

April 15-17
2025

Tokyo Big Sight
East 3 Hall



Tokyo



EXPLORE FINESSE

2nd Tokyo International Trade Fair
for Wine and Spirits

Post Show Report 2025

Tokyo | 東京

→ prowine-tokyo.com

Supported by



Co-Events



ProWine Tokyo 2025

Event	ProWine Tokyo 2025
Date	15-17 April 2025 (Tue.-Thurs.) 10:00-17:00
Venue	Tokyo Big Sight, East 3 Hall
Organized by	Messe Düsseldorf Japan Ltd.
Supported by	Japan Sommelier Association Japan Wines and Spirits Importers' Association Wine Importers Association of Japan
Numbers of exhibitors	190 Exhibitors from 21 countries

Concurrent events (organized by)



The Japan Food Journal Co., Ltd.



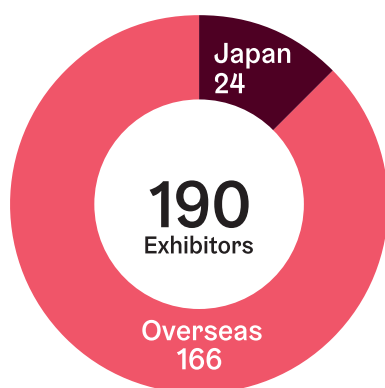
Premium Food Show



Koelnmesse Co., Ltd.

At a Glance

Exhibitors



from **21** countries
from overseas **87.4%**
Listed Products over **1,200** bottles

Top 3 countries:

1. France		32 exhibitors
2. Germany		30 exhibitors
3. Japan		24 exhibitors

Visitors

56,685 visitors
※ the total from 5 concurrent events

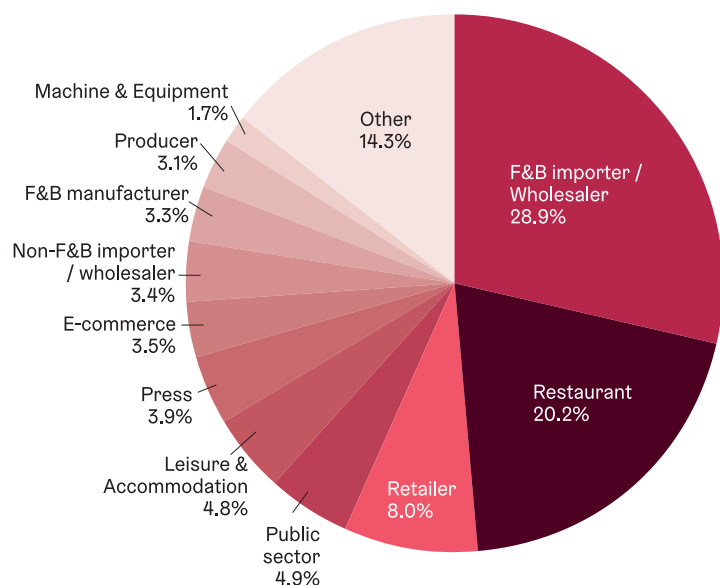
thereof:

Having influence on purchase
or purchasing authority:

74.2%

*from ProWine Tokyo pre-registration data

Visitor by Industry



KEY BUYERS

Wholesalers & Importers

AGRI Corp., ARCANÉ Ltd., ENOTECA Co. Ltd., INABA Co. Ltd., ITOCHU-SHOKUHI Co. Ltd., JEROBOAM Co. Ltd., KINOSHITA INTERNATIONAL Co. Ltd., KOKUBU GROUP Corp., LUC CORPORATION, Ltd., MOTTOX Inc., NIHONSHURUIHANBAI Co. Ltd., NIPPON LIQUOR Ltd., OVERSEAS Co. Ltd., SMILE Corp., TOKO TRADING Co., Ltd. ... and many more

Department stores

DAIMARU MATSUZAKAYA DEPARTMENT STORES Co. Ltd., ISETAN MITSUKOSHI Ltd., ODAKYU DEPARTMENT STORE Co. Ltd., TAKASHIMAYA Co. Ltd., TOKYU DEPARTMENT STORE Co. Ltd.

