

Tokyo Big Sight
Japan



EXPLORE FINESSE

Tokyo International Trade Fair for
Wines and Spirits

13-15 APRIL
2027

prowine-tokyo.com

Concurrent Events

Organized by:



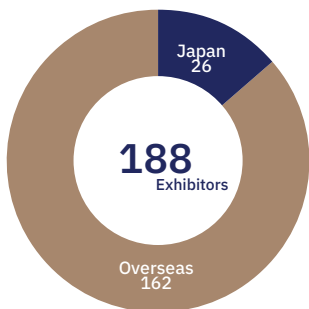


ProWine Tokyo 2026: A Platform for the Industry

The third edition of ProWine Tokyo welcomed 188 exhibitors from 23 countries and attracted 57,056 industry professionals from 15 to 17 April 2026 at Tokyo Big Sight. Organized by Messe Düsseldorf Japan, the event was held concurrently with food and beverage trade fairs such as FABEX Tokyo. It provided a valuable platform for networking, business development, and market expansion between exhibitors looking to enter or grow in the sophisticated Japanese wine and spirits market and Japanese industry professionals in attendance.



Exhibitors

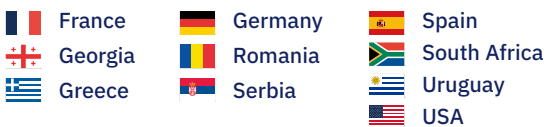


from **23** countries
from overseas **86.2%**

Top 3 Countries

1: Germany		32
2: France		29
3: Japan		26

Country / Region Pavilions



Exhibitors' Evaluation

Overall Satisfaction
Expectation met or exceeded: **75.7%**

Quality of Visitors
Expectation met or exceeded: **91.7%**

Participation in 2027
Planning or considering: **94.3%**

Voice of Exhibitors

“Overall, this has helped our wineries maintain their existing relationships and close deals with new clients.” (Cámara de Comercio Hispano Japonesa, Spain)

“Thank you for your connections; positive attitude, friendly disposition and organization.” (Liberty & Plenty Distillery, USA)

“We are truly honored to have been a part of such a fantastic event. Your attention to detail, including the glassware arrangements and the incredible hospitality of the staff on-site, made it a truly pleasant experience for us to host our guests.” (Domaine de Yunohara, Japan)

Visitors

57,056 visitors

*The total from 5 concurrent events

Among the visitors,

80.0%

are decision-makers
and influencers



Visitors' Evaluation

Overall Satisfaction

Expectation met or exceeded: **92.5%**

Purpose Achievement

Objectives met or exceeded: **95.0%**

Voice of Visitors



A great opportunity to taste wines from countries we do not normally handle.

Well-organized and easy to navigate, allowing for a focused experience.

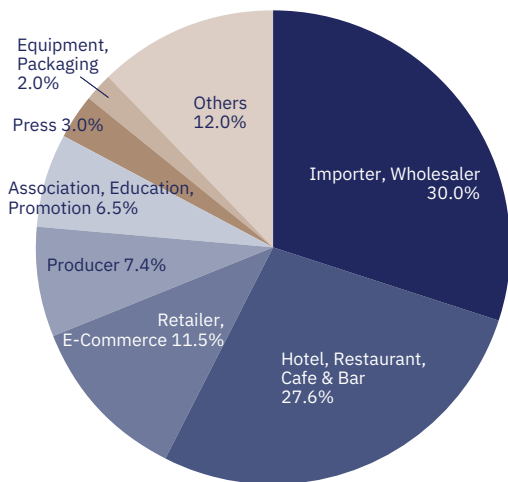
Rarely do we get such a valuable opportunity to connect directly with so many international producers.

There was a real buzz and vibrant atmosphere throughout the venue.

Once again, the seminar program was exceptional and highly informative.



