

May 03, 2018

From visitor to gourmet at WEINmesse berlin

What is it about? 3,000 wines from all over the world are being served by 270 German and international wine makers and merchants. Of this total, 1,500 are the 2017 vintage and are being introduced to the public for the first time. Where? During WEINmesse berlin on the Messe Berlin exhibition grounds. When? From 4 to 6 May 2018.

For just 17 euros per day during the fair this unique opportunity is available to wine connoisseurs and visitors who want to taste good wines, as well as wine merchants, restaurateurs and hoteliers. They can reach the WEINmesse berlin through the impressive Hall 19, which is located on Hammarskjöldplatz. Wine glasses are obtainable in the Halls 18 and 20 for a refundable deposit of five euros, which can be used during the fair, and are handed back on leaving. At various points around the fair used glasses can be replaced with fresh ones.

During their own personal wine tour around Halls 18 and 20 visitors can taste the various wines and place orders for their favourites directly with the wine producers or merchants. Orders will then be dispatched to their home address. By selling directly, without any middlemen, many producers can offer their wines at lower prices. "There is no better value for money than buying directly from the wine producer. Wonderful wines, especially the newer vintages, straight from the producer for as little as five euros for a bottle, are by no means a rarity", according to Peter Antony, CEO of German Wine Marketing (DWM). And he adds that, in the price range of up to eight euros per bottle, the presence of so many producers means that WEINmesse berlin offers enormous diversity. "Fundamentally there is an absence of any aggressive selling, because one should be able to feel at ease when enjoying wine."

A tasting tour tends to stimulate the appetite, and in this respect too WEINmesse berlin does not disappoint, because some of the exhibitors are offering their own cheeses, and wine producers and merchants are also bringing various antipasti as well as many different kinds of salami, ham, olive oil, fish and truffles with them to Berlin. Along with their wines, exhibitors are providing free bread and water to neutralise the taste buds.

In order to enjoy the wine tasting to the full, one basic rule applies: drink equal amounts of water and wine.

Visitor information

Venue

Messe Berlin, Berlin Exhibition Grounds, north entrance

Dates

4 - 6 May 2018

Fri., Sat.: 2 – 9 p.m.

Sun.: 1 – 8 p.m.

Admission

€ 17 per person

Free for trade visitors

(registration required)

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For more details::

www.weinmesseberlin.de

www.messe-berlin.de

www.dwm.de

The minimum age is 18

(16 if accompanied by a parent or legal guardian)