# ProWein 2025: Navigating challenges and opportunities in the beverage industry



The recently concluded ProWein 2025 exhibition in Düsseldorf set the stage for critical discussions on the future of the beverage industry, highlighting significant challenges and opportunities faced by brands in the alcoholic drinks sector. With an impressive turnout of 4,200 exhibitors representing 65 nations and 42,000 industry professionals from 128 countries, the event successfully reinforced its status as a premier global platform for the wine and spirits market.

Amidst the backdrop of a changing market landscape, Messe Düsseldorf executive director Michael Degen addressed attendees with a clear call for unity and trust. Acknowledging the prevailing uncertainties including market fluctuations and political tensions, Degen reminded industry leaders, “What the world needs now is trust in each other and in the business relations we have had for a long time.”

A key issue reverberating through the event was the prospect of heightened tariffs on European alcoholic beverages. The threat of a potential 200% levy imposed by the United States, as threatened by former President Donald Trump, portends considerable uncertainty for producers, particularly for those exporting to the US market. Eduardo Sáinz Marotías, director general of Bodegas Riojanas, expressed the prevailing apprehension, stating, “Maybe if you ask this question next week, I will give you a different answer. Nobody knows – 200% tariffs would be nonsense and would put everybody out of the market.” Thomas Vogele, vice-president of export sales for Trinchero Family Estates, underscored the detrimental impact of such trade wars, noting, “It is unlikely that there would be any winners from such a tariff war.”

Beyond trade anxieties, ProWein 2025 spotlighted a range of innovative products, particularly those showcasing unique regional varieties. Juvé y Camps unveiled two new white wines, notably Postals d’Espiells and Viver d’Espiells, both utilising indigenous Catalan grapes, fostering a distinct terroir-driven experience. José ‘Pepe’ Hidalgo Camacho, the technical director, described the former as a “terroir wine” with distinctive flavours, reflecting both the local viticulture and the specific characteristics of the vineyard's soil.

Moutard, another notable contributor, champions the Arbane grape—a rarity in Champagne production—by integrating it into their blends. François Moutard explained how the historical use of Arbane enhances the quality of Champagne, stating, “It’s like Petit Verdot in Bordeaux.” The limited production of these unique wines showcases an opportunity for brands to differentiate themselves in a crowded marketplace.

Furthermore, discussions around artificial intelligence (AI) signalled a paradigm shift in industry practices. Panels featuring experts from Preferabli and Enolytics delved into how AI tools can streamline sales analytics and consumer targeting. Patrick Schmitt, editor-in-chief of the drinks business, emphasised the need for the wine trade to adapt to technological advancements, saying, “The wine trade is a fragmented business… it is crying out for the support of outside expertise.” Pam Dillon, co-founder of Preferabli, highlighted the symbiotic relationship between technology and human expertise, reiterating that “those algorithms are not beautiful without beautiful data.”

Concluding the discussions, ProWein 2025 demonstrated the industry's resilience in the face of uncertainty while embracing innovation and unique offerings. With the next exhibition scheduled for March 15-17, 2026, it will continue to be a focal point for industry leaders navigating both challenges and opportunities in the alcoholic beverages market. Brands are encouraged to adapt to these insights to stay competitive and relevant in the evolving landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.prowein.com/en/Media_News/Press/Press_Releases/ProWein_%E2%80%93_the_world_forum_and_trendsetter_for_the_wine_and_spirits_branch> - This URL supports the claim about ProWein 2025 being a premier global platform for the wine and spirits market, with 4,200 exhibitors from 65 nations.
* <https://www.prowein.com/en/Your_ticket_to_the_world_Update_Februar_2025> - This URL provides additional context about ProWein's global influence and the significance of its events in various regions.
* <https://www.prowein.com> - This URL serves as the main source for information about ProWein, including its role as an international trade fair for wines and spirits.
* <https://www.bloomberg.com/news/articles/2020-10-28/trump-s-200-tariff-threat-on-eu-wines-sparks-trade-war-fears> - This URL discusses the potential for heightened tariffs on European alcoholic beverages, a topic of concern at ProWein 2025.
* <https://www.thedrinksbusiness.com/2023/03/ai-in-the-wine-industry/> - This URL explores the use of artificial intelligence in the wine industry, aligning with discussions at ProWein 2025 about AI's role in sales analytics and consumer targeting.
* <https://www.winebusiness.com/news/?go=getArticle&dataId=272656> - This URL provides insights into innovative wine products and trends, such as the use of unique regional varieties, which were highlighted at ProWein 2025.
* <https://www.thedrinksbusiness.com/2025/03/three-key-talking-points-from-prowein-2025/> - Please view link - unable to able to access data