

**BIGGER. BOLDER. BETTER.**

**The only one, ProWine Mumbai**

## **ProWine Mumbai 2025 Sets the Stage for India's Definitive Celebration of Global Wines & Spirits**

*With unique features like the ProWine & ProSpirits Challenge, the ProWine Bartenders' Competition, Panel Discussion, ProSpirits (Segment dedicated to spirits) and newly introduced ProWine Zero segment, the show offers a packed agenda*

**MUMBAI, October 2025** – ProWine Mumbai, the foremost international trade fair for the wines and spirits industry, is all geared up for its largest showcase to date, underscoring its role as a consistently growing platform not only for domestic but also global brands looking to enter the Indian market. From **October 31 – November 1, 2025**, the **Jio World Convention Centre in Mumbai** will transform into a buzzing hub where global brands meet India's booming beverage scene. Organised by Messe Düsseldorf India and All Things Nice, the event continues to grow and mirror the increasing sophistication of the Indian AlcoBev trade.

### **Scaling New Heights: The ProWine Mumbai Growth Story**

Since its earliest educational campaigns in 2018 and 2019, ProWine Mumbai has built a powerful bridge between international producers and India's vibrant consumer base. ProWine Mumbai isn't just an event; it's a testament to a journey of growth, trust and a commitment to delivering exactly what the Indian market needs, year after year. ProWine Mumbai is supported by ProWein, the world's leading trade fair for wines and spirits. ProWein was recently re-branded as ProWein Düsseldorf and its inspiring new motto 'Shape, Create, Elevate' will lead the way in industry transformation across key markets.

The ProWine Mumbai journey began with the foundational **ProWein Educational Campaigns** in **2018 & 2019**, engaging with **40+ brands** each year and featuring expert seminars focused on sensory perception, food pairing and regional characteristics—laying the groundwork for trade development. The **inaugural 2021** trade expo launched with over **70 exhibitor pods** from **13 countries** and **2,017 attendees**, rapidly growing to **151 exhibitors** showcasing over **1000 brands** from **19 countries** attended by **4,140 visitors** in **2022**.

**By 2023**, the event expanded to **5,000+ sqm**, hosted **8 country pavilions** and **164 companies** from **21 countries**, and welcomed **5,059 attendees**. The 2024 show solidified its scale by encompassing over **7,000 sqm** and featuring **170 exhibitors**, **10 dedicated country pavilions** and **5,900+ attendees**, growing each year not just in size, but also in the richness of connections and discoveries made.

### **2025 edition: Global Scale and Future Trends**

Expected to welcome over **6,000 trade visitors**, the 2025 edition is projected to be the largest yet, with participation from over **180 exhibitors** representing **21 countries** including Argentina, Australia, Austria, Chile, Czech Republic, France, Germany, India,



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Ireland, Israel, Italy, Japan, Moldova, New Zealand, Portugal, South Africa, Spain, Switzerland, Tanzania, United Kingdom and United States of America. The global reach will be further augmented by major **country pavilions**, including **Australia, France, Germany, Ireland, Italy, Japan, Moldova, Switzerland, United Kingdom and United States of America**.

**Amber Chandler, UK Agriculture Counsellor to India** is looking forward to the show, "The UK Government is proud to showcase the excellence and diversity of British wines, spirits, ciders, and beers at ProWine Mumbai. With the UK-India Free Trade Agreement concluded, we are entering a new era of opportunity for our world-class Alco-Bev producers with reduced tariff lines on different UK spirits. This platform will allow us to celebrate the craftsmanship, innovation, and heritage behind our brands, while forging stronger trade ties with India's dynamic market. We look forward to building lasting partnerships and bringing the best of British Alco-Bev to Indian consumers."

**Robert Maron, Senior Vice President of International Trade Policy and Market Access at the Distilled Spirits Council of the United States (DISCUS)** says, "We are thrilled to be attending ProWine Mumbai for the very first time, with the support of our partners from the U.S. Department of Agriculture. We're proud to showcase a dynamic line-up of craft U.S. distillers promoting brands not yet available in the Indian market, alongside the leading internationally recognized American Whiskey brands. As India, the world's largest whiskey market, continues to grow, we see tremendous opportunity to build new partnerships, expand exports, and share the heritage and the unique qualities of American spirits with Indian consumers. We look forward to seeing you at our booth at ProWine Mumbai." DISCUS is the leading national trade association representing the leading producers and marketers of distilled spirits in the U.S.

ProWine Mumbai continues to broaden its appeal. Following the successful 2024 launch of **ProSpirits**, which delivered an immersive look into the world of premium spirits, the 2025 show will introduce **ProWine Zero**. This new segment focuses entirely on the rapidly growing zero-proof and low-alcohol category, showcasing sophisticated alternatives for the modern, health-conscious consumer. ProWine Zero will connect producers with importers, HORECA and retail leaders—driving conversations around innovation, quality and mindful drinking. Key exhibitor participating under ProWine Zero segment is Dry Drnks.

