



PROWINE SÃO PAULO 2023 ENDS ANOTHER YEAR WITH GOOD VIEWS ABOUT THE SECTOR

ProWine São Paulo 2023, known as the mainly showcase on the wine's universe and spirits in the Americas, beat all the expectations in their third edition. The event, localized in blue pavilion at Expo Center Norte, covered an area 32% larger, for a total of 15,000m² space dedicated to the business sector.

With an amazing increase on numbers of brands of wines and spirits by comparing to the last Editions, the fair counted with a participation of 1,300 brands, coming from 26 countries. Over three intense days of exhibition, 10,500 visitors were on the local and they could enjoy of tastes and business opportunities, doing pleased exhibitors with the high quality about the present public.

The impressive presence of 195 Brazilian brands, showed the strength about the national market.

Vinícola Salton, leader on sparkling's market showed the new campaign, "Brazilian Effervescence" and introduced changes on their collection labels, promising innovation and coolness to their public.

The Cooperativa Vinícola Aurora, leader in the sale of fine wines and the most awarded in Brazil, brought to the visitors the release of Aurora Saperavi, a exclusive label made in limit amount. Moreover, showed the Aurora Extra Brut with the newly conquered seal of Denomination of Origin (D.O.), in addition to the Aurora Zero alcohol Rosé release, in view of the growing on the search for non-alcoholic drinks

Famiglia Valduga also were presente, showing the "Val" a virtual sommelier, that makes the clients Journey richer, giving an unique experience trayed for the visitors.

Grupo Wine, made by Bodegas and Cantu brands, brought 540 labels and 34 producers winerys, including names as Ventisquero (Chile), Susana Balbo (Argentina), Casa Relvas (Portugal), Yellow Tail (Australia), Enoport (Portugal), Bons Ventos (Portugal), Bodegas Callia (Argentina), Torres (Spain), Ramón Bilbao (Spain), Calvet (France) and others.

Henkel Freixenet, global leader of wine and sparkling wine, release the non-alcoholic wines, giving news opportunities of celebrations and attending the different necessities of consume. Furthermore, they expand their Freixenet line with the Italians wines Moscato and Primitivo.

ProWine São Paulo 2023 also opened the doors to non-explored countried in the event, as Ireland, Greece, Israel, Peru, Turkey, Moldova and Lebanon that revealed their high-quality, getting the visitors experience richer.

The sustainably was a evident compromise over the event, with the collection of corks and bottles for recycling, reaffirming the fair's environmental responsibility.



The visitors could enjoy an unique enology experience in ViniPortugal booths, where they could taste 28 awards labels on Portugal's Wines Competition 2023, and they also had the honor to receive Dirceu Vianna Junior Mw, an authority on wine's world, who shared his large knowledge and insights in a forum mainly dedicated to the public.

WorldWine consolidated their position as a reference on curation wines in Brazil, showing a distinct case of organics products, biodynamics, naturals and sustainables, in addiction of awards producers.

With the success of this edition, ProWine São Paulo 2023, reiterated their position as an exclusive B2B meeting, promoting products diversity and representativeness in the sector. The event has been consolidated as an indispensable to the professionals of wine and spirits world, ending their third edition with a cheer to the promising future of the sector.

Tais resultados abrem novas perspectivas e horizontes para a próxima edição, que já tem data marcada, de 1 a 3 de outubro de 2024. A expectativa é que o evento supere suas próprias conquistas, renovando e fortalecendo a promissora trajetória desse importante encontro de negócios.

About Messe Düsseldorf

Founded in 1947, it is among the ten largest billings for fair organizers in the world. In 2022 it had around 21,654 exhibitors and 801,284 visitors, and has a complex of 19 pavilions with a total area of 613.000 sqm.

About Emme Brasil

National representative of the largest professional fair organizer in the world, Messe Düsseldorf, and responsible for the execution of the Medical Fair Brasil and ProWine São Paulo fairs, in addition to presenting the entire portfolio of MD to Brazilian industries.

About Inner Group

Inner Group was born 20 years ago as Inner Editora e Eventos and became a holding in the wine universe identified with its magazine ADEGA, and which operates with content platforms, e-commerce, business intelligence, financial services and events.

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