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ProWine Mumbai 2026 to Bring the Global Beverage Industry to India, Showcasing New Markets, Country Pavilions and Emerging Trends

The international trade fair will bring together producers, importers, distributors and hospitality professionals, with a focus on premiumisation, innovation and business opportunities across the alcobev sector.

Mumbai, India – November 2026: ProWine Mumbai 2026, India's premier international trade fair for wines, spirits and the alcoholic beverage (alcobev) industry, will take place on **18 and 19 November 2026 at the Jio World Convention Centre, Mumbai**.

Jointly organised by Messe Düsseldorf India and All Things Nice, ProWine Mumbai continues to serve as a business platform connecting international producers with India's evolving beverage market.

The 2026 edition welcomes 200+ exhibitors, over 6,000 attendees and participation from over 20+ countries with 12 dedicated country pavilions from Australia, France, Germany, Italy, Japan, Korea, Moldova, New Zealand, Slovenia, Switzerland, UK and USA showcasing more than **1,000 labels** from around the world. This edition aims to strengthen international engagement while creating further opportunities for businesses across the Indian beverage industry.

A Comprehensive Showcase of the Alcobev Industry

ProWine Mumbai 2026 will present a broad range of beverages, including wines, spirits, beers, craft beverages, cocktails, premium mixers and zero-proof alternatives. The exhibition will also showcase allied features reflecting the wider ecosystem supporting the beverage and hospitality sectors.

Key features of the event include:

- **ProSpirits:** A dedicated segment highlighting the spirits industry and the evolving cocktail culture in India.
- **ProWine Zero+:** A platform for low & no-alcohol beverages, addressing growing interest in mindful consumption.
- **Masterclasses and Tastings:** 12 Expert-led sessions and booth tastings exploring products, techniques, innovations and global industry trends.
- **Competitions and Awards:** Including the ProWine & ProSpirits Challenge, the ProWine Bartenders' Competition and ProWine Mumbai: Honoring Excellence Awards
- **ProWine Mumbai Night:** The annual most looked forward to networking evening especially curated to enhance exhibitor ROI, with a large attendance of key trade from the HoReCa & Alco-bev industry
- **Panel Discussions:** Sessions bringing together Indian and international experts to discuss industry developments and opportunities.
- **ProWine Connect:** A business networking and curated matchmaking platform designed to facilitate connections among industry participants.

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This year, ProWine Mumbai will also be showing the **Star Wine list**, the international guide to outstanding wine bars and wine restaurants. The launch of the **first Indian guide and Red Star recommendations in Mumbai** will take place at the **ProWine Mumbai Night on 18 November 2026 -** an exciting milestone for India's wine and hospitality scene.

Attendees will also have the opportunity to discover and savour a curated selection of **German wines** at a dedicated bar during the ProWine Mumbai Night, organised **by the Federal Ministry of Agriculture, Food and Regional Identity** in cooperation with **Wines of Germany.**

Connecting Global Producers with India's Evolving Market

India's alcobev industry is being shaped by rising disposable incomes, premiumisation and changing consumer preferences. These developments are creating opportunities for international brands seeking to enter the Indian market and Indian producers looking to expand their global presence.

ProWine Mumbai aims to bridge these opportunities by connecting businesses across the value chain, from production and importation to distribution, retail and hospitality.

Mumbai's position as a financial and hospitality hub, alongside its established network of importers and distributors, makes it a strategic location for the industry. Its proximity to important beverage-producing destinations such as Nashik and Goa further strengthens its relevance.

"ProWine Mumbai 2026 continues to scale new heights, bringing the global beverage community directly to the heart of India's economic and hospitality hub. By uniting world-class international producers, marquee pavilions and key trade buyers through an expanded exhibition floor and initiatives like Masterclasses, ProWine Connect and ProWine Mumbai Night, we are proud to provide a premier platform that shapes the future of the Indian wines and spirits industry." shares **Ajay Kumar Gulati, General Manager, Messe Düsseldorf India.**

"India's Free Trade Agreements present a significant opportunity for the wines and spirits industry, opening doors to greater international trade, improved market access and a wider choice of products for Indian consumers. As trade barriers evolve, the focus will increasingly be on how global producers and Indian businesses can build meaningful partnerships and navigate the opportunities these agreements create. There is no better platform than ProWine Mumbai to open the doors for these conversations, bringing together international brands, importers, distributors and hospitality professionals to connect, exchange knowledge and explore new business opportunities. We look forward to yet again welcoming the industry to Mumbai as India strengthens its position in the global wines and spirits landscape." **says Nikhil Agarwal, Founder, All Things Nice and Co-organiser of ProWine Mumbai**

As ProWine Mumbai continues to strengthen its international presence, **an expanding network of national and international media and community**

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outreach partners is joining hands to support its vision and amplify its reach. Together, these partnerships are helping connect markets, engage industry communities across borders and build greater global awareness of ProWine Mumbai as a leading platform for the wines and spirits trade in India.

Part of a Global Network

As part of the international ProWein network, ProWine Mumbai provides a platform for knowledge exchange, collaboration and commercial engagement. The 2026 edition will focus on strengthening international participation and domestic industry connections, bringing together stakeholders to explore new products, market developments and business partnerships.

With its combination of exhibitions, tastings, competitions, discussions and networking opportunities, ProWine Mumbai 2026 will offer industry professionals a platform to engage with the changing landscape of India's wines and spirits market.

ProWine Mumbai 2026 will take place on 18–19 November 2026 at Pavilion 3, Jio World Convention Centre, Mumbai.

The show is supported by stellar partnerships including Gold Partner: AWAMORI - Japan's First Spirit, the Official Hydration Partner – Malaki and Supporting Associations - Sommeliers Association of India (SAI) and Indian Malt Whisky Association (IMWA).

For more information, visit www.prowine.in.

About the Organisers

Messe Düsseldorf India Pvt. Ltd. is a wholly owned subsidiary of Messe Düsseldorf GmbH, a global trade fair organiser and provider of trade fair-related services for exhibitors and visitors. Messe Düsseldorf India organises established trade fairs including 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. The company also serves as the exclusive sales representative of the Messe Düsseldorf Group in the Indian market, connecting Indian customers with its international events.

All Things Nice specialises in wine and spirits events and consultancy services engaging both consumers and trade. Founded by Nikhil Agarwal, a wine and spirits expert, writer and international competition judge, the company operates across the beverage industry. Nikhil Agarwal also runs businesses involved in wine and spirits importing and retailing and serves as campaign ambassador for the Distilled Spirits Council of the United States in India.

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ProWein has developed over more than 30 years into an international marketplace for wines, spirits and craft drinks, with more than 90,000 visitors worldwide. Its network spans established and emerging markets, with events in Düsseldorf, Shanghai, Singapore, Hong Kong, São Paulo, Mumbai and Tokyo.

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