

Winzer-Service

Winzer-Service Dienstleistungsagentur – Friedhofstr. 11 – D-74382 Neckarwestheim

To

All companies interested in the sectors of viticulture, winemaking, fruit growing & distilling, as well as marketing & sales

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7. Winzer-Service Messe 2027 – Register Now as an Exhibitor

Dear Sir or Madam,
Dear Exhibitors,

Today, we are pleased to send you the exhibitor information for participation in our Winzer-Service Messe – the specialist trade fair for viticulture, winemaking, fruit growing and distilling, as well as marketing and sales:

7. Winzer-Service Messe 2027

27– 29 January 2027, daily from 9:00 a.m. to 5:00 p.m. – Karlsruhe Exhibition Centre, Germany

As the largest specialist trade fair of its kind in the D-A-CH region, the Winzer-Service Messe brings the industry together **every two years** in Karlsruhe. It offers national reach, international relevance and an audience comprising highly qualified professionals with decision-making authority.

Trade visitors from all German wine-growing regions, as well as from Austria, Switzerland, France, Luxembourg and Belgium, make the fair the industry's key meeting place for networking, personal exchange and fresh market momentum. International exhibitors already account for around 20 per cent of the total. The **target visitor groups** are: winegrowers, wine estates, wineries, cooperatives, and fruit-growing and distilling businesses – ranging from family-run operations to larger production and marketing organisations.

Especially in challenging times, it becomes clear that face-to-face discussions, direct market presence and maintaining existing customer relationships remain indispensable. Products, technical solutions and innovations are particularly convincing where personal dialogue and direct hands-on experience with the exhibits come together. With their practical industry expertise, trade visitors can immediately assess the practical value that solutions and innovations offer for their own businesses.

The modern Karlsruhe Exhibition Centre provides a **high-quality environment for professional exhibitor showcases**. Spacious, air-conditioned halls create ideal conditions for focused discussions and ensure a well-organised, weather-independent trade fair experience, especially during the winter season.

An **informative supporting programme** featuring expert presentations offers guidance on current topics and provides valuable insights for day-to-day business operations and future industry developments. Our **BranchenPionier Award** and the new **YoungTalents Award** promote innovation, the long-term competitiveness of the industry and the promotion of young talent. The **InnovationsRadar** highlights exhibitors' latest developments and helps visitors identify current industry trends both before and during the trade fair.

If you register **by 30 June 2026**, you will receive a **5% early booking discount** on your stand space. Early registration also allows us to better consider individual preferences for optimal stand allocation. If you have any questions regarding your participation, our trade fair team will be happy to assist you. You can reach us by email at messe@winzer-service.de or by phone at +49 (0) 7133 961433.

We look forward to welcoming you to Karlsruhe.
Best regards,



Thomas Zeeh
Organiser



Heiko Buchwald
Trade Fair Project Manager

Enclosures:

- Exhibitor Brochure
- Exhibitor Registration Form
- Co-Exhibitor Registration Form
- Terms and Conditions of Participation

USt-IdNr. DE 214589018
Steuernummer 65446/86252
Finanzamt Heilbronn

Das Branchenportal
www.winzer-service.de

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