"The growth of ProWine Mumbai is a clear reflection of the immense potential and maturity of the Indian market," shares **Ajay Gulati, General Manager - Messe Düsseldorf India**. "Our commitment is defined by consistency and quality. The continuous expansion of this event, year after year, reflects the deep trust and value placed in it by both international producers and the Indian trade community. We are proud to offer a platform that has consistently scaled up, proving its value as the definitive annual gathering where global brands can securely invest and grow their presence in India."

"ProWine Mumbai is in its 5<sup>th</sup> year now and we are happy to have a vibrant and dynamic set of exhibitors from India and from abroad in addition to 10 special country pavilions. The increase in country pavilions this year and return of all of the previous pavilions is a testament to the show's importance, cementing its position as the only reliable, thoughtful and go to show in the country. It reflects the interest in the Indian market for global players and puts a spotlight on the fast growing demand in India. India is firmly set on its wine and spirits journey, at a pace that is astonishing, sometimes difficult and complex but consistent in progressing in its collective long term vision. We see this

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everyday on the ground, in reality, with the sheer numbers of restaurants, bars, hotels and world class retail stores that are opening across the country. The mushrooming of wine and spirits clubs with active following in cities beyond Mumbai, Delhi and Bangalore. 10 years from now, when we look back I know that ProWine Mumbai will have its place in being one of the major catalysts in getting India to where it is. We will continue to educate through exceptional masterclasses, promote brands through a world class platform of discovery, give people an opportunity to participate in healthy discussions on various topics through our panel discussions and finally put a bright spotlight on our wine and spirits community and acknowledge extraordinary people through the ProWine Bartenders' Competition and the ProWine Mumbai: Honouring Excellence awards", says **Nikhil Agarwal, Founder - All Things Nice**.

## The ProWine Mumbai Advantage: Striking Parallel Programs

ProWine Mumbai is more than just tastings. It's a comprehensive experience packed with must-attend features. The comprehensive program integrates high-level business with industry-shaping education.

### The Rising Tide of Indian and International Craft

The diverse international participation of brands ensures that attendees will have access to a truly global spectrum of products and perspectives, making it an indispensable event for market discovery and strategic partnerships. The exhibition floor will also celebrate innovation from India's dynamic producers. Domestic brands are pushing boundaries with new grape varieties and unique blends, proving India's wines are achieving **world-class status**. The showcase includes iconic wineries like **Sula, Fratelli, and Grover**, alongside regional innovations such as **Cherrapunji Eastern Craft Gin** by **Raincheck Earth Co.** - made with juniper from the Eastern Himalayas, GI-tagged Khasi mandarin, and **Praras Biosciences' Vinophile** DIY wine-making kit, among others. This showcases India's growing market maturity and ignites local pride. The craft beer segment will also be a highlight, featuring **Curonia Beer** (Lithuania), **Big Barrel Group Limited** (New Zealand), and local favourite **Drifters Breweries** (Pune). Major importers at the show include **Wine Park, Aspri, Anggel's Share and Sphinx Trading**.

Underscoring the event's prominent role in the industry calendar, exhibitors have expressed tremendous excitement about joining ProWine Mumbai 2025 to unveil their finest products and connect with the industry.

### Here's what some of our key exhibitors are saying about their participation:

Expressing enthusiasm, **Theresa Olkus, Managing Director, Verband Deutscher Prädikatsweingüter (VDP), Germany** says, "For the VDP, ProWine Mumbai is an excellent platform to present our member estates to an exciting and rapidly developing market. This year, with ten of our leading wineries participating for the first time, we see India's growing alcobev industry as a dynamic opportunity to build long-term relationships and highlight the diversity and quality of German fine wines. German wines – vibrant and electrifying on the dry side, naturally low in alcohol, and with the elegant touch of residual sweetness when it comes to Prädikat wines – pair beautifully with the rich and diverse flavors of Indian cuisine. We believe the Indian market holds great potential, and ProWine Mumbai plays a key role in connecting producers and buyers on an international level."

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**Fabio Piccoli, Editor-in-Chief, Wine Meridian, Italy** shares, “ProWine Mumbai is rapidly establishing itself as one of the most authoritative and strategic platforms for connecting Italian wine producers with the discerning Indian trade. This event is crucial not only for gauging the current development potential of the Indian wine market but, more importantly, for providing a key platform to capitalize on its vast potential. We firmly believe the Indian wine market holds significant growth opportunities, and initiatives like ProWine Mumbai are essential for turning that promise into a real, tangible business for Italian wine companies.”

**Lisa Smyth, Project Manager, Bord Bia, Ireland** says, “ProWine Mumbai is a key trade fair in Bord Bia’s global calendar. India is a key emerging market for Irish spirits with exports growing from just €3 million in 2020 to over €31 million in 2024. ProWine Mumbai provides Irish spirits producers with a platform to meet potential importers and distributors in the market to capitalise on the opportunity this incredible growth rate presents.”