Retailers

AEON RETAIL Co. Ltd., BIC SHUHAN Co. Ltd., CAMEL COFFEE Co. Ltd., CO-OP DELI CONSUMERS' CO-OPERATIVE UNION, FAMILYMART Co. Ltd., KAKUYASU Co. Ltd., LAWSON, Inc., LIQUOR MOUNTAIN Co. Ltd., MEIDI-YA Co., Ltd., OK Corp., PPIH Group, SEIJO ISHII Co. Ltd., THE DAIEI, Inc., THE MARUETSU, Inc. ... and many more

Hotels

FUJITA KANKO Inc., IMPERIAL HOTEL, Ltd., INTERCONTINENTAL HOTELS GROUP Plc., NEW OTANI Co. Ltd., ONKO CHISHIN Inc., ORIENTAL LAND Co. Ltd., RESORTTRUST, Inc., SEIBU PRINCE HOTELS WORLDWIDE Inc., TOKYU HOTELS & RESORTS Co. Ltd. ... and many more

Exhibitors' Evaluation

Satisfaction

Expectation met or exceeded: **75.0%**

Quality of Visitors

Expectation met or exceeded: **82.6%**

Voice of exhibitors

"We received very positive feedback from the producers who exhibited. Additionally, Japanese industry professionals showed strong interest in French wines and spirits, reaffirming that this market is strategically important and promising." (Business France / France)

"I participated with high expectations, and they were completely fulfilled. From the first day, I had discussions with many importers who were interested in handling our products, and it is difficult to choose our future business partners" (NOMORA / Italy)

"Visitors were genuinely interested in our products. Many asked detailed questions and listened attentively, which made me realize the high level of maturity in the Japanese market." (Zarić Destilerija / Serbia)

"This was our first participation in an international exhibition, and we received the expected positive reactions. The Japanese market is quite different from China - it is more mature, albeit with slower growth. For Chinese producers, (...) the Japanese market is a very attractive export destination for Chinese wines." (Loong's Toast / China)

"The event was excellently organized. I was particularly impressed by the security personnel who patrolled the venue, ensuring order was maintained. It was truly a professional atmosphere." (Château de Gourdon / France)

Visitors' Evaluation

Satisfaction

Expectation met or exceeded: **80.8%**

Purpose Achieved

Expectation met or exceeded: **95.8%**

Voice of visitors

"I discovered excellent, yet-to-be-imported wines from various countries"

"It was a valuable opportunity to speak directly and in depth with international producers."

"I could connect with small, less-known wineries producing great wine."

"The exhibition wasn't overwhelmingly large, and the layout and guidance were easy to follow."

"The diversity of participating countries was impressive."

"The event was well-curated with exhibits and seminars that reflected current trends and challenges in the wine industry."

Event Program

20 FORUM & Master Class seminars

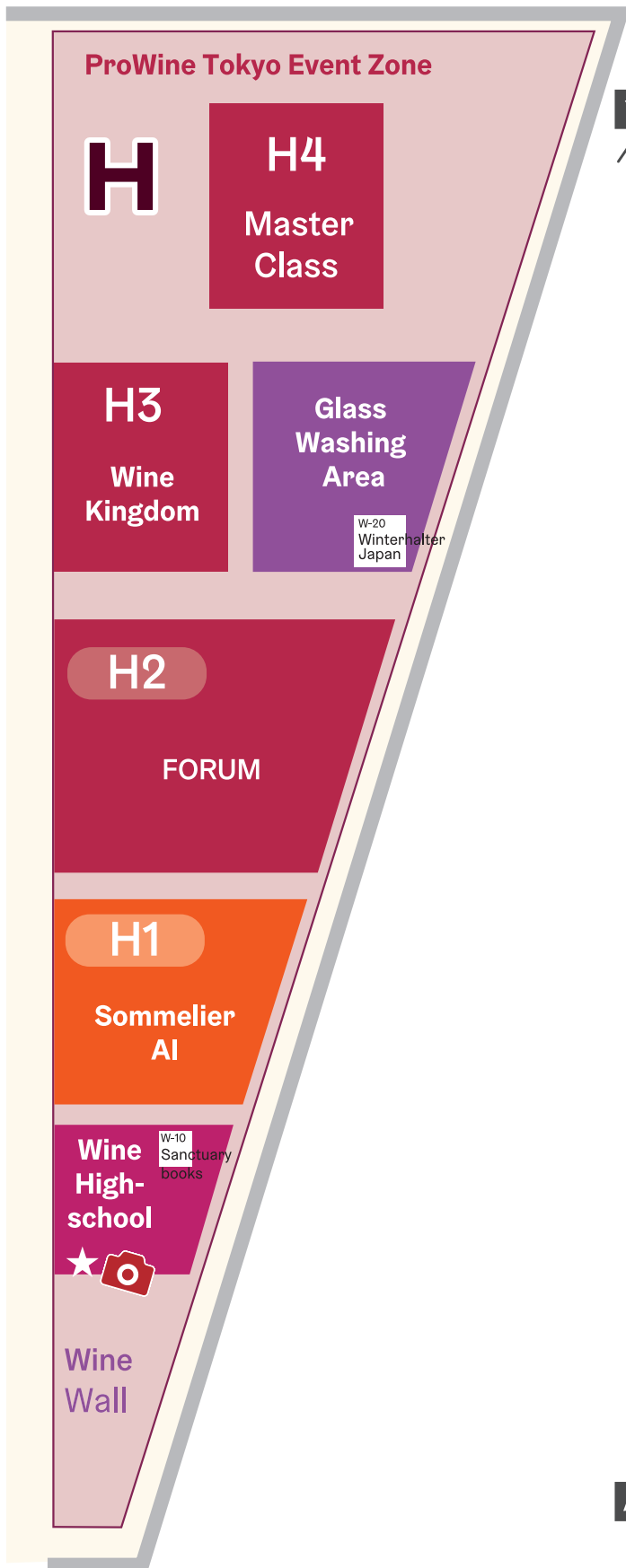
Satisfaction

Forum: **97.0%**
Master Class: **99.2%**

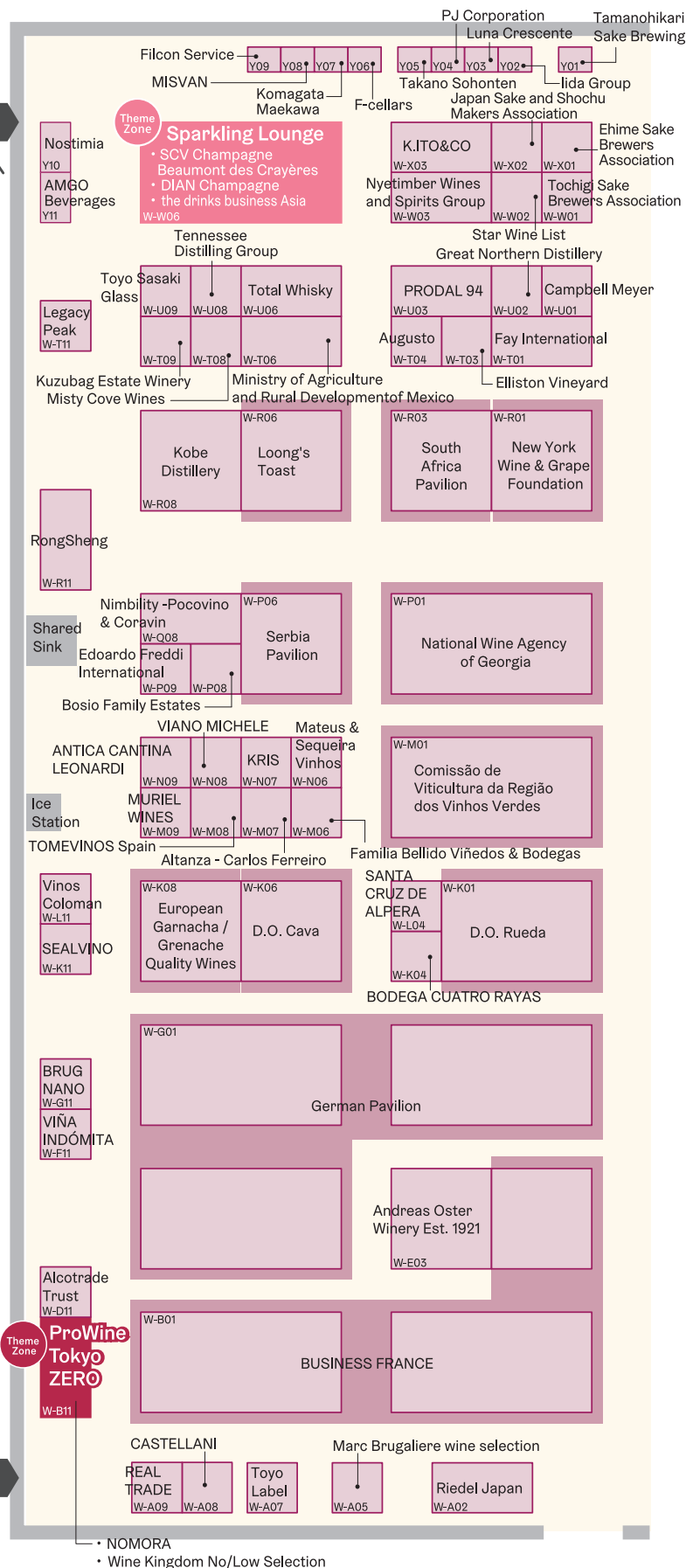
In addition, ProWine Tokyo offered a diverse side event program including the inaugural "Star Wine List of the Year Japan 2025" awards ceremony, a Sommelier AI seminars and experience zone.



East Hall 8



East Hall 3



Exhibitors List (East Hall 3 & 8)

*Pavilion / group participation

Chile	
VIÑA INDÓMITA	W-F11
China	
Fay International	W-T01
Legacy Peak	W-T11
*Loong's Toast	W-R06
Chateau Chanson	W-R06
Cheng Zhao Kui Ran & Zaxee	W-R06
Devo Winery	W-R06
Dongqu	W-R06
Fei Tswei Winery	W-R06
Kanaan Winery	W-R06
Longting Vineyard	W-R06
Mulando Winery	W-R06
No.18 Brewing & Co.	W-R06
Nuoyan Mijiu	W-R06
Pabala Winery	W-R06
Tiansai Vinyards	W-R06
RongSheng	W-R11

France	
*BUSINESS FRANCE	W-B01-7
CAVE DE SANCERRE	W-B01-16
CHÂTEAU DE GOURDON	W-B01-13
CHÂTEAU HAUT MAINE	W-B01-11
COMPAGNIE DES VINS D'AUTREFOIS	W-B01-5
Comte de Grasse Distillery	W-B01-11
COULEURS D'AQUITAINE	W-B01-9
DOMAINE DES GARANCES	W-B01-4
DOMAINE DUPEY DE LÔME	W-B01-12
DOMAINE RAY-JANE	W-B01-6
FAMILLE DUBOIS DISTRIBUTION	W-B01-8
FWINE	W-B01-13
HALCOOLS	W-B01-2
HESIODE	W-B01-14
JOSEPH MELLOT	W-B01-5
LES MARMANDAIS	W-B01-10
LGI WINES	W-B01-17
MAISON PRULHO	W-B01-6
SAVERGLASS	W-B01-3
UNI MEDOC	W-B01-8
VIGNOBLE DUBREUIL	W-B01-12
VIGNOBLES GONFRIER	W-B01-15
VIGNOBLES VELLAS	W-B01-1

*European Garnacha/ Grenache Quality Wines	W-K08
CHÂTEAU ROMBEAU	W-K08
CLOS LOUIS - Premium wine from South of France	W-K08
GRANDES VINOS	W-K08
JONQUERES D'ORIOLA VIGNOBLES	W-K08
M. CHAPOUTIER - DOMAINE DE BILA HAUT	W-K08
MAS TERRA	W-K08
DIAN Champagne	W-W06-2
SCV Champagne Beaumont des Crayères	W-W06-1

Georgia	
*National Wine Agency of Georgia	W-P01
Bekauri Family Vineyards	W-P01
BINEKHI WINERY	W-P01
BOLERO & COMPANY	W-P01
Château Mukhrani	W-P01
GK Winery	W-P01
GWS	W-P01
Imeretian Wine Association	W-P01
PERIANI	W-P01
Tsereteli winery	W-P01

Germany	
Andreas Oster Winery Est. 1921	W-E03
*German Pavilion	W-G01
Biohof Paul Clauss Gartenbau Christof Clauss	W-G01-06
Deutsches Haus Japan	W-G01-08
Findest Japan	W-G01-17
German Wine Group GWG	W-G01-31
Kessler-Zink	W-G01-02
MO-RHE-NA	W-G01-22
Obstkelterei van Nahmen	W-G01-23
Peter Mertes	W-G01-24
Schmitt Söhne Wines	W-G01-25
St. Nikolaus Weinhandels	W-G01-04
United Winemakers of Germany est. 2019	W-G01-29
Velis Vineyards	W-G01-07
Wasem Wein	W-G01-10
Weingut Georg Mueller	W-G01-29
Weingut Gutzler	W-G01-19
Weingut Heinrich Vollmer	W-G01-20
Weingut Karthäuserhof	W-G01-14
Weingut Landerer	W-G01-26
Weingut Marc Josten	W-G01-18
Weingut mkquadrat	W-G01-12
Weingut Rappenhof	W-G01-27
Weingut Reichsrat von Buhl	W-G01-09
Weingut RIFFEL	W-G01-11
Weingut Schloss Reinhartshausen	W-G01-15
Weingut Sinss	W-G01-13
Weingut Thorerle	W-G01-03
Weinhaus Hauck	W-G01-21
Wohlgemuth-Schnuerr	W-G01-28

Hong Kong	
Augusto	W-T04
CASTELLANI	W-A08
Marc Brugaliere wine selection	W-A05
Nimblity -Pocovino & Coravin	W-Q08

Ireland	
Great Northern Distillery	W-U02

Italy	
ANTICA CANTINA LEONARDI	W-N09
Bosio Family Estates	W-P08
BRUGNANO	W-G11
Edoardo Freddi International	W-P09
KRIS	W-N07
NOMORA	W-B11-1
VIANO MICHELE	W-N08

Japan	
Alcotrade Trust	W-D11
AMGO Beverages	W-Y11
Ehime Sake Brewers Association	W-X01
F-cellars	W-Y06
Filcon Service	W-Y09
Iida Group	W-Y02
Japan Sake and Shochu Makers Association	W-X02
K.I.TO&CO	W-X03
Kobe Distillery	W-R08
Komagata Maekawa	W-Y07
Luna Crescente	W-Y03
MISVAN	W-Y08
Nostimia	W-Y10
PJ Corporation	W-Y04
Riedel Japan	W-A02
Takano Sohonten	W-Y05
Tamanohikari Sake Brewing	W-Y01

Tochigi Sake Brewers Association	W-W01
Toyo Label	W-A07
Toyo Sasaki Glass	W-U09
Wine Kingdom No/Low Selection	W-B11-2
Korea	
REAL TRADE	W-A09
SEALVINO	W-K11
Mexico	
Ministry of Agriculture and Rural Development of Mexico	W-T06
New Zealand	
Misty Cove Wines	W-T08

Korea	
REAL TRADE	W-A09
SEALVINO	W-K11

Mexico	
Ministry of Agriculture and Rural Development of Mexico	W-T06

New Zealand	
Misty Cove Wines	W-T08

Portugal	
*Comissão de Viticultura da Região dos Vinhos Verdes	W-M01
3 Rostos	W-M01-14
Calçada Wines	W-M01-3
Campelo	W-M01-10
CARNEIRO WINES vinho verde	W-M01-7
Casa da Tojeira	W-M01-1
Casa das Hortas	W-M01-4
Casa Santos Lima	W-M01-5
Enoport	W-M01-9
Manuel Costa & Fos.	W-M01-12
Quinta da Raza	W-M01-15
Quinta d'Amares	W-M01-6
Quinta de Santa Cristina	W-M01-8
Quinta do Tamariz	W-M01-16
Quintas de Caíz, Lda	W-M01-2
Quintas de Melgaço	W-M01-13
Vercoope	W-M01-11
Mateus & Sequeira Vinhos	W-N06

Romania	
PRODAL 94	W-U03

East Hall 8	
Sanctuary books	W-10
Winterhalter Japan	W-20

Serbia	
*Serbia Pavilion	W-P06
Aleksandrovic Winery	W-P06
BT Winery	W-P06
Lastar Winery	W-P06
Matijasevic Winery	W-P06
Podrum Pevac distrillery and winery	W-P06
Sapat Wine Atelier	W-P06
Zaric Distillery	W-P06
Zvonko Bogdan Winery	W-P06

South Africa	
*South Africa Pavilion	W-R03
Arid Wines	W-R03
Cape Wine Company	W-R03
Eight Gates Wine	W-R03
Michelangelo International Wine & Spirits Awards	W-R03
Wellington Wines	W-R03

Spain	
Altanza - Carlos Ferreiro	W-M07
BODEGA CUATRO RAYAS	W-K04
*D.O. Cava	W-K06
*D.O. Rueda	W-K01
BODEGA GOTICA	W-K01
BODEGAS FELIX SANZ	W-K01
BODEGAS GARCIAREVALO	W-K01
BODEGAS JOSE PARIENTE	W-K01
BODEGAS RODRIGUEZ SANZO	W-K01
VINAS MURILLO	W-K01

*European Garnacha/ Grenache Quality Wines	W-K08
Bodegas San Valero	W-K08
BODEGAS ARAGONESAS	W-K08
BODEGAS SAN ALEJANDRO	W-K08
CellersUnio	W-K08

Familia Bellido Viñedos & Bodegas	W-M06
MURIEL WINES	W-M09
SANTA CRUZ DE ALPERA	W-L04
TOMEVINOS Spain	W-M08
Vinos Coloman	W-L11

Sweden	
Star Wine List	W-W02

Turkey	
Kuzubag Estate Winery	W-T09

United Kingdom	
Campbell Meyer	W-U01
Nyetimber Wines and Spirits Group	W-W03



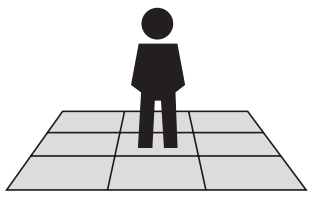
the drinks business Asia	W-W06-3
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USA	
Elliston Vineyard	W-T03

*New York Wine & Grape Foundation	W-R01
Tennessee Distilling Group	W-U08
Total Whisky	W-U06

PROWINE TOKYO 2026

Exhibiting Scheme

	Standard Package (1 unit = 9 m ²)	Pavilion (min. 36 m ²) <small>Group organizers only</small>	Raw Space (min. 18 m ² , 1 unit = 9 m ²)
			
Price	JPY 576,000	JPY 75,000 /m ²	JPY 46,000 /m ²
System Wall Panels	✓ (black)	✓ (white)	
Carpet	✓	✓	
Company Name Plate	✓ (W2100 x H300)	1 (W800x H300) per Exhibitor	
Information Counter	1 (W1500 x D600)	1 (W1200 x D600) per Exhibitor	
Counter Chair	1	1 per Exhibitor	
Table Set (1 Table, 3 Chairs)	1 set	1 set	
Shelf	3	2 per Exhibitor	
Dust Bin	1	1 per Exhibitor	
Spotlight	3	1 per Exhibitor	
Power Outlet	1	1 per Exhibitor	
Power Supply	1kW	1kW per Exhibitor	
Booth Cleaning (3 days)	✓	✓	
Stock Room	--	✓	
Tasting Corner Set	--	✓ (Shelves, Counter, Chair, Plate)	

【Corner Option】

Corner booth option (2-sides open)
JPY 80,000

*Limited to 10 exhibitors applying for one standard package booth (9 m²)

【Please note】

*An additional fee of JPY 1,000 /m² will be charged after the application deadline (November 28)!

*If applying from Japan, a 10% consumption tax will be added!!

*Exhibition fees are tax-exempt. All rates quoted in Japanese Yen (JPY).

At a Glance

Event	ProWine Tokyo 2026
Date & Time	15-17 April 2026 (Wed. - Fri.) 10:00-17:00
Venue	Tokyo big Sight East Hall 3
Scale	200 exhibitors / 200 booths (2025: 190 exhibitors from 21 countries)
Entrance Fee	JPY 5,000 (tax included) *Free-of-charge for Pre-registered visitors (B2B only)
Organized by	Messe Düsseldorf Japan, Ltd.
Co-Events	FABEX Tokyo, Premium Food Show, ISM Japan & anuga SELECT Japan
Supporters (tbc.)	Japan Sommelier Association Japan Wines and Spirits Importers' Association Wine Importers Association of Japan

Schedule

Application start	June 2025
Application due date	28 November 2025 (Fri.)
Payment due date	12 December 2025 (Fri.)
Stand construction	13-14 April 2026 (Mon.&Tue.)
ProWine Tokyo 2026	15-17 April 2026 (Wed. - Fri.)

Apply online now!

<https://prowine-tokyo.com/application/?lang=en>

Contact



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