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Press Release

DWI Greets ProWein 2020 in Rosé Style

"Drink Pink!" is the motto at this year's German Wine Institute (DWI) ProWein fair stand (Hall 13, Stand C100). This topic shines a spotlight on Germany's still and sparkling rosé wines. A selection of 20 rosés await visitors for tasting, culled by an international jury from roughly 200 submitted samples.

The three winning wines and sekts will be announced on the trade fair Sunday, 15 March 2020, at 11 am at the DWI stand, including a trophy presentation.

From the viewpoint of DWI Managing Director Monika Reule, this year's ProWein represents an excellent opportunity to attract the attention of the German and international trade audience to rosés from Germany's wine regions: "The style and image of rosé wine has changed significantly in recent years. The current generation of our rosés are defined by a beautiful balance of fruit and character. They are also increasingly positioned in the premium segment. Beyond this, they've shed their feminine image and are no longer simply perceived as pure summer wines. They are instead being enjoyed throughout the year across all consumer demographics. We're also seeing enduring strength in the demand for still and sparkling rosé wine at the international level. Market researchers see a rosy future for the segment globally," Reule explains.

Another focal topic for the DWI at its ProWein Forum in Hall 13 is organic wines. The new Sommelier World Champion Marc Almert will be presenting a thrilling collection of organic wines from German producers on Sunday and Monday at 12 pm.

The DWI is also organizing a culinary event together with the German Bread Institute on Monday and Tuesday (12:30 pm on each day) at the ProWein stand. Bread sommelier Jan-Christian von der Heide will be on hand to discuss harmonious pairings of various bread creations with domestic wines.

At 2 pm on the trade fair Monday, the DWI will headline its new continuing education program. The "German Wine Professional" course covers 13 modules and is organized in cooperation with all of the German winegrowing regions. Five recently graduated students will present one special wine discovery each.

The DWI also views the annual ProWein fair as an ideal platform to inform international retailers, buyers and sommeliers about current trends and innovations from Germany's wine regions. This includes Sunday's "Orange Hour" at the DWI stand, which typically draws as many as a hundred Dutch trade visitors at once.

7th ProWein Appearance for Generation Riesling

This year represents the seventh straight cooperation between the DWI and Generation Riesling, which will be represented at a joint stand (13D101). Ten members of the world's largest organization for young wine producers from six different winegrowing regions, will be presenting their fresh wine collections. Under the motto "Love the wine you're with", they invite visitors to stop by on Monday evening at 5 pm to ring out a successful trade fair day to delicious refreshments.

Generation Riesling Presenters at ProWein 2020

Weingut Freitag, Rheinhessen

Weingut Christopher Deiß, Rheinhessen

Weingut Freitag, Rheinhessen

Weingut Philipps-Mühle, Mittelrhein

Weingut Bollig, Mosel

Weingut Albert Glas, Pfalz

Weingut WoW by Wolfgang Bender, Pfalz

Weingut Trautwein, Baden

Weingut Maier, Württemberg

Weingut Siegloch, Württemberg

An Overview of the DWI at ProWein 2020 – Hall 13 C100 –

Sunday, 15 March

- 11:00 am **Award Ceremony: Germany's Best Still and Sparkling Rosé Wines**
Award ceremony for the producers of the three winning still and sparkling wines as selected by an international jury
- 2:15 pm **Generation Riesling – Discovering the Future**
The wines and winemakers of the young wine scene.
Moderator: Manuel Bretschi, DWI Education Coordinator
- 3:15 pm **Drink Pink! with the German Wine Queen**
Angelina Vogt presents selected rosé wines

Monday, 16 March

- 11:00 am **Award Ceremony: "Outstanding Wine Gastronomy"**
Awards ceremony for the 2019 winners in cooperation with Original SELTERS
- 12:30 pm **Wine & Bread - Gourmet event with the German Bread Institute**
Presentation by Jan-Christian von der Heide, Bread Sommelier and German Wine Princess Julia Böcklen
- 2:00 pm **German Wine Professional – The New DWI Degree Program**
Graduates of the DWI continuing education program present their wine discoveries from Germany's winegrowing regions
- 3:15 pm **Generation Riesling – Discovering the Future**
The wines and winemakers of the young wine scene.
Moderator: Manuel Bretschi, DWI Education Coordinator

Tuesday, 17 March

- 11:00 am **Generation Riesling — Discover the Future**
The wines and winemakers of the young wine scene.
Moderator: Carolin Hillenbrand, German wine princess
- 12:30 pm **Wine & Bread - Gourmet event with the German Bread Institute**
Presentation by Jan-Christian von der Heide, Bread Sommelier and German Wine Princess Carolin Hillenbrand