



## Düsseldorf

March 15–17, 2026

International Trade Fair  
for Wines & Spirits

[prowein.com](http://prowein.com)

### Düsseldorf in the spotlight:

### ProWein sets new urban impulses with City Vibes

From 15–17 March 2026, ProWein Düsseldorf will embark on a new era with a fresh sense of identity – and its city format is getting a contemporary upgrade to match. From 2026 onwards, *ProWein goes City* will become *ProWein City Vibes*: modern, urban, emotional, and even closer to the people who experience wine and spirits as a lifestyle.

“A strong city concept has long been the ideal complement to the internationally renowned ProWein as a pure B2B trade fair. During the day, professional exchange takes centre stage in our exhibition halls. In the evening, ProWein City Vibes builds a bridge from the day’s business to an open, enjoyment-driven programme that makes wine and spirits accessible to a broader audience,” says Marius Berlemann, Chief Operating Officer of Messe Düsseldorf.

ProWein turns Düsseldorf into the capital of wine. With the new ProWein City Vibes concept, the city of Düsseldorf will play a more prominent role alongside the strictly trade-focused ProWein. It becomes an energetic part of a holistic experience that brings together industry visitors, lovers of good food and drink, and the city’s vibrant gastronomy in fresh, unexpected ways. To develop and implement the new concept, Düsseldorf-based event agency Wellfairs has come on board – known for successful culinary formats such as the Gourmet Festival and Wein am Rhein.

“ProWein City Vibes is colourful, stylish, modern. The new format appeals to everyone who enjoys life with friends, good music, and an openness to new experiences. It’s a statement that strengthens Düsseldorf as a contemporary destination for food, drink and



**Messe  
Düsseldorf**

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
[info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

**Geschäftsführung**  
Wolfram N. Diener (Vorsitzender)  
Marius Berlemann  
Bernhard J. Stempfle

**Vorsitzender des Aufsichtsrats**  
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

**Mitgliedschaften der  
Messe Düsseldorf**

 The global  
UFI Association of the  
Member Exhibition Industry

 Ausstellungs- und  
AUMA Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft  
zur Freiwilligen Kontrolle  
von Messe- und  
Ausstellungszahlen

**Öffentliche Verkehrsmittel**  
U78, U79:  
Messe Ost/Stockumer Kirchstr.  
Bus 722:  
Messe-Center Verwaltung

events, while also making the evolution of our brand towards 'ProWein Düsseldorf' tangible – international, modern and human," says Frank Schindler, the new Director of ProWein Düsseldorf since mid-October.

### The first highlights of ProWein City Vibes

The ProWein City Vibes programme will run in the evenings alongside ProWein Düsseldorf but will start three days earlier. It kicks off on 12 March with *NOIR.*, a stylish evening featuring French-inspired flair, urban beats and contemporary bar culture. Until 17 March, the final day of ProWein Düsseldorf, visitors can look forward to a wide range of inspiring events designed to offer fresh, vibrant experiences. The programme is diverse and imaginative: from a romantic speed-dating event under the motto "Love at First Sip", to a cosy cinema night for film lovers, a silent dance walk with ready-to-drink serves, or artistic performances accompanied by wine. Those keen to dress up boldly and bring elegance, energy, and urban sparkle to the city shouldn't miss the *GET DRESSED UP!* event. Anyone wanting to explore Düsseldorf's trendiest neighbourhoods can opt for a relaxed gastro-hopping tour with Moveat's Wine Edition.

### Gastronomy and exhibitors invited to participate

Anyone with exciting event ideas is encouraged to contact Wellfairs or ProWein Düsseldorf and submit their concepts. The organisers will then provide exhibitors with an overview of all submitted proposals, enabling collaborations, guest appearances or joint activities. In this way, ProWein City Vibes is evolving into a lively platform where wine, spirits, gastronomy and the city itself come together to create new moments of enjoyment.

Further programme details will be announced in the coming weeks. To stay up to date, you can already follow ProWein City Vibes on Messe Düsseldorf's social-media channels.



## Düsseldorf

March 15–17, 2026

International Trade Fair  
for Wines & Spirits

[prowein.com](http://prowein.com)



**Messe  
Düsseldorf**

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
[info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

**Geschäftsführung**  
Wolfram N. Diener (Vorsitzender)  
Marius Berlemann  
Bernhard J. Stempfle


**Vorsitzender des Aufsichtsrats**  
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

**Mitgliedschaften der  
Messe Düsseldorf**

 The global  
**UFI** Association of the  
Member Exhibition Industry

 **AUMA** Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 **FKM** FKM – Gesellschaft  
zur Freiwilligen Kontrolle  
von Messe- und  
Ausstellungszahlen

**Öffentliche Verkehrsmittel**  
U78, U79:  
Messe Ost/Stockumer Kirchstr.  
Bus 722:  
Messe-Center Verwaltung

More information: [www.prowein.de/cityvibes](http://www.prowein.de/cityvibes)

Instagram: @prowein\_city\_vibes

Facebook: ProWein City Vibes

### **Pressekontakt ProWein / Messe Düsseldorf:**

Christiane Schorn

Tel.: +49 (0)211 4560 – 991

SchornC@messe-  
duesseldorf.de

Lisa Gerhards

Tel.: +49 (0)211 4560 – 7741

GerhardsL@messe-duesseldorf.de



## **Düsseldorf**

March 15–17, 2026

International Trade Fair  
for Wines & Spirits

[prowein.com](http://prowein.com)



### **Messe Düsseldorf**

#### **Messe Düsseldorf GmbH**

Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
[info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

#### **Geschäftsführung**

Wolfram N. Diener (Vorsitzender)  
Marius Berlemann  
Bernhard J. Stempfle

#### **Vorsitzender des Aufsichtsrats**

Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63

USt-IdNr. DE 119 360 948

St.Nr. 105/5830/0663

#### **Mitgliedschaften der Messe Düsseldorf**



The global  
Association of the  
Exhibition Industry



Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft



FKM – Gesellschaft  
zur Freiwilligen Kontrolle  
von Messe- und  
Ausstellungszahlen

#### **Öffentliche Verkehrsmittel**

U78, U79:

Messe Ost/Stockumer Kirchstr.

Bus 722:

Messe-Center Verwaltung