



**Willkommen  
in besten Lagen.**

deutscheweine.de

Deutsches Weininstitut GmbH  
Pressestelle  
Platz des Weines 2 • 55294 Bodenheim  
Ernst Büscher  
Telefon 06135 9323-156  
ernst.buescher@deutscheweine.de  
www.deutscheweine.de

19th February, 2026

## Press Release

### **“Keep it Light” at the DWI ProWein Stand**

This year, ProWein trade visitors can look forward to valuable information and an exciting collection of 20 wines with moderate alcohol levels at the stand of the German Wine Institute (DWI).

#### **Keep it Light!**

Under the headline *“Keep it Light! Enjoy Wines Made in Germany”*, 18 white wines and two rosés with a maximum of 12% vol. from six wine regions will be available for free tasting. This collection was curated by an expert jury through a nationwide call and a two-stage evaluation process. The three top-rated wines will be honored by the DWI during the fair.

The program also features guided tastings of alcohol-free wines as well as Kabinett (“Kabis”) and rosé wines.

#### **Fresh impulses for the future**

A highlight at the DWI ProWein stand in Hall 1 (D200) is the official press conference of Messe Düsseldorf on Monday, March 16, at 10:00 a.m. The session will offer key data and insights on ProWein itself, the current wine market, and global wine exports. Additionally, the DWI will present new strategic directions for the future communication of German wine.

#### **New look for Generation Riesling**

Celebrating its 20th anniversary, Generation Riesling is unveiling a refreshed logo and a redesigned ProWein presence.

Ten young winemakers will showcase their wines directly next to the DWI stand (Hall 1, D210). They invite visitors to an informal *“Abendbrot”* on March 16 and a *“Sektfrühstückchen”* the following morning.

Throughout all three ProWein days, the German Wine Royalties will introduce personalities and innovative wine concepts from the Generation Riesling community at the DWI stand.