

A complete picture of Loire Valley wines at Prowein 2019

Following the outstanding 2018 harvest, Loire Valley wines are set to take on the Dusseldorf wine fair, now in its 25th year. Prowein, the top global gathering for the wine industry, will take place from 17 to 19 March 2019, drawing together 137 exhibitors from the Loire Valley within the French pavilion.



Prowein is a three-day wine and spirits fair attracting 6,500 exhibitors and 65,000 trade professionals from all around the world. France is the show's official partner country this year, and the French pavilion will promote the viticultural culture and passion of its wine regions under the 'Made in France, Made with Love' banner. One thing is certain, as you stroll the aisles, you will be amazed by the wines of the Loire Valley. With close to 140 exhibitors, visitors can travel the entire Loire and its **55 appellations d'origines protégées** or AOPs (Anjou, Chinon, Muscadet, Sancerre, Saumur, Vouvray...).

The Loire Valley is France's top producer of still white wines, but also offers a wide variety of other styles, like fruity rosés, reds, sweet whites and sparkling wines. Moreover, the 2018 vintage promises great things. Sample some of the latest releases in the inter-professional bodies' **Free Tasting Area, Hall 11-B74, where 277 Loire wines will be presented.** For some great atmosphere, and the opportunity to mingle with Loire winemakers, our welcome area at booth **11-D94** is the place to be on **Sunday 17 March 2019 at 6 pm.**

Key info:

- **137 exhibitors over 983 sq. metres**
- Welcome and information desk at **Booth 11-D94**
- **Free Tasting Area** run by the Loire wines inter-professional bodies, Interloire and BIVC, **11-B74**
- **Masterclass on Anjou rosés, on 18 March 2019 from 10.45 to 11.30 am**, hosted by the Fédération Viticole de l'Anjou et du Saumur, Falstaff Lounge Area Tasting **13-C124**
- **#LoireOnTour:** Live coverage of Loire Valley wines on social media
- **#BonjourProwein:** Follow the 25th year of Prowein, with **France as official partner country**

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FOOD'LOIRE is a department of the Pays de la Loire Chamber of Agriculture, which provides international business development support to regional businesses and producers in the food, wine and horticulture industries.

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DEV'UP is the regional economic development agency for Centre Val de Loire, which supports businesses across all industries in their development in France and abroad.