Visitor by Industry



*from ProWine Tokyo visitor pre-registration data

Key Buyers

Importers & Wholesalers

ENOTECA Co.,Ltd., Firadis Ltd., KOKUBU GROUP Corp., Luc Corporation Ltd., Mitsubishi Shokuhin Co.,Ltd., Mottox Inc., NIHON SHURUI HANBAI Co.,Ltd., NIPPON ACCESS, Inc., SMILE Corp., Suntory Holdings Ltd., TOKO TRADING Co.,Ltd., Vinos Yamazaki Co.Ltd., and more

Retailers & Department Stores

AEON RETAIL CO.,Ltd., Cave de Relax Co.,Ltd., CO-OP DELI Consumer's Co-Operative Union, Daimaru Matsuzakaya Department Stores Co.Ltd., EBISU WINE MART, FamilyMart Co.,Ltd., IMADEYA Co.,Ltd., Isetan Mitsukoshi Ltd., Lawson, Inc., LIQUOR MOUNTAIN Co.,Ltd., Meidi-Ya Co.,Ltd., OK Corp., SEIJO ISHII Co.,Ltd., Takashimaya Company Ltd., TOKYU DEPARTMENT STORE Co.,Ltd., Yokohama Kimijimaya, and more

Hotels

ANA InterContinental Tokyo, Andaz Tokyo, Bvlgari Hotel Tokyo, Conrad Tokyo, FOUR SEASONS HOTEL TOKYO AT MARUNOUCHI, Hoshino Resorts Inc., InterContinental Tokyo Bay, KEIO PLAZA HOTEL Co.,Ltd., Meiji Kinenkan, NEW OTANI Co.,Ltd., Onko Chishin Inc., Oriental Land Co.,Ltd., PALACE HOTEL Co.,Ltd., and more

Event Program

Alongside the exhibition, ProWine Tokyo offers cutting-edge seminars led by top industry personalities.

Distinguished Past Speakers, Selection

- Mr. Patrick Schmitt MW (Editor-in-Chief, “the drinks business”)
- Ms. Jancis Robinson MW (JancisRobinson.com)
- Mr. Mitsuhiro Anzo (Executive Wine Maker, Mercian)
- Mr. Risaburo Endo (Chairperson, Wine Importers Association of Japan)
- Mr. Stefan Doctor (Managing Director, Schloss Johannisberg)



In addition, the “Star Wine List of the Year Japan” awards ceremony at ProWine Tokyo brings together the country's top restaurants and bars with the finest wine lists, offering a fantastic opportunity to connect with exceptional wine curators.



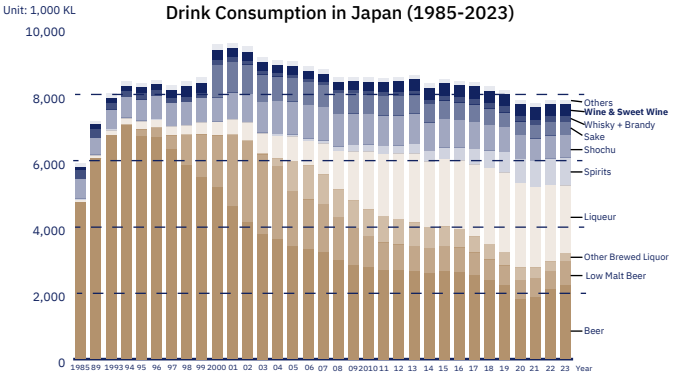
2nd “Star Wine List of the Year Japan 2026” Award Ceremony



2026 New Characters “Verdejo” & “Marselan” - with “Wine Highschool” authors

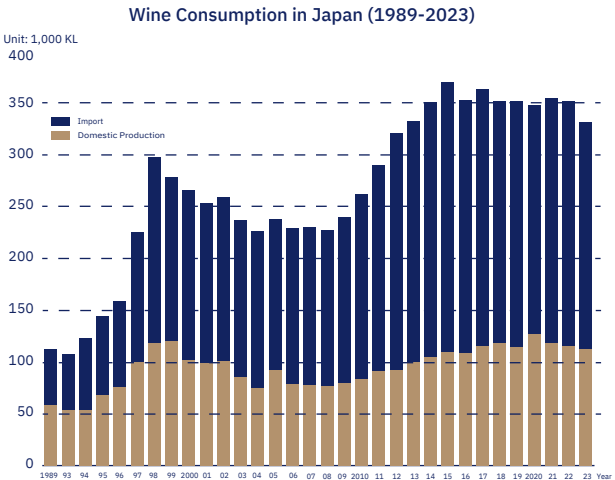
Why ProWine Tokyo?

