

April 15-17  
2026

Tokyo  
Japan



ProWine

Tokyo

ProSpirits

# EXPLORE FINESSE

International Trade Fair  
for Wines and Spirits

For  
trade visitors  
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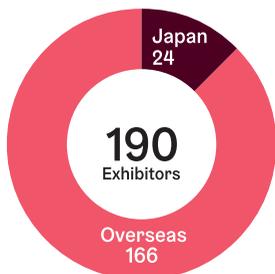
# PROWINE TOKYO 2025 CONCLUDED WITH GREAT SUCCESS

The second edition of ProWine Tokyo welcomed 190 exhibitors from 21 countries and attracted 56,685 industry professionals from April 15 to 17, 2025 in Tokyo Big Sight. Organized by Messe Düsseldorf Japan, the event was held concurrently with food and beverage trade fairs such as FABEX Tokyo.

It provided a valuable platform for networking, business development, and market expansion between exhibitors looking to enter or grow in the rapidly evolving Japanese wine and spirits market and Japanese industry professionals in attendance.



## Exhibitors



from **21** countries  
from overseas **87.4%**

### Top 3 countries:

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

Approximately 1,200 products from 25 countries/regions were showcased at Tokyo Big Sight, of which 75% were not yet been imported into Japan.

## Exhibitors' Evaluation

### Satisfaction

Expectations met or exceeded: **75.0%**

### Quality of Visitors

Expectations 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 initially thought the Japanese wine market was very conservative, so I was unsure whether a new tool like CORAVIN would be accepted. However, the results exceeded my expectations. Japanese wine enthusiasts are incredibly passionate, and I was impressed by their eagerness to deepen their knowledge about all aspects of wine." (CORAVIN / USA)

"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)

"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

**56,685** visitors  
\*the total from 5 concurrent events

Having influence on purchase  
or purchasing authority:

**74.2%**

\*from ProWine Tokyo pre-registration data

The five exhibitions held concurrently, including ProWine Tokyo, welcomed a total of 56,685 visitors over three days. Approximately 75% of these were industry professionals with purchasing authority or influence. Exhibitors also gave high praise, noting the high quality of attendees who came for purchasing purposes and actively engaged in business discussions.



## 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"*

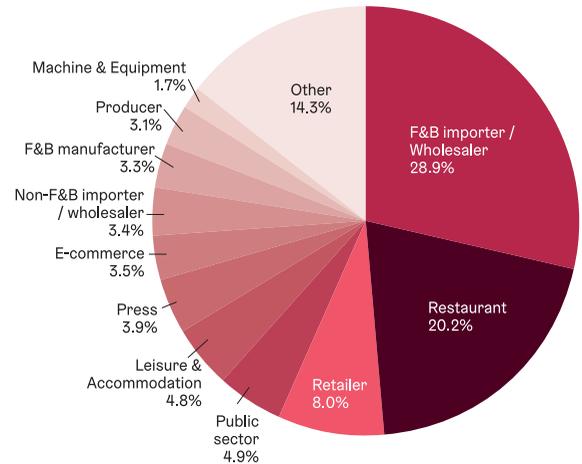
*"It was a valuable opportunity to speak directly and in depth with international producers."*

*"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."*

## Visitor by Industry



\*from ProWine Tokyo pre-registration data

## KEY BUYERS

### Wholesalers & Importers

AGRI Corp., ARCANE Ltd., ENOTECA Co. Ltd., INABA Co. Ltd., ITOCHU-SHOKUHIN 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

## Special Features

Responding to the global “No/Low” trend, ProWine Tokyo launched the ZERO Zone. Italian brand NOMORA, showcasing non-alcoholic sparkling wine, praised the results of their participation. “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”. To better reflect Japanese market trends, the new „Sparkling Lounge“ expanded beyond Champagne to include sparkling wines, offering wines from Uruguay, Tasmania, Chile, and Spain.



## EVENT PROGRAM

Alongside the exhibition, ProWine Tokyo offered a diverse side event program.

### FORUM & MasterClass



10 FORUMS and 11 MasterClasses were held during the show and received high praise from attendees. Mr. Patrick Schmitt MW from the UK delivered two special lectures on Champagne and the sparkling wines. Additionally, during the forum seminars, which focused on topics such as sustainability in the wine industry, wine pairing, and geographical indication (GI) regions, industry experts shared insights gained from practical experience.

Satisfaction: FORUM

Very good or good:

97.0%

Satisfaction: MasterClass

Very good or good:

99.2%

## Award Ceremonies

ProWine Tokyo 2025 played a key role in expanding the potential of Japan's wine and spirits industry and strengthening its connection with gastronomy.

Japan is renowned as one of the world's leading culinary destinations, thanks to its regional food specialties and numerous Michelin-starred restaurants. During three days, award ceremonies such as the “Star Wine List of the Year Japan 2025” and the “drinks business Tokyo Italian Sommelier Award” were held to honor outstanding restaurants and sommeliers. These events attracted significant attention and attendance from the high-end dining and hospitality sectors.



