

Press Release No. 5: ProSpirits / November 2023

ProWein – Mirror image of the international spirits industry: on course for growth

ProSpirits & “same but different” – two halls dedicated exclusively to spirits from all over the world

With sales expected to reach € 493.40 billion in the current year, spirits will continue their growth course worldwide. What's more: according to Statista (www.statista.com) sales will stand at € 601.70 billion and the average per-capita consumption at 4.76 litres in 2027. This trend is impressively mirrored by ProWein, the world's biggest and most relevant trade fair for wines and spirits. The trend show “same but different” with its craft spirits, craft beer and cider ranges has picked up current themes trending in the hip, urban bar community for years now and has become an important guarantor of success for ProWein long since. “This is why we come in now and create a new brand world where everything revolves around spirits: ProSpirits. Hall 5 – right next to the “same but different” Hall 7.0 – will become the hub for spirits from throughout the world,” explains Nicole Funke, Senior Project Manager of ProSpirits and the trend show “same but different”. “Over 300 exhibitors from more than 40 countries will present their products on some 4,800 square metres – 1,000 square metres more than at the last ProWein. Areas dedicated to such product groups as whisk(e)y, cognac, brandy and country pavilions from Denmark, Greece, Ireland, Korea, Mexico and the UK confirm our strategy – or to put it in a nutshell: the concept works,” stresses Funke empathetically. Global players such as Osborne (Hall 5, Stand D02), Molinari (Hall 5, Stand B26), tradition-rich cognac houses like Hine (Hall 5, Stand L33) and Prince Hubert de Polignac (Hall 5, Stand M54) or brand importer Borco (Hall 5, Stand E05) testify to the international flair and diversity of ProSpirits.



**10- 12 March 2024
Düsseldorf, Germany**

THE WORLD'S NO. 1
International Trade Fair
for Wines and Spirits.
www.prowein.com



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What can trade visitors expect to find in the ProSpirits cosmos? Here is an overview of the individual “ingredients”:

- The **ProSpirits Forum** is the stage for exhibitors’ highlights and tastings. Visitors can take part free of charge. Another highlight here will be the **Trend Hour Tastings** on the first and third day of the trade fair where ProSpirits trend scout Jürgen Deibel will flag up current industry trends including:
 - Vodka – The “resurrection” of vodkas with character
 - Liqueurs – Getting sweeter again
 - Agave Spirits – The world of agave
 - Brandy – The return of the grape
 - RTD – Ready to drink
- In a **Tasting Area** visitors can inform themselves, taste and compare – to then make contact with the respective exhibitors.
- Whiskey nation **Ireland** features on some 350 square metres with its own Masterclass Area.
- **Korea** places the emphasis on Soju, the Korean national drink. What beer is to Germany, Soju, a chilled spirit based on rice or sweet potato, is to South Korea.
- **Mauritius** provides a journey through the world of select rums, **Mexico** is represented with a selection of tequila and mezcal producers.

“same but different” to celebrate a premiere

The trend show will seamlessly continue its success story presenting some 120 exhibitors from 27 countries on 1,100 square metres of exhibition area. In addition to the around 100 spirits suppliers, there will also be craft beer specialists (including Maisel & Friends and BRLO from Berlin) as well as cider producers such as Ramborn or Apfelwein International exhibiting again. A premiere at ProWein 2024 will be the open forum for craft spirits where restaurateurs and producers can network and learn from each other.



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“This combination of ProWein, ProSpirits and “same but different” is absolutely unique in the global wine and spirits industry. No other trade fair in the world offers international trade visitors from all over the world such a comprehensive, current and highly attractive line-up of ranges,” says Peter Schmitz, Director of ProWein, in summary.

Note for Editors:

High-resolution visuals for ProWein can be found in our photo database in the “Media & News” section at www.prowein.de.

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