



16–18 March 2025  
Düsseldorf, Germany

The World's No 1  
International Trade Fair  
for Wines & Spirits

→ [prowein.com](http://prowein.com)

## **ProWein 2025 – Press Release No. 12: March 2025**

### **ProWein Concept Store: innovative technologies for wine merchants**

*Which technologies make purchasing wine and spirits more intuitive, interactive and efficient? The ProWein Concept Store has the answers: as part of the special show “Packaging & Design” in Hall 4 it will show hands-on solutions to support retailers – from digital consulting tools to smart chilling technologies to AI-assisted age verification.*

At the Point of Sale (POS) technology innovations increasingly play a key role. The ProWein Concept Store demonstrates how Artificial Intelligence, interactive presentations and modern self-service solutions improve the customer journey while optimising the sales process at the same time. Visitors will experience live how digital tools and smart systems make retail future-proof.

#### **Digital innovation for an interactive customer experience**

As a new feature the Concept Store will present the AR app “Vinovate – your Personal Sommelier” developed by twinC GmbH to enhance the shopping experience. The app allows trade visitors to navigate interactive vineyards, different grape varieties and growing regions and get personalised recommendations by means of an AI-assisted virtual sommelier. Other functions include a food scan that proposes matching wines for dishes as well as a collecting system for wine menus.

#### **AI-assisted age verification: smart solutions for youth protection**

In addition, the first AI-assisted solution for age recognition will be presented, which is of particular interest for alcoholic beverage retailers. British company Innovative Technology Limited (ITL), a world-leader in manufacturing technologies for automating cash transactions and age verification, will introduce its latest developments. The MyCheckr solutions offer precise age verification for self-checkout, checkout zones or chillers containing alcoholic beverages. At the exhibition stand visitors can experience live how this technology works: a simulated wine chiller only opens subject to a successful



Messe Düsseldorf GmbH  
P.O. Box 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Phone +49 211 4560 01  
Fax +49 211 4560 668  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
[info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)


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County Court Düsseldorf HRB 63  
VAT ID number DE 119 360 948  
Tax ID number 105/5830/0663

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age check. In addition to this, the system delivers anonymous shopper data furnishing valuable shopping insights.

“The Concept Store shows how digital technologies and Artificial Intelligence can revolutionise the Point of Sale,” explains Peter Schmitz, Director of ProWein, and adds: “Ranging from AI-assisted recommendation systems to smart age verification to interactive tools – modern solutions enable retailers to make processes more efficient and to decisively improve the customer experience. After the successful launch of the Concept Store last year, we are happy to again introduce trade visitors to hands-on and forward-looking innovations.”

### Other highlights at the Concept Store

In addition to innovative digital solutions the ProWein Concept Store boasts a plethora of hands-on approaches designed to optimise the sale and presentation of wines and spirits at the Point of Sale. From smart refrigeration technologies to the latest tasting concepts – these examples show how modern technology and creative ideas can enrich the customer journey:

- **Chilled at the drop of a hat:** the V-TeX technology chills wine bottles to the perfect serving temperatures within minutes – efficient, space-saving and sustainable. Thanks to innovative Rankine-Vortex technology the carbonic acid and freshness of the drinks are perfectly retained.
- **Self-service wine tasting:** using the By the Glass service shoppers can taste wines in a self-service way. Thanks to an inert gas atmosphere opened bottles remain fresh for weeks while intuitive operation and precise dosing ease the process.

“The wide variety of exhibitors at the Concept Store illustrates the innovative possibilities that already exist to address customers and create a sustainable shopping experience. Linking up technology and emotion play a particularly central role here,” explains Kerstin Houf, Senior Project Manager at ProWein in charge of the Concept Store.



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### **The whole world of wines and spirits**

ProWein will also map the whole variety of international wines and spirits once again in 2025. Under the motto “Discover the Taste of Tomorrow” exhibitors from over 60 nations will present themselves from 16 to 18 March 2025. Visitors to ProWein are required to provide credentials since the trade fair exclusively targets trade visitors from retail and food service. For more information go to [www.prowein.de](http://www.prowein.de).

### **Press contacts for ProWein at Messe Düsseldorf:**

Christiane Schorn  
Tel.: +49 (0)211 4560 – 991  
SchornC@messe-duesseldorf.de

Anne Schröer  
Tel.: +49 (0)211 4560 – 465  
SchroeerA@messe-duesseldorf.de

Caroline Herbertz  
Tel.: +49 (0)211 4560-7141  
HerbertzC@messe-duesseldorf.de

Luisa Harnau  
Tel.: +49 (0)211 4560 – 539  
HarnauL@messe-duesseldorf.de

