

PRESS RELEASE

For Immediate Release

ProWine Singapore 2026 Returns with Expanded Programme, Spotighting Southeast Asia's Wine & Spirits Market

SINGAPORE, 14 APRIL 2026 – ProWine Singapore, Southeast Asia's leading trade fair for wines and spirits, returns from **21 to 24 April 2026** at **Singapore Expo, Hall 10**, bringing together over **200 exhibitors from more than 24 countries and regions**. The exhibition will also feature seven national groups from China, the European Union, France, Germany, Singapore, Spain, and the USA, underscoring ProWine Singapore's international reach and its role as a gateway to Southeast Asia's wine and spirits market. Set against the backdrop of Southeast Asia's rapidly expanding wine and spirits market, the 2026 edition will spotlight new international producers, emerging categories including no- and low-alcohol innovations, and a strengthened programme of experiential formats from the *Discovery Bar* and *Champagne Lounge* to a four-day masterclass line-up led by global experts and an industry networking session examining regional market dynamics.

Jointly organised by Messe Düsseldorf Asia and Informa Markets, and held alongside FHA - Food & Hospitality Asia, ProWine Singapore continues to serve as a strategic platform for international producers seeking to tap into Southeast Asia's growth potential. The 2026 edition will feature a diverse showcase spanning established wine regions, emerging producers, craft spirits, and no- and low-alcohol innovations.

"Southeast Asia continues to emerge as one of the most dynamic regions for wine and spirits, with Singapore at its centre as a key gateway market. ProWine Singapore 2026 is built to support that momentum, offering producers and partners a clearer understanding of the market, while creating meaningful opportunities to engage with the region's trade community," said Beatrice Ho, Project Director for ProWine Singapore at Messe Düsseldorf Asia.

New and Returning Show Floor Features

Across the showfloor, ProWine Singapore 2026 introduces a series of formats designed to deepen engagement between exhibitors and buyers. The *Discovery Bar* offers a dedicated setting for guided tastings, informal show-and-tell presentations, and scheduled product showcases, allowing exhibitors to connect directly with trade buyers in a more interactive, sensory-led environment. A junior sommelier and bartender are on-site throughout the day to support presentations.

21–24 April 2026
International Trade Fair
for Wines & Spirits.

prowine-singapore.com

Supported by:



Held in:



Organized by:



Supported by:



Held in:



Organized by:



At the *Champagne Lounge*, five distinguished Champagne houses come together for curated tastings and twice-daily mini masterclasses led by Yeo Xi Yang, winner of the Singapore National Sommelier Competition 2022 and founder of Convivial Singapore. Completing the show floor offer, the Spirits Zone presents category-focused displays spanning whisky, gin, rum, agave spirits and craft innovations.

Masterclass Programme

A hallmark of ProWine Singapore, the Masterclass Programme returns with a strong line-up of sessions led by leading voices from across the global drinks industry, offering both technical depth and market-relevant insight. Headline sessions include Andreas Rosendal MS, DipWSET of 67 Pall Mall Singapore, presenting a structured exploration of professional-level blind tasting, drawing on advanced deductive techniques used at the highest levels of wine certification. Tan Ying Hsien, Singapore's first Master of Wine, will lead a retrospective tasting of the 2014 French vintage a decade on, examining maturity, regional variation and investment potential within a key European benchmark year.

Further sessions reflect broader shifts across the industry, from the growing global interest in sake and Asian spirits to evolving consumer literacy around agave and whisky. Natsuki Kikuya, Certified WSET Sake Educator, leads a session on sake innovation, exploring stylistic diversity and modern production techniques. Danny Leong, Master Sake Sommelier, presents a sensory-focused workshop on flavour profiling and evaluation. Lam Chi Mun offers an introduction to Asian whisky through the WSET Level 2 Spirits framework, reflecting the category's rising prominence across the region. Brian E. Werner leads a session on tequila and agave spirits, addressing the increasing global demand and the need for trade understanding of the category. Rounding out the programme, Yudhi Maulana spotlights Indonesia's emerging craft wine and whisky scene, offering insight into new regional production narratives.

Industry Networking and Awards

Complementing the programme, the Industry Networking Session on 22 April titled "From Gateway to Growth Markets: Charting Southeast Asia's Wine and Spirit Landscape" brings together regional speakers to examine drinking cultures, consumer preferences and market dynamics across Southeast Asia. Moderated by Nimmi Malhotra, the session offers practical insight for producers, distributors and trade professionals, with drinks and canapés provided to encourage informal exchange.

Also held at ProWine Singapore, the Star Wine List of the Year Southeast Asia 2026 recognises outstanding wine lists from across the region, further reinforcing the event's standing as a platform for excellence within the trade.



Market Immersion Programme

Ahead of the exhibition, the Market Immersion Programme on 20 April offers participating exhibitors a curated introduction to Singapore's drinks ecosystem. Spanning private members' clubs, specialist retail and premium grocery environments, the programme provides first-hand insight into how wines and spirits are positioned, experienced and premiumised in one of Asia's most sophisticated and developed markets. As Southeast Asia continues to grow in importance as both a consumption and distribution hub, ProWine Singapore remains the industry's critical meeting point in the region — a platform for business, knowledge-sharing and the long-term partnerships that define success in this market.

Registration for ProWine Singapore 2026 and fringe activities is now open. Attendees can register [here](#).

Please download the press kit [here](#).

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, go to: www.prowine-singapore.com | Follow ProWine Singapore here: [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Youtube](#)

About FHA-Food & Beverage

Hospitality, Food & Beverage at Informa Markets Informa Markets' Hospitality, Food & Beverage portfolio includes a series of global in-person trade events and an online content platform Saladplate - aimed at fostering business relationships, enabling learning, and enhancing trade opportunities for the industry. With several established events within the portfolio such as Hotelex Shanghai, Food&HotelAsia, HOFEX, Fispal Food Service, and Abastur, the portfolio together offers an unparalleled audience reach across the world. Staging 35 live and digital events in major cities including Shanghai, Hong Kong, Singapore, Ho Chi Minh City, Seoul, Kuala Lumpur, Mumbai, Bangkok, Sao Paulo, and Mexico City. Working alongside established industry partners, government bodies, and recognised professionals, the portfolio aims at bringing companies, individuals, and the industry to the forefront of global business innovation by offering solutions and opportunities that meet today's business needs.

For more information, please visit www.foodnhotelasia.com

Socials: [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#) | [FHA Insider](#) – #FHA

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

For more information and/or pictures, please contact:

Zarina A Muhammad | zarina@mda.com.sg | +65 6332 9624

Syaza Koh | syaza@mda.com.sg | +65 6332 9648

Eve Dowling | eve@accela.asia | +65 8159 9414

Charlene Yeo | charlene@accela.asia | +65 9023 7338

21–24 April 2026
International Trade Fair
for Wines & Spirits.

prowine-singapore.com

Supported by:



Held in:



Organized by:

