



ProWein takes place in Düsseldorf this month, and, in addition to wine, will shine a light on craft spirits, beers and ciders this year. To help you make the most of the show, we've rounded up the event highlights and the new products to look out for

ANYONE WORKING in the drinks trade will know that ProWein is an unmissable opportunity to connect with key players in the world of wine, spirits, and, for the first time this year, beer. The annual pilgrimage to Düsseldorf has become a firm fixture in the global drinks trade's calendar over the past two decades, and this year's show is no exception.

Pitching up in the colossal halls of Messe Düsseldorf for its 25th edition, this year's show will host some 6,700 exhibitors from 60 countries and around 60,000 visitors – which last year included rock star Sting and his film-producer wife, Trudie Styler – who descend on the city each year for three days of targeted networking, tastings and conferences. The sheer size and scale of what is a truly global event sets it apart from many wine

trade shows, offering a unique opportunity to connect with producers in all key markets in one fell swoop, with Old World giants and emerging wine regions sharing the floor with beer, sake and spirits specialists.

"I've been working with ProWein for six years, and I truly believe that wine, beer and spirits is one of the most interesting industries to work in," says Marius Berlemann, global head of wine and spirits for the exhibition. "It's a very fragmented industry, which is why events like this are so important for building a network. We say it's the world's leading show but that doesn't mean we sit back. We're more active than ever. We have excellent coverage in Europe, but the US also remains one of our key markets, as well as Australia and New Zealand. We've made huge progress in that respect.

It's not just about the number, but also the quality of our visitors. Düsseldorf is known for its big industrial shows, but in terms of visitors ProWein is much larger than any others in the city."

BACK FOR MORE

Returning for 2018 will be ProWein's 'special focal points', including its Champagne Lounge and organic wine area in Hall 13. Here, visitors will find all relevant organic associations from Germany, Italy and France, as well as numerous individual exhibitors from around the world. There will also be its Organic World show – a separate section dedicated to winemakers with a focus on organic viticulture and wine production. The organic area will also boast a matching catering concept – the Organic Lounge – as well as a dedicated lecture

area. Hall 9, meanwhile, will boast an extended and diverse line-up of ranges, with all exhibitors from abroad now set to be presented here. Overseas groups include those outside of Europe, with Australia, Argentina, Chile, Canada, New Zealand, South Africa and the US recording particularly large increases in exhibitor numbers for 2018.

A special Packaging & Design show will take place in Hall 13, highlighting the current trends and developments in packaging, while the main tasting area in Hall 17 will host more than 500 wines as part of the Mundus Vini spring wine tasting – a competition judged by an expert panel of oenologists, critics, sommeliers, specialist retailers, and restaurateurs – alongside a series of themed tastings, seminars, market briefings and presentations.

"We are looking at another record-breaking show in terms of countries being represented, and are also looking at a

'On the urban bar scene, in trendy eateries and also among wine merchants craft beer, spirits and cider are playing an increasingly large role'

record-breaking visitor count," adds Berlemann. "This year there will be 6,700 winemakers – 100 more than last year. We have the same gross amount of space, and have managed to get more exhibitors into that, which is great."

SAME BUT DIFFERENT

ProWein's Same but Different showcase will also make a comeback in 2018, but under a new guise. Last year the section was held in Hall 16, and featured 10 companies with "innovative products", according to Berlemann. This year, the 'show within a show' will occupy a hall of its own for the first time, taking over Hall 7.0, and will make a particular effort to highlight trends outside of wine, giving

craft beer, spirits and cider their own platform; two categories that have never before been on show at ProWein.

"Most of our exhibitors in this section come from spirits," says Berlemann. "We originally started with a target of getting 50 exhibitors for this section, but reached 70 – made up of 49 spirits brands, 15 beers and six ciders. This is something that's completely new and very trendy. This is not the traditional ProWein festival. It came about because we always do a questionnaire with our visitors. We asked all of them what they would like to see next year, and more than 40% were interested in craft beer, and more than 30% in craft spirits. You need to listen to the market and stick to what you know but at the same time be flexible."

HAND-MADE PRODUCTS

As a result, ProWein has adapted its Same but Different concept, creating a space for "hand-made products" with a "trendy marketing concept". But Berlemann stressed that exhibitors in this area can't be "established brands", but emerging 'craft' producers. This section will not only take over its own hall, but will also be branded differently from the rest of the exhibition, with its "own appearance, its own logo, its own entrance and its own catalogue".

In effect, it is an independent show that benefits from the visitor audience of ProWein, but is set apart from ProWein's established line-up. Berlemann also revealed that the new hall would have a "cool and trendy atmosphere", and contain a bar. The focus of the section will be on the brands themselves, and, as a result, the appearance of the hall would be relatively simple. "As much as 80% of the stands will be constructed by us, and we are keeping heights to 1.6 metres, so it's easy to have an overview of the space," Berlemann says. "We don't want people to be overwhelmed. We want the focus to be on the product, not the stand construction – which means that the starting point is the same for everyone."

The Fizz Craft Lounge, sponsored by trade publisher *Meininger Verlag*, will also

ProWein 2018: the facts

- > ProWein will take place on 18-20 March 2018 in Düsseldorf, Germany, with opening times from 9am to 6pm.
- > The show is organised by Messe Düsseldorf, and is held at the Düsseldorf Exhibition Center, in Halls 9 to 17.
- > One of the largest trade shows in the world, ProWein 2018 will have more than 6,700 exhibitors, with around 60,000 visitors expected to attend the show during the event's three days.
- > Admissions tickets entitle users to travel to and from the exhibition ground free of charge on the day of their visit.
- > For more information and to see the full programme, visit www.prowein.com
- > Running alongside the event is ProWein Goes City, a city-wide programme in the evenings involving bars and restaurants. For further information visit www.prowein-goes-city.de

be back in 2018, taking up residence in the Same but Different hall, which will also become home to the show's gastronomy and bar scene, which moves from its previous location in Hall 12.

"On the urban bar scene, in trendy eateries and also among wine merchants craft beer, spirits and cider are playing an increasingly large role, and are tapping into ever-new customer bases," says Berlemann. "This is an excellent reason for incorporating this theme into ProWein, as well as the fact that 39% of our ProWein trade visitors are interested in craft spirits and 45% in craft beer, as reflected in this year's visitors' survey."

Newcomers to the 2018 show include China's COFCO Wine & Wine, which is the first time the major Chinese wine producer and importer has taken part in a European drinks trade fair. Owner of the Great Wall wine brand, COFCO is a key player in the Chinese wine market, and the company will join the Changyu



Marius Berlemann

Pioneer Wine Company at the fair, the owner of China's other major wine label, Changyu. The Japanese government will also take part for the first time, hosting a stand themed around saké. There will also be a large stand featuring various Palinka fruit brandies from Hungary. Exhibitors from Greece, meanwhile, will be pleased to have been relocated next to Austria and the always-buzzing ProWein Tasting Area by Mundus Vini, in Hall 17. Themed highlights include the Champagne Lounge in Hall 13, which will boast 40 Champagne houses, located in the centre of the Champagne section, where a further 150 labels will be based.

A packed programme of events, tastings, masterclasses and seminars will also take place over the three days. At the centre of the show's events programme will be the

ProWein Forum, located in Hall 10 and 13, which will host a variety of seminars on a number of topics. These range from oenological-insider seminars and informative expert talks, through to unusual tastings of established and lesser-known regions and varieties. These will include sessions on German Sekt, saké, Swiss wines and Brazilian sparkling wine. Comité Champagne, Wine Australia and New Zealand Winegrowers are among those set to host events, while Stuart Pigott and Paula Sidore will host a session on international wine trends, which will explore the growing success of natural wines and China's increasing importance on the international wine market. Other highlights include a session on the charms of Japanese Koshu, hosted by Masayoshi Kudo, chief winemaker at Grande Pôlaire, and Anthony Rose.

EVENTS AND TALKS

Running alongside the ProWein Forums will be a series of complementary seminars, masterclasses and discussions, held at exhibitor stands.

"We have around 500 events happening around ProWein," says Berlemann.

"Twenty of those events are being held in the Same But Different hall, and a lot of people will be talking about what they think are the trends to watch out for in the on-trade this year. There will be great bartenders at the Same but Different hall, discussing innovations in cocktails like virtual reality and coffee-infused drinks."

