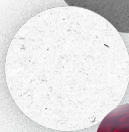
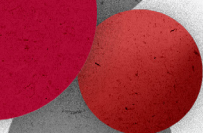
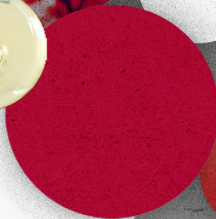




ProWine



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Tokyo, 10 – 12 April 2024

International Trade Fair
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PROWINE TOKYO 2024 YOUR TICKET TO A THRIVING MARKET

ProWine Ticket to the World is excited to announce the inaugural edition of ProWine Tokyo, the most attended trade fair for wines and spirits in Japan. With Japan's growing demand for wines and spirits, ProWine Tokyo is the ideal opportunity for exhibitors to gain exposure in this thriving market. Take advantage of the early bird rate by completing the application below before Saturday, 30 September 2023.

As a leading organiser of wine and spirits trade fairs, ProWein is bringing its wealth of experience and expertise to Japan with ProWine Tokyo. This premier event promises industry professionals an unrivalled platform for connecting, partnering and growing their business in Japan.



PROWINE TOKYO AT A GLANCE:

- **Date:** 10-12 April 2024 (Wed.-Fri.)
 - **Venue:** Tokyo Big Sight, East Hall
 - **Organiser:** Messe Düsseldorf Japan Ltd.
 - **Co-events:** FABEX Tokyo, ISM Japan, Anuga Select
- Japan aiming for more than 1,000 exhibitors and 55,000 visitors**



ProWine Tokyo

10 – 12 April 2024

MAIN VISITOR TARGET MARKETS

- Japan
- South Korea
- Hong Kong, Macau
- Vietnam
- Singapore

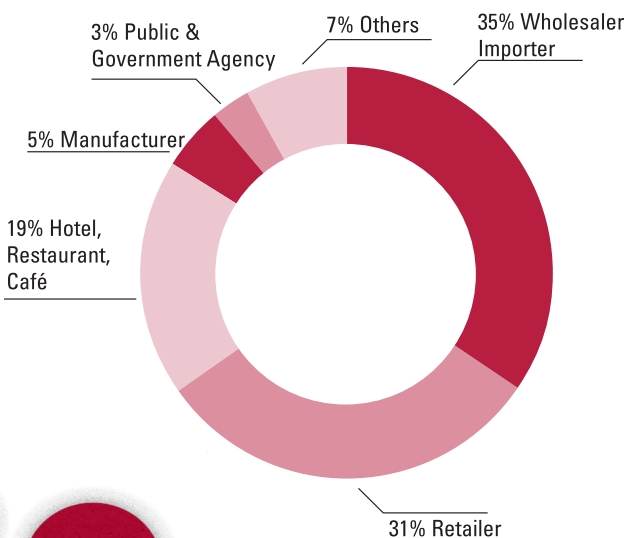
STRENGTHS OF PROWINE TOKYO

- The only-one professional wine & spirits show in Japan
- Market of “connoisseur,” searching for originality and variety
- Tokyo, town of gourmet with 220+ Michelin starred restaurants
- No. 1 importer in Asia in unit value

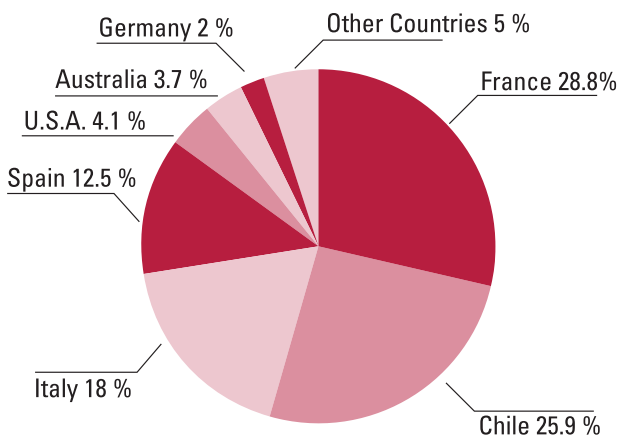
STATISTICS OF WINE & GOURMET 2023

- 53,000 participants visited the fair in 2023 including all co-events
- 90% of the exhibitors said, they met their relevant Customer Group
- 980 exhibitors from 13 Countries
- Key buyers that attended the Wine & Gourmet were
 - Wholesalers & Importers
 - Gastronomes from hotels & restaurants
 - Retailers

VISITORS BY INDUSTRY GROUP 2023



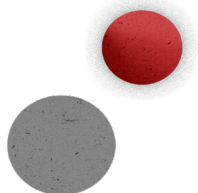
WINE MARKET SHARE IN JAPAN



WORLD'S 3RD BIGGEST MARKET FOR CHAMPAGNE IN 2021

Rank	Country	Volume 2021*	Evolution
1	United States	34 120	+63,9%
2	United Kingdom	29 877	+40,5%
3	Japan	13 814	+28,1%
4	Germany	11 174	+10,4%
5	Belgium	10 310	+14,6%

* in million bottles



CONSUMPTION TRENDS IN JAPAN

- Despite overall alcohol consumption is decreasing, some alcoholic beverages are trending in Japan
- The Main trend is beer & beer taste, but wine & whiskey are strongly increasing

Beverage	Volume 2020*	increase since 2010
Liquor	2,561,245	+145%
Beer & beer taste	2,385,675	+63%
Spirits as material	708,642	+333%
Wine & Fruit wines	358,245	+130%
Whiskey	170,092	+180%

* amount in KL

IMPORTED BRANDS RANKING IN JAPAN

STILL WINE

- 1 Santa Helena
- 2 Frontera
- 3 Santa Carolina
- 4 Franzia
- 5 Conosul

CHAMPAGNE

- 1 Moët & Chandon
 - 2 Veuve Cliquot
- ## SPARKLING WINE
- 1 Les Grands Chais
 - 2 Freycinet
 - 3 Martini

ITALIAN WINE

- 1 Cavillo (Tavernello)
- 2 Gruppo Italiano Vini
- 3 Sensi
- 4 NEWS (BIB)
- 5 Pasqua

FRENCH WINE

- 1 Other Brands
- 2 Rochet Mazet
- 3 Baron de Rothschild
- 4 Resolme de Cumbras
- 5 Georges Duboeuf

SPANISH WINE

- 1 Tears of the King
- 2 Felix Solis
- 3 Don Romero
- 4 Kaleo
- 5 Torres

CHILEAN WINE

- 1 Santa Helena
- 2 Frontera
- 3 Conosul
- 4 Luis Felipe Edwards
- 5 Ladera Verde

SPIRITS

- 1 Cuervo (Mexico)
- 2 Beefeater (UK)
- 3 Vodka (domestic bottled)
- 4 Smirnoff
- 5 Wilkinsin Gin (domestic bottled)



TICKET TO THE WORLD

DÜSSELDORF | SHANGHAI
SINGAPORE | MUMBAI | TOKYO
HONG KONG | SÃO PAULO

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world's key markets.**

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São Paulo	03 – 05 October 2023
Shanghai	08 – 10 November 2023
Mumbai	24 – 25 November 2023
Tokyo	10 – 12 April 2024
Singapore	23 – 26 April 2024
Hong Kong	14 – 16 May 2025

*Book your
ticket today!*
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Messe Düsseldorf GmbH
Postfach 10 10 06_40001 Düsseldorf_Germany
Tel. +49 211 4560 01_Fax +49 211 4560 688

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