

PRESS RELEASE

For Immediate Release

ProWine Singapore 2026 Concludes Successful Edition, Reinforcing Its Role as Southeast Asia's Leading Wine & Spirits Trade Platform

Strong international participation and high-quality trade engagement signal continued momentum for the region's dynamic drinks market.



SINGAPORE

21–24 April 2026

International Trade Fair
for Wines & Spirits.

prowine-singapore.com

Supported by:



Held in:



Organized by:



SINGAPORE, 28 APRIL 2026 - ProWine Singapore 2026 concluded a successful four-day edition at Singapore Expo, bringing together over 200 exhibitors from 24 countries and regions, alongside trade visitors from Singapore and across the region. Held alongside Food & Hospitality Asia 2026 (FHA), the exhibition once again demonstrated its role as Southeast Asia's leading trade platform for wines and spirits, connecting global producers with importers, distributors, retailers and hospitality professionals.

The breadth of exhibitors and countries represented on the show floor underlined Singapore's importance as a gateway market for Southeast Asia. National groups and producers from Europe, Asia, and the Americas were joined by a diverse mix of premium wine estates, Champagne houses, craft spirits producers, and no- and low-alcohol innovators.

A Gateway to New Producers and Emerging Brands

Trade visitors also highlighted the event's value as a discovery platform for emerging brands. "What compels me to visit ProWine each time is the gathering of not just brands, but talented and passionate representatives present", said **Joma Riviera, Bar Manager of Tamba**. "There are always products our bars would genuinely be interested in and this year's standout for me was Philippines' ARC Gin which I feel is very tasty and a beautiful representative of its home country".

A key feature supporting this spirit of exploration was this year's **Discovery Bar** led by **Andrew Pang**. Conceived as an accessible entry point to new producers, it featured a

rotating selection spanning categories, drawing strong interest from buyers and hospitality professionals who engaged in guided tastings held throughout the day.

Industry Exchanges & Insights

The masterclass programme once again proved a key draw, with consistent full attendance across sessions led by leading industry professionals and educators. Covering a broad spectrum of topics, highlights included:

- **Tasting Wines Like a Sommelier** by Andreas Rosendal MS DipWSET, Head of Wine Operations at 67 Pall Mall Singapore who broke down wine assessment through a guided blind tasting to build evaluation and articulation.
- **Indonesia's Emerging Craft Wine and Whisky Scene** by Yudhi Maulana, Sommelier and WSET Level 2 Wine & Spirits who explored the rise of Indonesia's key craft categories.
- **The Impact of Glassware on Wine and Sake** by Danny Leong, Master Saké Sommelier and Sensory Science Consultant who examined how glassware shapes aroma and perception.
- **Asian Whisky Tasting** by Lam Chi Mun, Spirits Industry Consultant in Asia and Certified WSET Spirits Educator who led a guided tasting exploring the diversity of Asian whisky and its rapid growth as a category.

The Industry Networking Session, moderated by **Wine & Spirit Journalist, Nimmi Malhotra**, was another key feature of the programme. Focusing on Southeast Asia's evolving drinks landscape, the panel surfaced key trends including a growing preference for authenticity, sustainability, and wines from emerging heritage regions, reflecting a shift toward more story-led and differentiated selections.

Adding to the show's international prestige was the presence of **Charlotte Wehl, Germany's Wine Queen**, whose attendance underscored the country's growing relevance in wine conversations across Asia. Dry Riesling, Spätburgunder and wines from smaller German regions drew strong interest from trade buyers seeking fresher Old World narratives and more food-friendly styles suited to the region's dining culture.

Champagne Showcase and Star Wine List Awards

The Champagne Lounge was another standout feature, making its Singapore debut after originating from ProWine Düsseldorf. Bringing together five new to region Champagne houses including *Champagne Cattier* and *Champagne Harlin Père et Fils*, the space held guided tastings led by **National Sommelier Champion, Yeo Xi Yang**, alongside tasting booths tended by brand representatives for deeper explorations.

Speaking on the format, **François Colas of Champagne Cattier** said, "*The Champagne Lounge in Düsseldorf was a successful initiative, which encouraged us to return. Having a recognised industry figure such as Yeo Xi Yang lead the initiative was vital, as he made Champagne appreciation more approachable and helped attendees understand what makes each brand distinct.*"

Also held during the tradeshow, the **Star Wine List of the Year Southeast Asia Awards** recognised outstanding wine programmes from across the region, with Convivial Singapore, led by Yeo Xi Yang, earning the honours for the second time.