Elsewhere, the Wine Institute of California will be hosting a session looking at the micro-climate influences and winemaking styles of Chardonnay from four areas of Sonoma County, while the Oregon Wine Board will be on hand to take guests on a tour of Willamette Valley's AVAs, revealing the secrets of its soils through its flagship variety, Pinot Noir.

While ProWein is already one of the biggest wine and spirits trade shows in the world, Berlemann said there is still a waiting list of companies keen to take part in the annual show, and that organisers are under continued pressure to make the show

Five interesting places to eat and drink in Düsseldorf

- > **Im Schiffchen** serves up two-Michelin-starred French cuisine from a baroque brick building in Altstadt next to the Rhine River. Chef Jean-Claude Bourgueil has been at the helm since 1977. Closed Sunday and Monday. *Kaiserswerther Markt 9, 40489*
- > The ultra-modern Michelin-starred **Fritz's Frau Franzi** is housed inside the boutique Fritz Hotel in Düsseldorf's city centre, and describes itself as a "world kitchen with an experimental touch". The restaurant boasts a buzzy bar with an extensive wine list and cocktails. Closed Sunday and Monday. *Aldersstr. 8, 40215*
- > **Dox** is an extravagant sushi restaurant housed on the top floor of the Hyatt Regency on the Medienhafen (harbour), offering views of the Düsseldorf skyline. *Speditionstraße 19, 40221*
- > Cozy and informal, **Le Bouchon** is a French bistro and wine bar offering a changing menu of cheese, pies and sausage specialties, alongside a carefully curated list of French wines, Crémant and Champagne. Usually closed on a Monday, with the exception of trade fairs. *Blücherstraße 70, 40477*
- > A hot spot for beer lovers, **Brauerei Ferdinand** is home to the oldest Altbier in Düsseldorf - the Schumacher Alt - which has been brewed according to family tradition for more than 175 years. The German brewhouse retains its traditional features, and offers solid German fare. Closed Mondays. *Oststraße 123, 40210*

"Twenty events are being held in the Same But Different hall. A lot of people will be talking about what they think are the trends to watch out for in the on-trade this year"

bigger still. However, he has said that he only wants to expand the fair further if there was a corresponding rise in the number of visitors.

"We are always being asked for more square metres, with exhibitors wanting us to open another hall - and we could, our



exhibition space is huge, and we have 80% more space than ProWein currently occupies," he says. "We are protecting our exhibitors by growing carefully, and only when we feel that the visitor side is strong enough to accept more exhibitors."

INFRASTRUCTURE

Berleemann also said that he didn't want to put too much strain on the infrastructure of Düsseldorf, and expressed concern about the increase in the cost of accommodation in the city during the show, as hotels raise prices when demand is at its greatest.

"We are in regular contact with the hotels about prices, and we have got to be careful. We don't want to grow too fast, we want to take it step by step, but the hotels need to understand that if they

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push up prices, then people will be pushed out of Düsseldorf, it is not good for the hotels of Düsseldorf and it is not good for us."

Trade talk: What are your tips for a successful ProWein and what do you hope to achieve from this year's fair?



JOËL MARTINEZ, EXPORT SALES MANAGER, MARQUÉS DE CÁCERES

"As a leading brand of high-quality Spanish wines, we exhibit at ProWein every year, as it has become a mandatory professional annual rendezvous to meet international buyers, distributors and importers. We make wine in Rioja, Rueda and Rías Baixas, and our purpose for ProWein 2018 is to present the 18 wines that we produce across those regions, including two novelties: Costanilla by Marqués de Cáceres, an entry-level Rioja red corresponding to a 'roble' style designed for export markets, and our Marqués de Cáceres Sauvignon Blanc from our vineyard in Rueda, oriented towards the off-trade both in Spain and in export markets. We will also present two additional brands at the fair, called 'Don Sebastian' and 'Enrique Forner', named after our founder."



Yael GAI, INTERNATIONAL SALES AND MARKETING MANAGER, GOLAN HEIGHTS

"Golan Heights Winery has been honored to participate at ProWein for over 15 years. In recent years, as the exhibition took its place as the most important wine show in Europe, we reached out to leading Israeli wineries from Galilee to establish a joint Israeli presence. The goal of the Israeli stand is to expose wine professionals to the unique terroir that is found in Israel; to ignite an interest in the many quality wineries in the Galilee region; and to share the long history of winemaking in Israel. This year we will be showcasing our newly released Hermon Rosé, Yarden Petit Verdot, Yarden Pinot Gris, Gamla Tempranillo and Gamla Viognier Chardonnay. ProWein is an excellent place to meet our importers from around the world. It also gives us the chance to be in direct contact with our European customers including wine shops, restaurants, and buyers. The exhibition is a wonderful opportunity to taste different wines from around the world and see what's new in the industry."



