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Germany

Wine

ProWein 2007

2007

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Report Highlights:

U.S. wine exporters report an ongoing recovery of sales in Germany since mid 2006. However, sales yet have to reach pre-2006 levels. ProWein trade show remains an important international event for the U.S. wine industry.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Berlin [GM1]
[GM]

ProWein 2007

About 32,000 visitors from 40 different countries attended the 2007 ProWein trade show in Duesseldorf. 3,041 exhibitors from 43 countries presented their wines. Every fourth exhibited wine was from outside Germany. ProWein is one of the leading international wine shows. The focus in 2007 was on rosé wines, light summer wines, organic wines and sparkling wines.

The U.S. wine industry was represented by a California exhibit in hall 6 and additional individual company exhibits in hall 6 and hall 5. More than 150 vintners were represented in the California stand. The growing interest in organic wines and in general in organic food products intensified the discussion about sourcing food locally versus importing from distant countries. Suppliers of New World wines experience growing competition from German vintners. Also Italian suppliers take advantage of this new trend.

The next ProWein will be in 2008 from March 16 to 18.

Market Situation

The market for U.S. wine in Germany continued to recover after the estimated 20 percent fall in retail sales in late 2005 and first half of 2006. Most industry sources agree that increasing sales in late 2006 and early 2007 are not yet up to pre 2006 levels.

German import figures for calendar year 2006, however, do not reflect the situation. Bulk wine imports for bottling in Germany and bottled wine imports were growing by three percent by volume and ten percent by value. Re-exports to other EU countries of imported U.S. bulk wine bottled in German cellars continue to grow. Official trade data also indicate that after two years of significant reductions of U.S. shipments of bottled wine to Germany sales of bottled wine increased again by four percent in 2006. However, there are no data available how much of the U.S. wine shipped to Germany ends up on German tables.