

Press Release

ProWine Mumbai 2024 ready to boom this November

ProWine Mumbai now in its 4th edition showcases new show highlights, stronger international participation and establishes itself, yet again, as the largest event in India for wine, spirits and hospitality industry.

Mumbai, November 2024: ProWine Mumbai, a 2-day world-class business event has got all guns blazing for yet another mega event in India for the wine, spirits and hospitality industry. This year, the show adds ProSpirits under its umbrella – an effort to provide spirit companies a fair platform for buyers to explore the dynamics and strength of the spirits industry in India.

Messe Düsseldorf India and *All Things Nice* are the co-organisers of ProWine Mumbai 2024 that will take place on the 8th and 9th of November, at Pavilion 3 and 2 of the world-class Jio World Convention Centre in Mumbai.

Exhibition & Tastings

This year, trade visitors and consumers can explore 7,000+ sqm gross exhibition space, meeting with over 170 exhibitors, discovering over a thousand brands from more than 17 participating countries and networking with wine and spirit producers at the 10 country pavilions that have come to India for a heady two days of business and market learnings. The pavilions will showcase international innovation and flavours from Australia, France, India, Ireland, Italy, Japan, Portugal, Spain, UK and USA. Participating brands include industry leaders such as *Casa Vinicola Costanza S.R.L* (Gold Partner), *Tenuta San Giorgio di Sant Patrizia & C. – Staffilo Winery* (Gold Partner) among others.

The show is anticipated to bring together over 6,000 attendees that will include the country's community of wine and spirit brands, importers, distributors, wholesalers, and retailers, along with international brands looking to enter the Indian market and noteworthy large-scale buyers including hotels, restaurants, bar owners, and wine & spirit enthusiasts.

“ProWine Mumbai is a key event for the international wine and spirits community, featuring over 170 companies and 1,000 labels from more than 17 countries. Attendees will have the chance to sample a wide range of flavors in 10 dedicated pavilions representing regions such as Australia, France, India, Ireland, Italy, Japan, Portugal, Spain, UK and USA. The introduction of ProSpirits will shine a light on prominent spirit brands. Highlights of the event include panel discussions, the ProWine Bartenders' Competition, and the ProWine and ProSpirits Challenge, offering valuable opportunities for brands and buyers to strengthen their positions in the industry”, says **Ajay Kumar Gulati - General Manager, Messe Düsseldorf India**.

View the Exhibitor List & Pre-register to visit on www.prowine.in

Masterclasses

ProWine Mumbai will also host 12 stellar sessions over 2 days of complimentary Masterclasses, bringing together the best of knowledge and a range of wine and

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spirit tastings. We can expect unique tastings from Japan, Australia, Ireland and UK, to name drop a few. Entry is free and on a first come first serve basis.

Full Schedule on <https://www.prowine.in/masterclasses>

The ProWine & ProSpirits Challenge

The ProWine & ProSpirits Challenge opened 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 Judging took place on 2nd September at Four Seasons Hotel, Mumbai through a systematic blind tasting by, not only, industry professionals, but also by significant wines & spirits consumers, connoisseurs and enthusiasts, giving them a platform to express their opinion on their favorite wines & spirits. The aim of this challenge was 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.

See the Jury on <https://www.prowine.in/prowine-spirits-challenge>

Winners and partners of the competition will be featured at the ProWine Mumbai exhibition and the prestigious ProWine Mumbai Night - a grand networking event for the wine and spirits trade.

The Winner's List will be available on the show floor.

The ProWine Mumbai Night*

The ProWine Mumbai Night is now the industry's most sought-after networking event that brings together luminaries of the wine and spirits industry with great food and drink.

Industry felicitation is pivotal in acknowledging and commending noteworthy contributions within the wine & spirit sector. This year, the ProWine Mumbai Night will host a succinct ceremony to give a well-deserved pat on the back to outstanding individuals in the wine and spirits industry. ProWine Mumbai: **Honoring Excellence** stands for a commitment to the industry to recognise, reward and celebrate the backbones of the wine and spirit trade.

**By invitation only*

The ProWine Bartenders' Competition

ProWine Mumbai has presented an exceptional platform for talented bartenders in the country to showcase their skills at the ProWine Bartenders' Competition. Bartenders are the backbone for showcasing spirits, and winning cocktail competitions is one of the fastest ways to gain recognition.