ALESSANDRO NICCOLAI, EUROPE SALES DIRECTOR, BANFI

"Germany is one of our top markets, and ProWein is an important occasion for meeting our clients and importers from all over the world. As in previous years, we have a space at our German agent booth, Brand Compendium (Hall 16/A04). This is very strategic, because potential German clients will look for the brand, and it is fundamental to them who represents it, in terms of logistics, service and all the practical aspects of supporting the brand. We hope to have the opportunity to strengthen our business relationships with key clients and find out about new opportunities that the fair will surely present. This year we celebrate our 40th anniversary, so the fair will be the first occasion in 2018 to meet our international partners and share with them our plans for the year."



NICOLAS BRUN, EXPORT SALES MANAGER, DOLUCA WINE COMPANY

"My tips would be to balance your appointments. As an exhibitor, I'm keen to keep a good balance between the people I meet and the limited time I have at the fair. Our priority is to seek out new business from new markets we'd like to expand into, such as Australia, Russia and Scandinavia. We also always dedicate quality time with our long-time importers and distributors; although we communicate on a regular basis we do not get so many occasions to speak face to face, and these moments are precious. As a Turkish wine producer, one of our main goals is to spread the gospel that Turkey is producing high-quality wines both from indigenous and international varieties. I'm always excited when people taste our wines for the first time and discover the potential of our region."



Berleermann stressed that ProWein is doing everything possible to make visiting the fair as easy and inexpensive as possible, and, among the measures being taken, the show organiser is working with the Düsseldorf tourism board to offer accommodation at nearby cities Duisburg and Essen, where room rates are cheaper. Packages have been on offer through ProWein that include free transport to and from these places, with Berleermann adding that if there is further demand for hotels outside Düsseldorf, such offers can be extended to further areas within easy commuting distance.

TOP TIPS

For those preparing for the annual onslaught that is ProWein, or who regularly find themselves lost at the wrong end of one of its cavernous halls, Berleermann has the following advice:

"I always recommend keeping some time aside to try something new – two or three hours where you can go and try wine from Bolivia, or something else you aren't familiar with because you never know what you are going to discover. Ask yourself what you want to focus on. Do you want Champagne? Organic wines? You need to have a plan because otherwise you will be lost, and we always say use the tools that we have on our website to get a clear picture of what you want to see. You will be very tired if you are running around the entire show. I walk 20 miles a day at ProWein. It's good exercise!"

Trade talk: What are your tips for a successful ProWein and what do you hope to achieve from this year's fair?



JOSÉ SILVA, CEO, MASILVA

"ProWein is known for having a unique international atmosphere where the most important European wine markets are represented. This allows us to meet with a lot of different people from a lot of different markets at the same event. The fair is also important for us to understand new trends and discover new wines. It is an event that we use to be in contact with some of our clients, agents, distributors, as well as finding new potential opportunities. At the end of the day, it is an event where the wine is the element that shines."



PAOLO LASAGNI, MANAGING DIRECTOR, BOSCO VITICULTORI

"Planning is key at ProWein. Since the exhibition is becoming busier and busier each year, if you don't schedule everything well in advance, you won't get the chance to meet the key players. In terms of this year, our main expectations are related to our single-vineyard estate, Vigna Dogarina, and its premium wine range. Last year's harvest, despite being poor from a volume point of view, has been the first one that our group has fully managed after we took over the estate, and we are proud to present an excellent range of still and sparkling wines coming from the same unique block of vineyards."



EUAN MACKAY, COMMERCIAL DIRECTOR, SYMINGTON FAMILY ESTATES

"Symington Family Estates will be heading back to Düsseldorf in March for its annual rendezvous at ProWein. As in previous years, we'll be joining fellow members of the Primum Familiae Vini on their joint stand (A40, Hall 11) to meet new and existing partners from around the world. This year, we are particularly excited to be presenting a series of new initiatives, including a step change to Dow's approach to the Aged Tawny Port market, a fresh look at Warre's Otimia, new Graham's Single Harvest Tawnies and the release of the latest vintages of the Symington's range of still wines from the Douro Valley, including a complete overhaul of the company's main Douro DOC wine brand, Altano. Members of the Symington's commercial team will be present, together with Dominic Symington and his nephew, Robert, who will be visiting ProWein for the first time."



