



Press Release

Zurich, March 2, 2024

The Future of Wine in Zurich: Expovina Primavera Opens Its Doors with Innovation and Tradition

Zurich, April 4, 2024 - When the doors of Expovina Primavera open at 16:00 on April 4th in the historic Giessereiareal Puls 5, Zurich will kick off the 18th edition of the Spring Wine Fair. This year, despite the challenges posed by the pandemic, the fair announces a sell-out for the second consecutive time and sets new standards in the world of wine. With approximately 90 exhibitors and about 1800 wines from 30 regions, the fair offers unparalleled diversity and quality that will captivate both connoisseurs and the curious.

"We have enthusiastically embraced what has worked and complemented it with new innovative concepts to take our fantastic events into the future," explains Pascal Schlittler, Managing Director of Expovina. "Our goal is to provide leverage to the wine trade and to present consumers with a selection of exceptional vintners and merchants."

One of this year's highlights are the 20 masterclasses held in cooperation with Vinotheca Schuler in Puls 5. For the first time, Expovina Primavera offers a dedicated educational space at the fair site to deepen wine knowledge. From Italian biodynamic culture to Spanish wine icons, deep dives into the world of sparkling wines to the discovery of exotic varieties from Armenia or Moldova - the masterclasses cover a broad spectrum and are a must for every wine enthusiast.

This year's novelty, the Expovina pop-up corner, is a platform for new vintners and smaller merchants to present their products to a wide audience. This dynamic innovation expands the fair into a multi-faceted dimension and invites visitors to explore the diversity of the wine offering.

"By combining tradition and innovation, we aim to create an environment where quality and passion for wine are at the forefront," Schlittler continues. "Our mission is to foster connections through our events and to intensify the exchange between merchants, vintners, and wine enthusiasts."

Expovina Primavera is not just the starting point of the wine year but also an opportunity to share the joy of wine in good company. Visitors are invited to experience unforgettable moments with friends from 14:00 onwards.

We recommend all fair visitors to inform themselves in advance about the masterclasses and exhibitors on offer. Information is regularly updated on the newly designed website expovina.ch and through the fair's Deguvino app.

"Expovina Primavera is a living example of how the Swiss wine industry is constantly evolving and adapting to the changing needs of consumers," concludes Lukas Meier, President of the Expovina Board. "Help us continue this evolution and share the love of wine."

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SUMMARY

Expovina Primavera 2024: Tradition Meets Innovation in the Heart of Zurich

Expovina Primavera opens its doors on April 4, 2024, at 16:00 in the Puls 5 foundry area for the 18th edition of the Zurich Spring Wine Fair. With maximum capacity reached, about 90 exhibitors present around 1800 wines from 30 regions, offering a broad spectrum for wine lovers and connoisseurs.

Pascal Schlittler, Managing Director of Expovina, emphasizes the combination of proven concepts and innovative approaches to lead the wine fairs into the future, thus providing added value to both the industry and consumers. The introduction of 20 masterclasses in collaboration with Vinotheca Schuler and a pop-up space for new vintners and smaller merchants are the highlights of this edition.

The masterclasses provide in-depth insights into various wine worlds, from biodynamic culture to exotic wine varieties. Expovina Primavera also serves as a meeting point for epicureans and a platform to discover the latest trends and bottlings.

The event invites attendees to explore the diversity of the wine offering and to inform themselves through the recently redesigned website expovina.ch and the fair's Deguvino app. Expovina is committed to promoting the Swiss wine industry and creating unique experiences that strengthen the connections between merchants, vintners, and wine enthusiasts.

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Information Sheet:

- Primavera Expovina at Puls 5 in Zurich, from Thursday, April 4 to April 11, 2024
- About 90 exhibitors, approximately 1800 wines, 30 regions, (as of editorial deadline)

- New: 20 masterclasses, pop-up corner
- Primavera Lounge with gastronomic accompaniment.
- Media Space with the gourmet magazine "Falstaff" and the specialized wine magazine Vinum
- Discounted "Early Bird" afternoon tickets, last-minute offers available from 20:00

About Expovina AG:

Expovina is the leading organizer of wine fairs, bringing together vintners, wine producers, wine merchants, and wine enthusiasts. Its formats include Expovina Primavera, the Expovina Wine Trophy, known beyond the Swiss borders, and the large wine exhibition on the wine boats in autumn at Zurich's Bürkliplatz.

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