

PRESS RELEASE

For Immediate Release

Connecting the international wine and spirits trade to Southeast Asia at ProWine Singapore 2024

- **Co-location with FHA F&B offers synergistic business opportunities across wine, spirits, food, beverage, and hospitality sectors**
- **Highlights include ProWine Zero, Discovery Bar, and thought-leading Masterclass sessions**

13 December, 2023 – ProWine Singapore 2024 stands at the forefront of the region’s wine and spirits sector as it gears up to bring together a dynamic and diverse range of products from all over the world to the heart of Southeast Asia. With about five months to the 5th edition of ProWine Singapore, preparations are under way for the region’s specialist trade fair dedicated to wines, spirits and craft drinks.

Jointly organised by Messe Düsseldorf Asia and Informa Markets, ProWine Singapore 2024 takes place from 23 to 26 April at Singapore Expo. Co-located once again with FHA Food and Beverage – organised by Informa Markets, together, the exhibitions provide a one-stop destination and ultimate convergence of flavours and innovation representing the world of wine and spirits, with that of the vast food, beverage, and hospitality sectors.

As the region's premier gathering, the co-located exhibitions provide key connections for businesses aiming to access and expand their footprint in the thriving markets of Southeast Asia. Coupled with Asia-Pacific’s pivotal role in the global alcoholic beverage market, owing to its large population, rising middle-class segment, and dynamic hospitality industry, “this strategic co-location enhances the overall experience for industry professionals and the trade, fostering a unique environment for sourcing, networking, collaboration, and exploration,” says Beatrice Ho, Project Director for ProWine Singapore at Messe Düsseldorf Asia.

ProWine Singapore 2024 comes on the back of Singapore’s growing reputation and thriving bar and cocktail culture, with 11 bars on Asia's 50 Best Bars in 2022. “Together with a consumer market where the propensity to enjoy experiential drinking experiences is growing, alongside a heightened interest in flavour experimentation, and Singapore’s strategic position as a global trade and export hub, ProWine Singapore 2024 and its diversity theme is well-timed,” she added.

Theme: Discover the taste for diversity

The theme for 2024 will focus on the diversification of wine and spirits offerings, from a broad spectrum of flavours, styles, and innovations appealing to a wide customer base with varied preferences. At ProWine Singapore 2024, trade visitors can expect to see organic wines, sparkling wines, to new world wines and no and low alcohol wines and spirits, craft spirits and beer, to wine accessories and new packaging technologies. For the industry looking for an



**International Trade Fair
for Wines and Spirits.**

23 - 26 April 2024

Singapore Expo

www.prowine-singapore.com

Organised by:



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markets**

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exciting journey of discovery to explore new tastes, product lines, and engage with global wine and spirit players, ProWine Singapore 2024 is a must-attend event.

Key industry players and leading wine producing countries are already expected at ProWine Singapore 2024 with country group representation from Austria, Germany, and Spain, followed by Armenia, France, and Portugal.

ProWine Zero – no-and-low alcoholic wines, spirits, and craft drinks

ProWine Singapore is delighted to present ProWine Zero at the 2024 edition - an innovative zone dedicated to the rising demand for no and low alcohol alternatives, reflecting the evolving preferences of both consumers and industry professionals. First introduced at ProWein 2023 in Düsseldorf, the debut of ProWine Zero in Asia will offer a selection of no and low alcohol wine and spirits that prioritise flavour, craftsmanship, and quality, without compromising on the sophistication that defines the world of wine and spirits.

“It is not just a zone; it is a celebration of inclusivity and choice, showcasing the industry's commitment to catering to diverse tastes in the dynamic landscape of the drinks market,” says Beatrice Ho.

The growing demand for no-and-low alcohol wine and spirits stems from diversifying tastes in Southeast Asia, the growing wellness movement around the world, as well as economic growth and rising incomes. According to Euromonitor International, the ‘NoLo’ alcohol market in the region is projected to grow at a 5% CAGR through to 2027. ‘Zero’ also plays an increasingly important role in food service particularly with the growing health awareness and altered consumption behaviour of ‘Gen Z’, i.e. the 26 to 37 year olds

Other highlights at ProWine Singapore:

➤ ProSpirits

Also making its inaugural showcase is a special zone exclusively dedicated to the innovative and finest spirits from around the world.