RAFFAELE BERARDI, CEO, FRATERNITY SPIRITS

"Our main goal at ProWein is to reinforce and increase the presence and positioning of our brands, especially for the Tequila Corralejo range in order to keep presenting the brand repositioning that we launched last year. We will also be communicating about our ultra-premium segment with our Tequila 1821, an *extra añejo* Tequila that is aged for 36 months in American oak. We will also be promoting our Ron Prohibido Family and its new addition, El Ron Prohibido Blanco (Triple Destilado). ProWein is a great place to showcase our portfolio, and a space to present and share the fantastic stories behind our brands and create brand awareness for the premium spirits."

'I always recommend keeping some time aside to try something new because you never know what you're going to discover'



STANDS THAT DELIVER

Anivin - Hall 11/A89

The body representing wines that are labelled as Vin de France, Anivin recently held its Best Value Vin de France Selection tasting in Paris and all of the award-winning wines - 53 gold and 98 silvers - will be available to taste at its stand in Hall 11.

Valérie Pajotin, director of Anivin de France, said: "Once again our international panel were very enthusiastic with the quality of the wines presented to them."

"I can't wait to present the medal-winning wines at our stand at ProWein and at Vinexpo Hong Kong in May as well as in our upcoming marketing activities for 2018."

Consorzio Tutela Montecucco - Hall 13/B30

The Consortium for the Protection of Montecucco will return to ProWein with the promise of introducing visitors to "the unexpected Sangiovese".

Centred around 20 DOC and DOCG wines, the consorzio will be sharing its little corner of the exhibition with the consorzi for DOC Maremma and Morellino di Scansano to jointly promote these wines from the Tuscan coast.

On Sunday 18 March, several of the wines will also be the focus of a masterclass organised by *Vinum* magazine and hosted by journalist Ursula Geyer.

Trade talk: What are your tips for a successful ProWein and what do you hope to achieve from this year's fair?



SAMUEL GUIBERT, CO-OWNER AND HEAD WINEMAKER, DAUMAS GASSAC

"Our main aim at ProWein is to provide an opportunity for our trade partners and prospective partners to meet us, taste the new vintage and see our new creations. It's a ritual, as we know that we'll have the chance to catch up with our partners at the show if we don't get to see them elsewhere during the year. This year we have a lot of new packaging so it's very important that as many of our clients and friends as possible get to see it and taste the new vintage. It's important to prepare for the fair well in advance, and make sure you have a great stand that is easy to find. Ultimately, the success of the fair won't be measured by the number of people we meet but the quality of the meetings we have."



REKA HAROS, DIRECTOR OF GLOBAL MARKETING COMMUNICATIONS, VINVENTIONS

"ProWein is an extremely important event for our customers. Our 'backstage' help is ensuring that each bottle of wine they open for tasting, to sell and promote are just as they intended - fault-free. This year we will be conducting our Taste The Difference masterclass with international wines to the German wine business audience. Tasting wines bottled on the same bottling lot but with different closures is the best experiential proof of the difference a closure can make. We also organise dinners with key customers from South Africa, and our global sales teams have meetings with strategic customers present at the fair. Being an innovations company, we're keen to pick up on all the new trends in the industry. Whether that's in packaging, wine styles, or marketing approaches, we are there to catch them and make sure we stay on top of the changes occurring in our industry."



MARTIN NAVESI, REGIONAL MANAGER, GRUPO PEÑAFLO

"Our tip for a successful ProWein is to plan enough in advance to be able to dazzle all of our visitors. From existing partners, monopolies and business prospects, for us it is the hotspot to impress with our wines, our ideas, our new projects and our innovations. There is always something going on within Grupo Peñaflor, and ProWein is a great stage to showcase that."



GERARDO ALONSO, MARKETING MANAGER, GRUPO FAUSTINO

"ProWein is one of our biggest events and meeting points for our worldwide importers and distributors. It's a unifying moment where we can introduce new vintages and launches. This year we have an array of exciting new wines, from our Faustino Icon Edition to our new Faustino organic Tempranillo. Additionally, we will present the 2017 vintage of our whites and rosés from Campillo to our Marqués de Vitoria and Portia wineries. It's also a great moment to present new label designs and all marketing and communication initiatives. Visit our stand G57 in Hall 10 to discover more."

Anivin recently held its Best Value Vin de France Selection tasting in Paris and all of the award-winning wines will be available to taste at its stand in Hall 11

Winemakers' Winemaker Award

ProWein 2018 will see the return of the Winemakers' Winemaker Award, hosted by the Institute of Masters of Wine and the drinks business.

Now in its seventh year, the award is given to someone who has made an outstanding contribution to the field of winemaking. It is judged by a panel made up of exclusively of Masters of Wine who are also winemakers, with previous winners also being entitled to vote.

Previous winners include Álvaro Palacios, Egon Müller, the late Anne-Claude Leflaive of Domaine Leflaive, Paul Draper of Ridge, Penfold's Peter Gago, Peter Sisseck of Dominio de Pingus and Eben Sadie of Sadie Family Vineyards.

The winner will be revealed at an invitation-only event at ProWein on 19 March. For more information email emily.tedder@unionpress.co.uk

French Pavilion - Hall 11/A159

The French Pavilion at ProWein will be one of the larger entities at the show this year covering an enormous 6,500m² and featuring 860 exhibitors from every French region, from Alsace and the Loire down to Provence, the South-West and Corsica, all organised by their respective interprofessions.

For the first time the stand will also feature a free-pour area, with a selection of 100 wines and spirits that were chosen over the course of three tastings with the trade in Germany, Belgium and Sweden before the show.

Japan - Hall 9/A47

Japanese producers of saké and Koshu will be making their debut at the fair this year, with a particular focus on the country's famous rice wine.

Visitors to the stand will be able to learn about all aspects of this drink, its production (both modern and traditional) and classification as well as basic food pairings with the various saké styles.

Trade talk: What are your tips for a successful ProWein and what do you hope to achieve from this year's fair?



JULIAN DYER, GENERAL MANAGER UK & EUROPE, AUSTRALIAN VINTAGE

"Careful planning, as well as plenty of stamina are two prerequisites for a successful ProWein. But it is also great fun as well, with a tremendous buzz and energy over the three days. From a producer perspective, ProWein is a truly global event where we meet existing and potential customers from all continents. We will have key colleagues from our global sales and marketing teams with us on the stand. It's crucial to have an agreed appointment schedule beforehand. I'm looking forward to this year's show. All the world's wine buyers will be there, and it is a tremendous melting pot where we can meet existing and new buyers, and also catch up with our key distributors from around the globe. We also target ProWein to be ready with new product development, as what we show in March sows the seeds for new business later in the year. Neil McGuigan, our CEO, will be with us for the three days and we're raring to go."



LENX MOSER, CONSULTANT WINEMAKER, CHATEAU CHANGYU

"Chateau Changyu Moser XV and Changyu Pioneer will have a great stand again at this year's ProWein - in Hall 9/A76. Our main goal is to attract as many visitors as possible, and get them to taste our wines from Ningxia in particular. We have planned meetings with all major European and overseas customers and leading journalists from around the globe. We want to excite people with the entire brand architecture of Chateau Changyu Moser XV, and will be showing the 2015 vintage of our grand vin for the first time. We are also keen to establish Château Changyu Moser as the number-one exported wine from China. Finally, we want to educate top sommeliers and the media about the potential of wines from Ningxia, and will showcase our wines against international benchmark wines under the stewardship of Master Sommelier Frank Kämmer."



SYLVAIN ROUCHY, HEAD OF SALES, SOPEXA GROUP

"As an international agency specialising in food, drink and lifestyle, the promotion of wine is in our DNA. ProWein is a wonderful opportunity to meet our customers and our network of key business partners and influencers. Our teams from all over the world will be meeting international companies wanting to promote their products worldwide. Thanks to Sopena's expertise in communications and our deep understanding of the wine market and local consumption trends, we can develop tailor-made activities to meet their specific challenges."



