is to place trends in context beyond short-term fashions.

Featuring keynotes by **Theis Søndergaard** (Dry Boots) and **Malwine Steinbock** (Food Republik).

#Futurist: the daily glimpse into the future

At noon of each trade fair day, renowned figures of the industry and related disciplines will share a condensed outlook on the developments that will change the business in the long term. 30-minute talks will deal with strategic re-thinking, trends and growth where it matters: at the Point of Sale and in the moment of choice.

As futurists, speakers **Kevin Gaskell** (The Business Fixer), **Alex Becket** (Mintel) and **Theresa Schleicher** (Retail Trend Researcher) will dare to take a look beyond their own backyard.

#WineVisions

With #WeinVisions the day's agenda will draw to a close in a loungy atmosphere. Amongst others, **André Hueston Mack**, well-known sommelier & winemaker, will raise the question of why the industry slang is largely no longer received well by today's consumers ("Marketing with Attitude. How to Reach New Consumers").

"By launching ProWein Agora, ProWein takes a leadership role," says Frank Schindler, Director ProWein. "Here, it is about the forces that change the market and about the key challenges the industry is faced

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with. Jointly with Dr. Anja Zimmer and Alexandra Wrann of A2Wine&Things, we succeeded in putting together a 3-day world-class programme, which we will also make available online after ProWein."

The next ProWein Düsseldorf and the debut of ProWein Agora will take place from 15 to 17 March 2026. The programme of ProWein Agora is available online at: www.prowein.de/Programm
No registrations needed – first come, first served.

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