

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 booth at ProWein in Hall 1 (D200) is the DWI press conference on Monday, March 16, at 10:15 a.m., following the ProWein press tour organized by Messe Düsseldorf. It will provide data and facts about the wine market as well as wine exports. In addition, the DWI will give an outlook on the new communication approaches planned for promoting 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.