

Wine Australia

Media release

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Australia is back at ProWein – and 50% bigger!

Wine Australia returns to ProWein 2023 in Germany with its largest-ever stand, featuring 61 producers, 6 regional bodies and an education area with master classes and an Australian Wine Bar.

Winemakers and winery principals from 47 regions across Australia will be pouring their wines at ProWein in Düsseldorf, Europe's biggest wine fair over 19 – 21 March, which attracts around 50,000 trade guests from around the world.

From 28 wineries in 2013 to 61 wineries in 2023, the Wine Australia stand at ProWein has grown significantly over the past decade. This year's stand – in a new hall and location (Hall 14, B10) – is 50 per cent bigger than the last stand planned for 2020.

Trade are invited to explore Australia's unique regions. From the iconic to the lesser known regions across the continent, including Barossa Valley, Yarra Valley and Margaret River, and Orange, Pyrenees and Pemberton. The wine line-up features 46 varieties, from classics like Chardonnay, Shiraz and Cabernet Sauvignon to alternatives such as Assyrtiko, Barbera, Saperavi, Vermentino and Zibibbo.

Over the three days, 11 master classes will take place in the new education area on the stand, which has seating for 30 guests. Topics include *Wines made in Victoria: Home of Australian wine diversity* with winemaker Meg Brodtmann MW, *Wines your dad didn't drink: Riverland* with winemaker Jim Markeas and *A once in a decade Clare Valley Riesling vintage* with wine critic Stuart Pigott. The wines featured in the master classes will be available in the free-pour Wine Bar.

Another highlight is the large contingent of Aussies coming over to meet the trade and pour their wines. Guests can meet winemakers and winery owners such as James Lindner (Family Proprietor, Langmeil Winery), Adrian Sparks (Chief Winemaker, Mount Pleasant Wines), Michael Fragos (Chief Winemaker, Chapel Hill), Sheridan Alm (Owner, Starrs Reach), Owen Inglis (Owner, Sidewood Estate) and many more.

Producers returning to ProWein to showcase new releases and the latest vintages include d'Arenberg, Jim Barry Wines, Voyager Estate and Tyrrell's. Exhibiting on Wine Australia's stand for the first time are Mitolo Wines, Mino & Co Wines, Blue Pyrenees Estate, Coonawarra Wines and Mr Riggs Wine Co. amongst others. A full list of exhibitors is available on the website below.

Also for the first time, there will be six regional booths on the stand – South Australia, Riverland, Victoria, Yarra Valley, New South Wales and Margaret River. Dive into the regions, discover iconic names and exciting start-ups, and meet the regional heads such as Caroline Evans (Chief Executive Officer, Wine Yarra Valley), Stephanie Duboudin (Chief Executive Officer, Wine Victoria), Lyndall Rowe (Executive Officer, Riverland Wine) and Amanda Whiteland (Chief Executive Officer, Margaret River Wine Association).

Wine Australia's General Manager of Marketing Paul Turale said it's great to have such a strong Australian presence at ProWein this year.

"This is the biggest wine trade fair in Europe, so to have 61 Australian wineries and 6 regions on show generating excitement for the category is invaluable.

"We have a great mix of classic and contemporary wines to showcase the quality and diversity of Australian wine – and, as always, there'll be loads of energy and passion on display from our exhibitors!

"We look forward to seeing trade and industry there!" Mr Turale said.

For more details about Australian wine at ProWein, the list of wineries, floor plan and programme of events, please visit: <https://www.wineaustralia.com/whats-happening/events/prowein-2023-germany/attend>

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About Wine Australia

Wine Australia supports a competitive wine sector by investing in research, development and adoption (RD&A), growing domestic and international markets and protecting the reputation of Australian wine. Wine Australia is an Australian Commonwealth Government statutory authority, established under the Wine Australia Act 2013, and funded by grape growers and winemakers through levies and user-pays charges and the Australian Government, which provides matching funding for RD&A investments.