MATHIEU CROSNIER, CHIEF WINEMAKER, DOMAINE GRANDE MAYNE

"The key for us is to prepare well in terms of advance contacts and appointment planning. It is only our second year at the fair and we're hoping to build on the contacts we made last year and find new customers who are interested in the character and quality that South West France represents. We'll be showing our Reserve white and Sauvignon, along with reds from the excellent 2015 vintage. These will include the small-production Fusion - a wine made from some of the best grapes I have in the vineyard each year. In 2015 this was Cabernet with a touch of Chenin."

Japanese producers of saké and Koshu will be making their debut at the fair this year



In addition, a selection of prize-winning wines made from the indigenous Koshu grape will not only be available to taste, but will be the subject of a guided tasting.

La Martiniquaise - Hall 12/A71

Promising a "one-stop shop" approach to this year's fair, French drinks group La Martiniquaise has taken its largest-ever stand, not just for its core Scotch brands such as Label 5, Glen Moray and Sir Edward's, but also for its Port label, Gran Cruz.

The show will also be the launchpad for its revamped Old Virginia Bourbon whiskey and for two new additions to the St Raphael Quinquina range of aperitifs: Quina Red and Quina Amber - with packaging inspired by the famous graphic art style of 1940s artist Charles Loupot, who designed the brand's original labels.

Visitors to the stand will also be able to "enter the friendly Caribbean universe" of the Negrita rum brand, with a virtual reality experience.

New Zealand Winegrowers - Hall 9/E36

New Zealand's pavilion at this year's ProWein will be its largest to date, and will feature 47 producers, from eight regions, with 200 wines from 17 varieties.

In addition to a larger number of wineries attending, New Zealand Winegrowers has announced an increased

educational programme focusing on the varietal and regional diversity of the country.

Among the masterclasses taking place, Anne Krebiehl MW will be talking about aromatic varieties, Pinot Noir and regional diversity; while Jamie Goode will be focusing on Chardonnay, Sauvignon Blanc and classic reds made from Syrah and Cabernet blends.

Route USA - various locations

Returning for its third year, Route USA is a concept that spans the entire fair, and seeks to bring US visitors into contact with participating wineries and companies that either wish to expand their US business or enter the market for the very first time.

Participants can be identified by a badge on their stands that is either ringed in blue for those looking for a US importer or red for those already represented but perhaps wanting further distribution.

A full list of those participating can be found on the ProWein website.

Wine Australia - Hall 9/F06

Bigger ("and better") than last year, Wine Australia will be hosting 75 producers from all over the country, with more than 500 of their wines.

There will be winemakers from classic areas such as Margaret River and Barossa Valley but also from lesser-known areas

such as King Valley and New England. Throughout the fair there will be a series of dedicated tastings on the stand, covering Riesling and Shiraz, old vines, the rising trend for Spanish varieties, McLaren Vale Grenache and the new wave of producers in New England.

The on-stand bar is designed to be a place to discover wines and will be the setting of the after-show Happy Hour on Sunday.

Wines of Germany - Hall 13/A80

ProWein is, of course, the prime opportunity to taste the best of Germany's wine produce. Around 1,000 producers from 13 growing regions will be present in Halls 13 and 14 (though principally the former).

In addition to the mass of producers and supporting seminars and tastings on the main stand, the young producers of 'Generation Riesling' will be exhibiting their wines on stand D100, while another selection of just 20 wines, judged the 'coolest' in Germany, will also be available to taste on A80.

Meanwhile, Germany's national association of 130 leading wine producers, the Verband Deutsche Prädikatsweingüter (VDP), will be showing their 2017 wines in Hall 14/F40.

Wines of South Africa - Hall 9/B28-48 and D34

Wines of South Africa will be in attendance this year, with around 96 producers spanning major multi-brand owners, co-operatives and smaller independent winemakers.

The pavilion will feature a Discover South Africa tasting area, with more than 60 award-winning wines, including reds, whites and Méthode Cap Classiques from a wide range of styles and varieties, designed to show how the South African wine industry is continually raising the bar in terms of quality and innovation.

prowein: new products

AS A significant date in the trade calendar, ProWein always marks the launch of a number of new products.

AXIAL VINOS

Among those due to be released at this year's show is a new wine from Cariñena, in the Spanish province of Zaragoza, courtesy of Spanish wine producer and wholesaler Axial Vinos. Made from 100% Garnacha, the new wine - Las Margas - will be on pour at the exhibitor's stand in **Hall 10, stand H72**.

