FOR IMMEDIATE RELEASE

ProWine Mumbai 2026 Wraps Up on a High Note, Strengthening India's Position on the Global Beverage Map

The two-day international trade fair brought together global producers, Indian importers, distributors and hospitality leaders, celebrating innovation, business opportunities and the evolving landscape of India's alcobev industry.

Mumbai, India – November 2026: ProWine Mumbai 2026, India's premier international trade fair for wines, spirits and the entire alcoholic beverage (alcobev) industry, concluded its sixth edition on 19 November at the Jio World Convention Centre, Mumbai, following two days of business networking, product discovery, knowledge exchange and industry engagement.

Jointly organised by Messe Düsseldorf India and All Things Nice, the event once again brought the international beverage industry to India, providing a meeting ground for global producers, importers, distributors, retailers, hoteliers, restaurateurs, sommeliers and other hospitality professionals.

The 2026 edition recorded 5,515 trade visitors including producers, Indian importers, distributors, retailers and hospitality leaders. Also, in attendance was Celebrity New Zealand Cricketer, Ross Taylor, former Black Caps Captain. The 2026 showcased 343 exhibitors from 25 countries, with more than 1,000 labels on display. The event featured 12 dedicated country pavilions, representing the growing international interest in India's rapidly evolving beverage market.

From established international wine-producing regions to emerging spirits markets and innovative craft beverage brands, the exhibition offered visitors an opportunity to discover new products, explore distribution opportunities and engage directly with producers from around the world.

The Show Inauguration was well attended with representation from Consul Generals, Trade Commissioners and Government bodies from France, Italy, Germany, Portugal, Argentina, Slovenia, USA, Japan, New Zealand, UK, Moldova, Australia and Hungary, among others.

A Showcase of Global Trends and Indian Opportunities

The exhibition also showcased three panel discussions focussing on Indian Wine, Indian Malts and the Impact of the FTAs, discussions reflected the changing dynamics of India's alcobev sector, with premiumisation, evolving consumer preferences, craft innovation and mindful consumption emerging as important industry conversations.

Alongside wines and spirits, the exhibition also showcased beers, craft beverages, ciders, meads, cocktails, ready-to-drink products, premium mixers and zero-proof alternatives. ProSpirits provided a dedicated platform for the spirits segment,

Mumbai
Düsseldorf
Shanghai
Singapore
Hong Kong
São Paulo
Tokyo

PROWEIN-WORLD.COM

ProWine Mumbai
Organized by:

highlighting international brands, new product innovations and evolving cocktail culture.

The event's twelve expert-led masterclasses brought together industry specialists to discuss market developments, emerging categories, consumer trends and opportunities within India's beverage ecosystem.

The ProWine Bartenders' Competition added to the excitement, celebrating creativity, technical expertise and the growing professional bartending community in India. Suryakanta Jena, Boilermaker Goa was awarded 'The ProWine Bartender of the Year'.

Ajay Gulati, General Manager, Messe Düsseldorf India, said:

"ProWine Mumbai continues to strengthen its position as an important platform connecting India's evolving beverage market with the global wine and spirits industry. The strong international participation and the quality of engagement this year reflect the growing interest in India as a market for established producers as well as emerging brands. Through ProWine Mumbai, we aim to facilitate meaningful business connections, encourage knowledge exchange and support the continued development of the industry."

Nikhil Agarwal, CEO & Founder, All Things Nice, said:

"ProWine Mumbai has grown into much more than a trade exhibition. It is a reflection of how far India's beverage industry has come and the opportunities that lie ahead. The quality of international participation, the conversations taking place and the growing interest in new categories demonstrate that India is an increasingly important market for the global alcobev industry. Our vision is to continue building a platform that creates meaningful business opportunities, encourages knowledge sharing and brings the global beverage community closer to India."

The show has been supported by Gold Sponsor - Awamori, Instant Cooling Partner - Godrej Enterprises Group – Appliances Business, Official Hydration Partner – Malaki, Host Bar – Alice, Bar Partner – Haus of Bars by Speedx, Beverage Partner – Six Brothers Mahura, Hospitality Partner – JW Marriott Mumbai Juhu.

Looking Ahead

As India's beverage market continues to evolve, ProWine Mumbai remains committed to strengthening international trade relationships, supporting industry development and creating opportunities for both established players and emerging brands.

The successful conclusion of the 2026 edition reinforces the event's position as an important meeting point for the global and Indian alcobev communities.

The next edition of ProWine Mumbai will take place on **26–27 November 2027** at the **Jio World Convention Centre, Mumbai.**

ProWein ProSpirits

Mumbai
Düsseldorf
Shanghai
Singapore
Hong Kong
São Paulo
Tokyo

PROWEIN-WORLD.COM

ProWine Mumbai
Organized by:

all things NICE

Messe Düsseldorf India

For more information, visit: www.prowine.in

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.

Media Contacts:
Mr. Pinak Gupta, Messe Düsseldorf India - GuptaP@md-india.com
Ms. Cheryl Koshy, All Things Nice - cheryl@allthingsnice.in

ProWein ProSpirits

Mumbai
Düsseldorf
Shanghai
Singapore
Hong Kong
São Paulo
Tokyo

PROWEIN-WORLD.COM

ProWine Mumbai
Organized by:

all things NICE

Messe Düsseldorf India