



Plan Ahead. Secure Your Participation

Submit your registration early to ensure the best possible consideration of your space requirements and placement preferences within the overall exhibition concept.



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Winzer-Service M E S S E

Germany's largest trade fair for Viticulture,
Winemaking, Fruit Farming and Distilling,
as well as Marketing and Sales



27-29 January 2027
Messe Karlsruhe

Exhibitor Information

Winzer-Service MESSE



A Changing Market – Where Presence Matters

Market conditions have changed significantly. Investments are made more carefully, offers are compared more thoroughly, and budgets are used more consciously.

For this very reason, personal encounters are becoming increasingly valuable. Companies planning investments are looking for guidance – through direct exchange with suppliers who provide practical and reliable solutions.

For exhibitors, this creates a clear opportunity: to be present where demand becomes concrete and purchasing decisions begin to take shape.

What Matters Today

- reliable information instead of superficial impressions
- direct conversations with professional expertise
- practical solutions for professional operations
- exchange with colleagues and market participants

The Right Platform

The Winzer-Service Messe brings together producers, decision-makers and exhibitors from across the entire process chain every two years.

From viticulture and fruit farming to winemaking, distilling and machinery, through to direct marketing and sales, the exhibition creates an environment where solutions can prove their value through direct comparison.

Your Advantage as an Exhibitor

- direct access to your target audience
- personal presentation of your products and services
- visibility within a professional market environment
- valuable feedback from practical day-to-day operations

This is where conversations begin that deepen relationships, create new connections, and inspire future business opportunities.



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The Right Environment for Trade Fair Success

Success at a trade fair is not only defined by who attends, but also by the conditions in which encounters take place. A professional environment increases the quality of contacts, visitor dwell time, and the overall impact of every exhibition presence.

The Winzer-Service Messe combines a professional trade audience with well-designed infrastructure and efficient service – creating ideal conditions for successful trade fair participation: efficient, reliable and with an attractive return on investment.

A modern venue, air-conditioned halls and abundant natural daylight create a comfortable atmosphere for visitors, exhibition teams and product presentations alike. Independent of weather conditions and with a consistently pleasant environment, the fair offers a clear advantage – especially during the winter season.

Free admission, complimentary shuttle buses from Karlsruhe Hauptbahnhof, around 7,000 parking spaces directly at the venue, and strong public transport connections ensure a convenient and stress-free journey – creating the basis for an open, interested and communicative trade fair experience.

The result: visitors stay longer, discover more, and take the time for valuable conversations.

A high-performance venue with versatile development potential, efficient organisation and a long-term perspective provides reliability and security for exhibitors – today and in the future.

Your Added Value as an Exhibitor

- more time for qualified and targeted conversations
- longer dwell time of relevant visitors
- better conditions for successful deals and lasting follow-up contacts
- predictable and economically effective participation
- strong visibility for your brand and products

Why the Location Stands Out

- central location with extensive reach
- high concentration of target groups in the surrounding region
- additional reach across Germany and international markets
- future-ready and designed for long-term, sustainable development

Those who want to convince people need a trade fair environment that creates impact from the first impression to the final conversation.



Bringing the Industry Together. Shaping the Future.

Since 2015, the Winzer-Service Messe has continuously evolved in line with the needs of exhibitors and trade visitors. The Messe continues to follow a clear direction: a modern trade fair format with strong industry relevance and an international perspective. Karlsruhe offers ideal conditions for this development: a central location, excellent infrastructure, expansion capacity, flexible event spaces and a high-performance conference facilities.

Strong Supporting Programme



Expert Presentations

A platform for market-relevant knowledge, practical solutions and strategies for current industry challenges. Expert presentations increase visitor engagement, attendance and professional relevance.



BranchenPionier Award

Award recognising innovation and forward-looking achievements within the industry. Presented during the trade fair, the award ceremony creates attention, media visibility and additional visitor interest.



Young Talents-Award

The new young talent award recognises emerging personalities who inspire the next generation of the industry through forward-thinking, creativity and entrepreneurial success.



Evening Event

The established "Get2gether Evening" brings together exhibitors, visitors and industry partners in a relaxed atmosphere – creating valuable connections beyond the exhibition day.

Spezielle Themenbereiche

Direct Marketing + More

Fine foods, gifts, wine and farm shops, architectural concepts, including gastronomy, accommodation and winery events – enhancing customer loyalty and visitor experience.



Education Campus

A central platform for education, research and emerging talent. Bringing future topics, skilled professionals and new connections to the fair.



Startup-Area

Young companies, new technologies and fresh ideas. Another attraction for visitors, investors and innovation-focused audiences.



Women's Lounge

A meeting point for networking, exchange and the visibility of women within the industry – modern, relevant and future-oriented.



Distiller's Forum

A dedicated distillery focus featuring technology, trends, expertise and networking – expanding target groups and market reach.



At the Heart of the Industry

A location with national reach and an international perspective

Wine-Growing Regions

Within a radius of around 200 km from Karlsruhe lie 11 of Germany's 13 wine-growing regions. This potential is further strengthened by additional domestic wine regions and neighbouring countries.



Fruit-Growing Regions

The location of the trade fair in Karlsruhe also connects various fruit-growing regions across southwestern Germany, further expanding the reach of the format.



Neighbouring Countries

Trade visitors already travel to the fair from neighbouring countries including Austria, Switzerland, France, Luxembourg and Belgium.