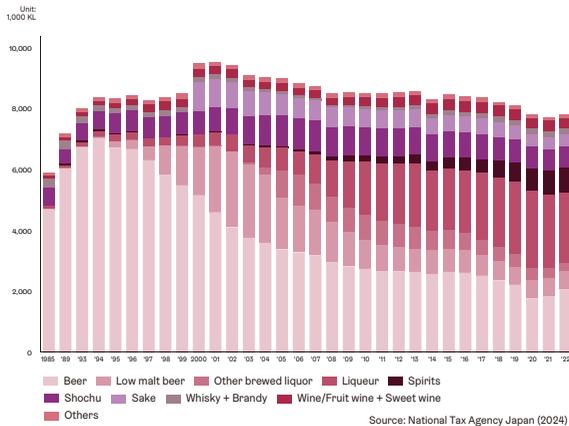
Additionally, a new sommelier AI tool designed for small restaurants was unveiled for the first time at the venue. This innovative tool offers wine recommendations tailored to individual needs, providing a practical solution for restaurants without an in-house sommelier. The demo area, where visitors could experience features such as creating wine lists and chatting with the sommelier AI, attracted a large number of attendees.



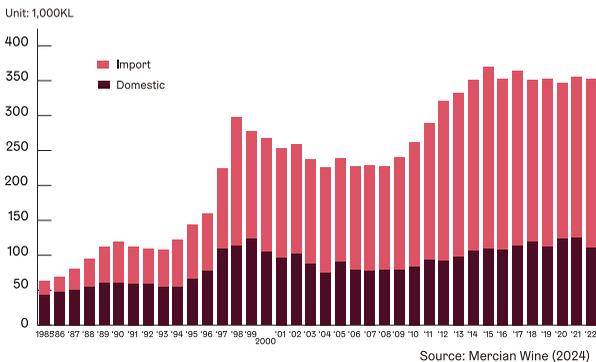
# WHY PROWINE TOKYO?

Tokyo is renowned as a gourmet city, with over 363 Michelin-starred restaurants. Moreover, Japan is home to around 430,000 restaurants offering a wide variety of global cuisines. Japanese consumers enjoy this diversity, often switching daily between fish and meat, and appreciating a wide range of sauces and spices. This openness reflects a strong appetite for wines of every style and color.

## Drink Consumption in Japan

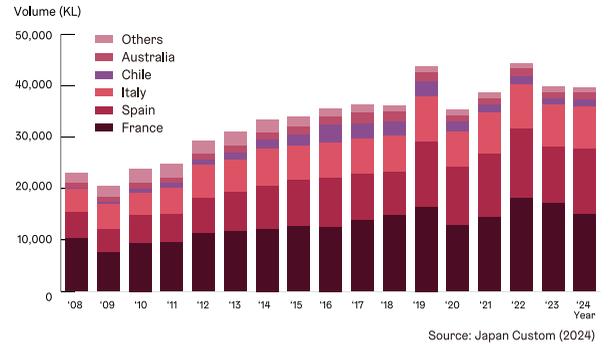


## Increasing Wine Consumption in Japan



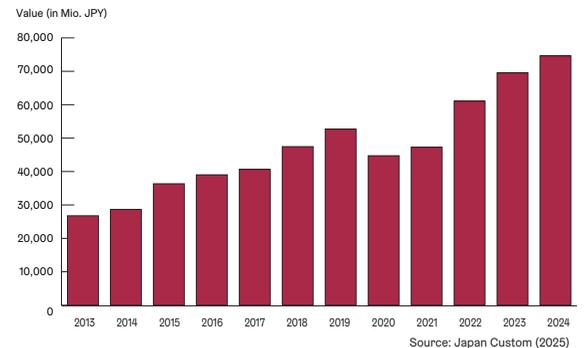
In 2022, total alcohol consumption in Japan was 7,828,000 KL. Wines & fruit wines increased nearly sixfold, from 64,000 KL in 1980 to 361,000 KL in 2022. Wine consumption was 352,000KL; 3.5 times increase in 30 years, eightfold in 40 years, thriving amidst a decline in total consumption.

## Import of Sparkling Wines



Japanese are also well known as Champagne lovers; according to statistics from the Champagne Committee, Japan ranks third in Champagne sales outside of France. Not only Champagne, but sparkling wine in general is consistently on the rise.

## Import of Whisky in Japan



Since 2008, the Japanese whisky market has been steadily recovering, with domestic consumption on the rise. Imports of whisky have also seen a significant growth, approximately 2.5 times higher in both quantity and value compared to a decade ago.



# BE PART OF PROWINE TOKYO!

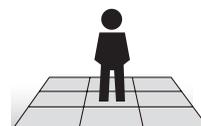
ProWine Tokyo

15 – 17 April 2026

## PROWINE TOKYO 2026

### At a Glance

Trade Fair	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 / 162 booths)
Entrance Fee	JPY 5,000 *Free-of-charge for pre-registered visitors (trade visitor 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



Raw Space:  
JPY 46,000 /m<sup>2</sup>



Standard Package:  
JPY 64,000 /m<sup>2</sup>



Pavilion (for group organizers only):  
JPY 75,000 /m<sup>2</sup>

	Raw Space	Standard	Pavilion
Minimum space	18 m <sup>2</sup>	9 m <sup>2</sup>	36 m <sup>2</sup>
Space	✓	✓	✓
Booth construction		✓	✓
Basic furniture & Power supply		✓	✓
Country tower design			✓

\*All rates quoted in Japanese Yen (JPY), before tax.

\*An additional fee of JPY 1,000 /m<sup>2</sup> will be charged after the application deadline (November 28)!

### Schedule



### Contact



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