In partnership with Fay Barretto - Mixologist & Founder, Mr. Bartender & The Crew, Round 1's heady challenge 'Flip the Classic to a terrain of choice' has already taken place and 7 selected finalists will compete for the prestigious title 'ProWine

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Bartender of the Year 2024', and win an all-expense paid Guest Shift at an international bar, a cash prize and recognition in the trade and media.

Judges for the ProWine Bartenders Competition include the powerhouses of the bar world - Fay Barretto - Mixologist & Founder, Mr. Bartender & the Crew, Minakshi Singh - CEO & Co-Founder, Sidecar, John Leese - Bar Consultant, Avant Garde Bar Consultancy and Pawan Shahri – CEO & Co-Founder, Chrome Hospitality.

Watch the Battle of the Bartenders on 9th November, Pavilion 3 (12 noon till 3 pm)

The Panel Discussions

ProWine Mumbai 2024 will also showcase invigorating panel discussions on 8th November on the show floor, touching on astute topics that are pertinent to the industry. The panellists include producers of craft spirits, global brand ambassadors and heads of multinational brands.

- 1) For Sommeliers, By Sommeliers: Taking India's Wine Journey to New Heights | 12 pm – 1 pm

Hosted By: Kevin Rodrigues - Indian Accent. Comorin. Hosa. Fireback.

Panelists: Bazil Moniz - I Think Foods, Charles Donnadieu - The Lalit Group, Ravi Punia - The Quorum & district150, Hriday Mehra – Masque, Arth Jain - Taj Hotels

- 2) Creating a World Class Bar Program - Showcasing India's Talent & Culture | 2:30 pm – 3:30 pm

Hosted By: Shatbhi Basu, Creative Consultants.

Panelists: Aditi Dugar - Masque, Sweta Mohanty - Aspri Spirits, Pankaj Balachandran – Countertop, Vikram Achanta – Tulleeho / 30 Best Bars, Evonne Eadie - Perfect Serve India, John Leese - Avant Garde Bar Consultancy, Anirudh Singhal – Speedx Hospitality Pvt. Ltd.

- 3) The Realities & Opportunities of Importing Wine & Spirits in India | 4:30 pm – 5:30 pm

Hosted By: Sanjay Menon, Sonarys Co-brands Pvt. Ltd.

Panelists: Jackie Matai - Aspri Spirits / VBEV, Vishal Kadakia - Wine Park, John Southwell - Australia Trade and Investment Commission, Vianney Meynier - Business France

“We feel proud to have grown ProWine Mumbai exponentially every year, with more and more international participants. Both the local wine and spirits industry and international brands looking to enter India need a strong platform to network and showcase their brands to direct and indirect customers. We are humbled by the continued support to create this platform and also provide a voice to skilled bartenders and the unsung heroes of the industry - they are integral to the wine and spirits revolution and are responsible for raising the bar in India. We are also thrilled to create a level platform to bring wine and spirits that deserve recognition at the ProWine and ProSpirits Challenge. The Panel Discussions, I believe will be an eye

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opening learning experience. There's so much to taste, learn and engage with at every ProWine Mumbai edition!", says **Nikhil Agarwal – Founder, All Things Nice.**

The positive response and great appreciation of the industry stakeholders and sponsors paired with the sector's growth forecast promises that ProWine Mumbai 2024 will once again be well-received and well-attended.

Visitor registrations are open, please see terms for visiting ProWine and other information on www.prowine.in

Full Event Schedule on <https://www.prowine.in/Event-Schedule-2024>

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 In-Store Asia, Medical Fair India, FAMDENT Shows & Awards, glasspex India, glasspro India, pacprocess & food pex Mumbai, India Essen Welding & Cutting, wire India, Tube India, METEC India, ProWine Mumbai and Valve World Expo India. 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.

ProWein: Over the past 29 years, ProWein – with its more than 90,000 visitors worldwide – has become the most important market place for wines, spirits and craft drinks. Apart from the traditional markets, new and dynamic sales regions are emerging. You can book your "Ticket To The World" for your company's success today in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Mumbai and in Tokyo from 2024.

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