➤ Discovery Bar - A unique tasting zone

Another new addition is the Discovery Bar offering visitors a unique tasting journey and one-stop bar-top experience featuring a diverse array of beer, cider, cocktails and new-style alcoholic beverages.

➤ Champagne Lounge

Making a comeback to ProWine Singapore is the Champagne Lounge with a showcase of the heritage and know-how of leading Champagne Houses.

Masterclass programme – Topics include industry trends to market developments

Advancing the ProWine Singapore experience, the Masterclass series stands out as a signature draw, offering engaging and educational sessions on industry and consumer trends, market developments, and innovative approaches. Led by Masters of Wine, sommeliers, and industry experts, these sessions include topics ranging from:



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- Digital transformation in wine sales and marketing, understanding terroir, emerging wine regions, trends in packaging and eco-friendly and innovative solutions, to artisanal craftsmanship and small batch production, and the future of e-commerce in wine and spirits retail.
- On the tasting front, attendees can expect to discover a range of wine varietals and styles, comparative tastings – old world vs new world wines, and wine and food pairing, whiskey appreciation, sake, gin, and Tequila tasting.
- Discussions and presentations highlighting the industry's growing commitment to sustainability and the multifaceted approaches being taken to address environmental and social challenges.

ProWine Singapore which debuted in 2016, offers a vibrant B2B platform for industry professionals to forge business relationships, expand networks, and explore diverse market prospects. The event unites a broad spectrum of stakeholders, including distributors, importers, wholesalers, hospitality representatives from hotels, restaurants, bars, caterers, retailers, supermarkets, specialty stores, online retailers, and more, creating an all-encompassing marketplace for the wine, spirits, and craft drinks industry.

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About ProWine Singapore

As part of the ProWein World Series of leading wines and spirits trade fairs under the Messe Düsseldorf group, ProWine Singapore is Southeast Asia's flagship event jointly organised by Messe Düsseldorf Asia and Informa Markets. A pivotal B2B marketplace connecting international wine and spirits producers and distributors, with the hospitality sector, retailers, and industry professionals, the specialist trade fair facilitates market expansion opportunities, showcases diverse labels and products, and offers educational and learning opportunities to the dynamic Southeast Asian market. For more information, please visit www.prowine-singapore.com | Follow ProWine Singapore on these channels: [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Youtube](#)

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia since 1995, Messe Düsseldorf Asia's diverse portfolio includes sectors such as: medical and healthcare, workplace safety and health, packaging, printing, plastics, wine and spirits, and more. For more information, visit mda.messe-dusseldorf.com

About FHA Food & Beverage

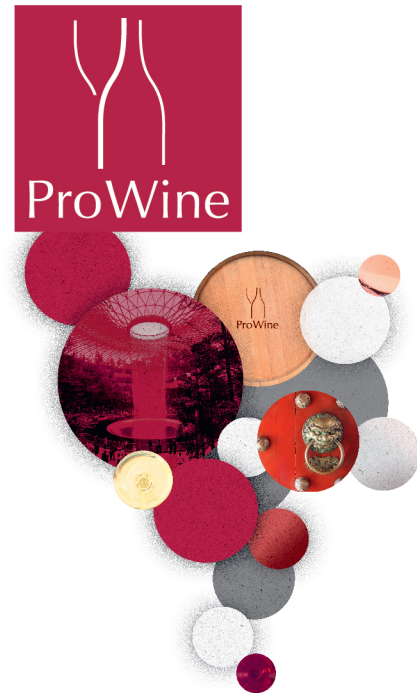
The platform of choice for industry professionals, including distributors, importers, manufacturers and retailers from Asia to see and source for high quality, new-to-market drinks, fresh produce, services across these key profiles – Food & Beverage and Food Technology. Majority of exhibitors participating in FHA-Food & Beverage are renowned manufacturers and brands hailing from 70 countries and regions. For more information, please visit www.fhafnb.com

About Informa Markets

FHA-Food & Beverage is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade innovate and grow. We provide marketplace participants around the globe with opportunities to engage experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

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