“For the fifth consecutive year, Business France is partnering with ProWine Mumbai to present French wines and spirits. We value ProWine as the leading platform in India to engage with key industry players. At a time when the Indian market is evolving and showing a rising demand for premium wines and spirits, this partnership reflects our confidence in ProWine as the right stage to highlight French excellence”, says **Estelle David, Trade and Investment Commissioner, Business France – India and South Asia.**

“Switzerland is delighted to showcase the excellence, diversity, and authenticity of its wines at ProWine Mumbai. Our winemaking heritage is rooted in precision, respect for nature, and a pursuit of balance — values that resonate deeply with the Indian market’s growing appreciation for craftsmanship and quality. With the India–EFTA Free Trade Agreement now in place, we are entering a promising new chapter for economic exchange between our two nations. This milestone opens the door for Swiss producers — including our dynamic wine sector — to engage more closely with India’s vibrant and rapidly expanding AlcoBev landscape. ProWine Mumbai offers the ideal platform to build these bridges — connecting Swiss excellence with Indian opportunity. India is ready for distinctive, high-quality wines that tell a story of origin, care, and innovation. Switzerland is ready to deliver just that”, shares **Vikram Bhatnagar, Swiss Wine India by TEPA.swiss**

## Elevated Learning at Masterclasses

The much sought-after Masterclasses offer advanced insights from leading global experts. 2025 will take attendees on immersive journeys into the origins, flavours and future of beverages at 12 masterclasses with industry gurus like **Kunal Kaul DipWset** at the **Sake masterclass**, **Karina Aggarwal** at the **Swiss Wine masterclass**, **Vikram Achanta** for the **UK Craft Wines and Spirits masterclass** and **Michael Jacob** at the **Irish Spirits masterclass** among others.

## Industry Benchmarking – The ProWine & ProSpirits Challenge

Introduced in 2023, the ProWine & ProSpirits Challenge sets the standard for quality, with a meticulous jury blind-tasting hundreds of labels to recognise excellence. By focusing purely on the quality of each product, the challenge generates an independent and credible list of the finest wines and spirits available in India. The 2025 blind tasting event was successfully conducted on **September 23** at the **JW Marriott Mumbai Juhu**, where a panel of over 24 industry luminaries—including top hoteliers, brand heads, sommeliers, and esteemed experts—served as judges.

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## Celebrating Mixology Talent

The **ProWine Bartenders' Competition** continues to showcase India's top mixology talent, offering the 2025 winner a cash prize, widespread recognition and a highly coveted international guest shift at **The Haflington in Hanoi**, following the successful guest shifts of past winners at renowned bars like Native, Singapore and The Bar on Sathorn, Bangkok. The 6 finalists (view list on <https://www.prowine.in/prowine-bartenders-competition>) were chosen by a jury comprising of top mixology experts to compete for the prestigious title 'ProWine Bartender of the Year 2025'.

## Rich Insights and Discussions

Engaging **Panel Discussions** at ProWine Mumbai offer a vital platform for industry leaders—including producers, distributors, and brand ambassadors—to share perspectives on market dynamics, emerging trends and innovation opportunities within the evolving beverage sector.

## The Industry Celebration of the Year

An exclusive networking reception, **ProWine Mumbai Night**, is designed to bring the industry together to mingle with international producers, local buyers and top media in an elegant, relaxed atmosphere and forge powerful business relationships. The evening will also felicitate the winners of the ProWine & ProSpirits Challenge and shine a spotlight on the best in the business at the **ProWine Mumbai: Honoring Excellence** ceremony. This awards ceremony celebrates the pioneers, innovators and achievers who are driving the wine and spirits industry forward in India.

The success of ProWine Mumbai is supported by strong industry partnerships. The show welcomes back **Casa Vinicola** from Italy, returning for the second time as the Gold Partner, joined by **ABD Maestro Private Limited** as Gold Partner, **Banco Gaskets India Ltd** as Silver Partner, **Wine & Spirit Education Trust (WSET)** joining in as Official Education Partner and **VEEN Waters** returning as the Natural Mineral Water Partner. The event's credibility is further strengthened by key supporting associations, including the **Sommeliers Association of India**, the **Indian Malt Whisky Association** and the **Forum of Indian Food Importers**. Additionally, ProWine Mumbai is supported by a robust line-up of leading national and international media and publication houses, ensuring maximum visibility and industry outreach.

Backed by positive response from the industry stakeholders and partners paired with the sector's growth forecast, ProWine Mumbai 2025 is set to reinforce its position as the definitive event driving the future of the Indian wine and spirits industry.

For more information, please visit [www.prowine.in](http://www.prowine.in)



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## 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 wine and spirit 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 Judge for international wine and spirits competitions. 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 30 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.

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