Speaking on the recognition, **Yeo Xi Yang** said, "*This means a great deal. To be recognised by true wine professionals who understand what goes into building a great wine list, and to be in the same conversation as the other winners as a small, focused establishment like ours, is incredibly rewarding. I couldn't be more grateful.*"

Emerging Categories: Agave and No- & Low-Alcohol

Growing interest in agave spirits and no- and low-alcohol beverages was also observed across the show floor, reflected in exhibitor participation and feedback from vendors.



SINGAPORE

21-24 April 2026

International Trade Fair
for Wines & Spirits.

prowine-singapore.com

Supported by:



Held in:



Organized by:



“Tequila and mezcal are more than spirits; they are expressions of Mexico’s land, biodiversity and centuries of artisanal tradition,” said **Agustín García-López Loeza, Ambassador of Mexico and Dean of the Diplomatic Corps.** *“Platforms like ProWine help connect that heritage with Southeast Asia, where Singapore plays a key role as a gateway for growing demand for premium, authentic agave spirits.”*



“What we’re seeing is a clear intent to invest in Southeast Asia, with ProWine Singapore as a platform for brands to test demand and establish presence in the region,” said **Beatrice Ho, Project Director for ProWine Singapore at Messe Düsseldorf Asia.** *“We are encouraged by the strong engagement and continued confidence from exhibitors and trade visitors at ProWine Singapore 2026, and will continue to build on this interest to create more opportunities in future editions.”*

21–24 April 2026
International Trade Fair
for Wines & Spirits.
prowine-singapore.com

Further details on visitor breakdown will be published in the forthcoming Post Show Report. The next edition of ProWine Singapore will return in 2028 at Singapore Expo, once again held alongside Food & Hospitality Asia.

Please download the press kit [here](#).

About ProWine Singapore

As part of the ProWein World Series of leading wines and spirits trade fairs under the Messe Düsseldorf group, ProWine Singapore is Southeast Asia’s flagship event jointly organised by Messe Düsseldorf Asia and Informa Markets. A pivotal B2B marketplace connecting international wine and spirits producers and distributors with the hospitality sector, retailers, and industry professionals, the specialist trade fair facilitates market expansion opportunities, showcases diverse labels and products, and offers educational and learning opportunities to the dynamic Southeast Asian market. For more information, go to: www.prowine-singapore.com | Follow ProWine Singapore here: [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Youtube](#)

Supported by:



Held in:



Organized by:



About FHA-Food & Beverage

Hospitality, Food & Beverage at Informa Markets Informa Markets’ Hospitality, Food & Beverage portfolio includes a series of global in-person trade events and an online content platform Saladplate - aimed at fostering business relationships, enabling learning, and enhancing trade opportunities for the industry. With several established events within the portfolio such as Hotelex Shanghai, Food&HotelAsia, HOFEX, Fispal Food Service, and Abastur, the portfolio together offers an unparalleled audience reach across the world. Staging 35 live and digital events in major cities including Shanghai, Hong Kong, Singapore, Ho Chi Minh City, Seoul, Kuala Lumpur, Mumbai, Bangkok, Sao Paulo, and Mexico City. Working alongside established industry partners, government bodies, and recognised professionals, the portfolio aims at bringing companies, individuals, and the industry to the forefront of global business innovation by offering solutions and opportunities that meet today’s business needs.

For more information, please visit www.foodnhotelasia.com

Socials: [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#) | [FHA Insider – #FHA](#)

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world’s leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia since 1995, Messe Düsseldorf Asia’s diverse portfolio includes sectors such as medical and healthcare, workplace safety and health, packaging, printing, plastics, wine and spirits, and more. For more information, visit mda.messe-dusseldorf.com

-Ends-

For more information and/or pictures, please contact:

Zarina A Muhammad | zarina@mda.com.sg | +65 6332 9624

Syaza Koh | syaza@mda.com.sg | +65 6332 9648

Eve Dowling | eve@accela.asia | +65 8159 9414

Charlene Yeo | charlene@accela.asia | +65 9023 7338



SINGAPORE

21-24 April 2026
International Trade Fair
for Wines & Spirits.

prowine-singapore.com

Supported by:



Held in:



Organized by:

