



In this season of joy and reflection, I extend heartfelt Christmas and New Year greetings to our cherished global community. As we embrace diverse traditions, let's find unity in the shared spirit of celebration. The past year has brought challenges, but together, we've persevered. Looking ahead, ProWine 2023's resounding success ensures a year of growth for WSCI and its readers. May the upcoming year bring prosperity, good health, and a continued bond that transcends borders. Wishing you a festive season filled with warmth, joy, and the anticipation of a promising year ahead.

From the Editor's Desk
Cheers - Malay Kumar

ProWine Mumbai 2023: Connected the Drinks Trade in a Vibrant Showcase



Mumbai, November 2023 - ProWine Mumbai recently concluded its third edition, leaving an indelible mark on the Wine & Spirits Community in India. Held at the Jio World Convention Centre on November 24th and 25th, the event served as a focal point for industry professionals to engage in tastings, conversations, awards and networking.

ProWine Mumbai's first edition took place in 2021 followed by 2022 and this year : 2023 which has proven to be an astounding success yet again. With a remarkable display of 164 companies presenting over 1000 brands with pavilions from 21 countries such as France, Portugal and Australia. More than 5059 attendees representing 24 countries across a spacious 5,000 sqm exhibition space, the event showcased India's growing appeal in the global wines and spirits industry. Lesser-known producing countries also found representation, highlighting India's role as a gateway for international business.



The event commenced with a grand opening ceremony featuring the popping of Champagne and a ribbon-cutting ceremony by Deputy Mayor for Economic Development, City of Düsseldorf - Mr. Christian Zaum and Mr. Wolfram N. Diener, President and CEO, Messe Duesseldorf GmbH. Other dignitaries including the honorable Nick Champion MP, Minister for Trade & Investment, South Australia, graced the occasion. Consul generals and Trade Investment Commissioners from various countries further underscored the international significance of the event.



ProWine Mumbai emphasized its commitment to market players' interests, evident in the diverse representation of trade visitors. From hoteliers, restaurateurs, and bar owners to importers, distributors, sommeliers, and consumers, the exhibition floor was abuzz with networking opportunities. Exhibitors unanimously praised the event for providing an ideal platform to connect with potential buyers, solidifying its status as India's premier platform for the wine and spirits industry.



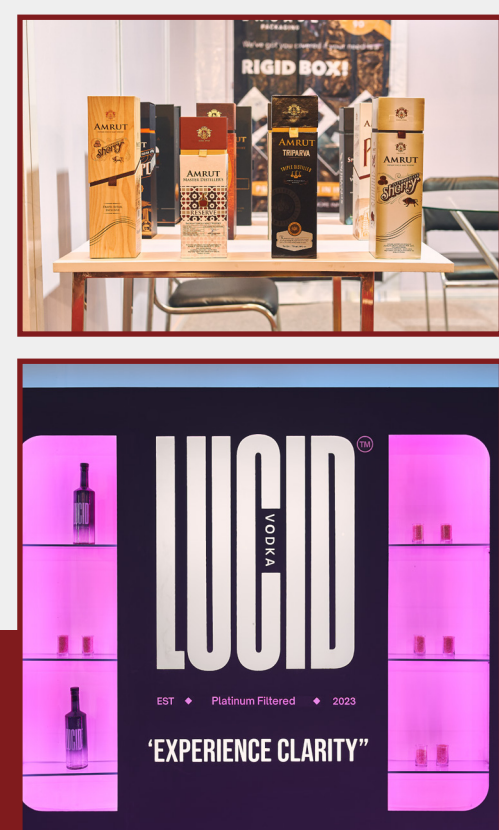
Thomas Schlitt, Managing Director of Messe Düsseldorf India, expressed his enthusiasm, stating, "The 2023 edition of ProWine Mumbai has infused an enhanced international flair and increased diversity from the Indian wine and spirits industry, upholding its legacy as the most diverse showcase of wines, spirits, and craft beverages. The event has provided a platform for talented bartenders and spirit brands, notably through the newly launched ProWine Bartenders' Competition and ProWine Spirits Challenge. The success of the show is mirrored in the enthusiasm and satisfaction of the attendees, who are eagerly anticipating the next edition of ProWine Mumbai."



The India Wine Awards was featured during the first day of the ProWine Mumbai 2023 and was put together by the Sonal Holland Wine Academy. It was met with a positive response and great appreciation of the industry stakeholders and sponsors who recognized excellence in domestic and international wines available in the Indian market.

The ProWine Bartenders' Competition crowned Priyanka Mondal as the 'ProWine Bartender of the Year.' A panel discussion on 'The future of international craft spirits in India and taking Indian craft spirits globally' provided insights from industry experts.

The ProWine Mumbai Night, served as a major networking event. It brought together industry luminaries, hospitality leaders, media persons, and exhibitors for an evening of celebration.



The overwhelming positive response from industry stakeholders and sponsors set the stage for the eagerly anticipated 4th edition of ProWine Mumbai. Scheduled for November 8th and 9th, 2024, at the Jio World Convention Centre, Mumbai, the event promises to uphold its reputation as a leading platform for the wine and spirits industry.