

German Wine Institute presents regional wines at ProWein 2012

This year the German Wine Institute (DWI) will attend ProWein, the international trade fair for wines and spirits, using the slogan "Discover the Taste of our Regions". The regional focus was chosen due to the emphasis the German Tourism Board wants to place on "Wine Culture and Nature" in order to advertise Germany's wine regions as key tourist destinations in 2012.

According to the slogan, trade and business professionals will have the opportunity to taste wines from all 13 German wine growing regions at the open tasting zone on the DWI stand (4G86). The wines shown will be chosen by regional wine promotional organizations and will be typical of the wine growing region they come from.

In addition, the DWI will hold a forum for the presentation of corporate product and marketing concepts at its stand. This will include wine presentations from the Pfalz and Württemberg regions as well as the German Agricultural Society.

In order to accommodate the growing number of international journalists at ProWein, a press conference with DWI managing director, Monika Reule, will be held in English at 11.30am on Monday 5th March 2012. This will focus on the market position of German wine on a domestic and international level.

The DWI also uses ProWein to communicate news from the German wine growing regions to trade, buyers and sommeliers from all over the world. Two examples of this are the "Orange Hour", an informative event for Dutch wine business professionals, which will be held on Sunday 4th March, and the "Nordic Icebreaker" for guests from Scandinavia, which will be held on Monday 5th March.

In line with the slogan, exhibition visitors will be able to take a break at the picnic table and test their knowledge with a quiz on the specialities of the German wine growing regions. For each quiz form submitted, sponsors will donate one Euro to the charity organization, "Wine Saves Lives" and entrants will also have the chance to win a prize.

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