ZONIN1821

Italian wine producer **Zonin1821** will be debuting two new sparklers at ProWein 2018 - a sparkling Falanghina from Puglia (Masseria Altemura Saliente) and a sparkling Nero d'Avola from Sicily (Feudo Principi di Butera Neroluce). Setting itself the challenge of producing a pair of fresh and fragrant fizzes in two Italian regions known for their heat, Francesco Zonin, vice-president of Zonin1821, says: "Wine lovers are becoming more demanding

with sparkling wines and want to know different expressions from each Italian terroir". Zonin1821 will be exhibiting in **Hall 13/ C12 - C20**.

YEALANDS

New Zealand stalwart **Yealands** Wine Group will be at this year's show, exhibiting new vintages from the Yealands Estate in the Awatere Valley. Founder Peter Yealands will be on hand in **Hall 9 stand F42** to talk through the range of Pinot Noir, Sauvignon Blanc and other aromatic whites.

CHAMPAGNE CASTELNAU

Champagne Castelnau, which will be located in **Hall 11 stand H49**, will be showing off its latest cuvées, alongside its new "contemporary packaging". Known for its extensive

lees ageing, the Champagne house will be represented by Keith Isaac MW and managing director Pascal Prudhomme.

BODEGA VOLCANES DE CHILE

Bodega Volcanes de Chile will be launching a new Igneo wine made from a blend of Petite Sirah (55%) and Petit Verdot (45%) from three vineyards - Maipo and Curicó for the Petite Sirah and Almahue in Cachapoal for the Petit Verdot. Having committed to a new form of viticulture, export director Ben Gordon will be at the stand in **Hall 9/G73** to reveal the brand's progress so far.

TOHU WINES

Tohu Wines of New Zealand launched in 1988 as the world's first Maori-owned wine company. Export manager Dan Taylor will be on the stand to pour the latest vintages including wines from its sister winery, Aronui, in Nelson. Find Tohu at the New Zealand Winegrowers Stand in **Hall 9/E36**.

COGNAC FRAPIN

Cognac Frapin is to launch a new single estate Cognac called 1270 at this year's ProWein. Made in the Cognac's Grande Champagne region, it is aged for up to six months in new oak barrels before being transferred to older casks. According to the brand, 1270 has a nose of "vine and lime blossom with a hint of vanilla" and is "harmonious and balanced". Find Frapin in **Hall 12/A08**.

CATENA ZAPATA

Argentina's famed Bodega Catena Zapata will be showcasing its new Catena Zapata Malbec Argentino 2015 at special launch event on 19 March at ProWein, **Hall 9 Stand E72**. It will unveil a new label design for the bottle, inspired by the history of its flagship variety



and told through four symbolic women. The new label, the brainchild of Adrianna Catena, pays homage to Malbec and its roots in France and subsequent rise in Argentina. Designed by Stranger & Stranger, a packaging design and branding company that specialises in alcoholic drinks, with the artwork supplied by Rick Shaefer, the label depicts four female figures who embody different milestones in the history of Argentina's treasured grape variety.

GAUCHEZCO

Gauchezco, a family-owned Mendoza based winery, will be exhibiting in **Hall 9 C68-E87** and unveiling its flagship wine, Gran Corte, which is set to launch in the UK this year. Using grapes from the 2012 vintage, Gran Corte is made from 45% Cabernet Sauvignon, 37% Malbec, 9% Cabernet Franc and 9% Petit Verdot.

CHANGYU

China's Changyu will be showing off the new 2015 vintage of its Cabernet Sauvignon *grand vin* and also unveiling the latest vintage of its white Cabernet Sauvignon, only the second year that the latter has been made. The CEO of Changyu, Liqiang Sun, will be on hand to talk you through the range in **Hall 9/A76**.

BANFI

Banfi will be launching two wines at the show. One will be a rosé, called Cost'è - a Toscana IGT made with Sangiovese vinified white with a small percentage of Vermentino. The other is a white named Serena - a Toscana IGT made with Sauvignon Blanc.

OLDENBURG VINEYARDS

Oldenburg Vineyards will be exhibiting the new vintages from its super-premium range of wines from the Banghoek Valley just outside of Stellenbosch. Export manager Thys Lombard can answer your questions on the Wines of South Africa stand in **Hall 9 B48/43**.