Total alcohol consumption, which has been gradually declining, has begun to stabilize. In 2023, it was about 7.82 million kL, roughly the same as the previous year and about 80% of its peak (1990).



Source: National Tax Agency (2025)

Total wine consumption in 2023 reached 342,000 kL. The market expanded sixfold over the past 40 years, but has been in a gradual decline since peaking in 2015. Since the 2010s, wines from the New World have driven consumption. Japan Wine (100% made from grapes grown in Japan) is also gaining popularity.



Source: National Tax Agency (2025)

Japan imports wine from over 60 countries. Top five suppliers - Chile, France, Italy, Spain, and USA - account for about 90% of total imports. In 2025, USA and Oceania performed well, with marked increases also seen in Northern and Eastern Europe.

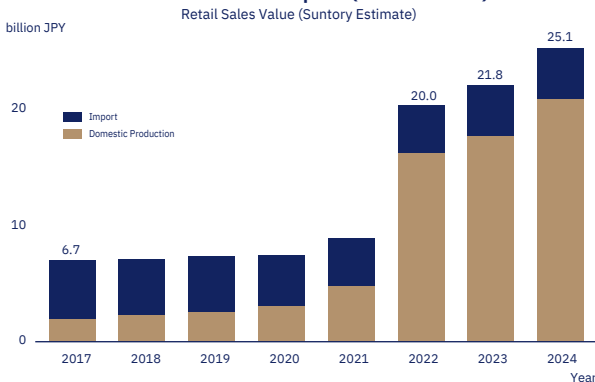
Ranking of Still Wine Import Countries

Country & Region	Volume (L)	%comparison topreviousyear	Country & Region	Volume (L)	%comparison topreviousyear
1 Chile	38,499,473	99.8	26 Switzerland	26,048	90.0
2 France	34,912,106	95.8	27 Slovakia	22,436	105.8
3 Italy	31,461,106	96.9	28 Thailand	17,082	81.3
4 Spain	18,834,097	101.3	29 Canada	16,604	82.1
5 USA	7,199,111	108.1	30 Turkey	13,581	71.9
6 Australia	6,662,921	104.2	31 Peru	11,934	89.4
7 Germany	2,020,886	91.4	32 China	11,717	72.1
8 Portugal	1,573,753	114.3	33 Morocco	10,017	119.7
9 NewZealand	1,370,010	111.1	34 Croatia	9,898	105.7
10 Argentina	1,131,759	96.5	35 Lebanon	8,212	165.5
11 South Africa	1,092,581	84.1	36 Mexico	7,380	39.7
12 Austria	428,115	99.5	37 Ukraine	6,952	89.3
13 Moldova	316,941	195.4	38 Serbia	6,886	264.8
14 Hungary	227,293	89.6	39 UK	6,333	96.7
15 Romania	199,144	94.4	40 Jordan	4,554	--
16 Bulgaria	193,776	113.9	41 Bosnia and Herz.	4,144	920.9
17 Georgia	161,274	107.6	42 Tunisia	4,113	78.4
18 Slovenia	130,028	88.7	43 Vietnam	3,195	142.0
19 Greece	64,925	117.9	44 Albania	2,691	--
20 India	52,992	88.8	45 Luxembourg	2,105	225.6
21 Israel	52,950	135.1	46 Armenia	1,857	83.9
22 Azerbaijan	43,275	337.8	47 Montenegro	1,387	302.2
23 Czech Republic	34,266	167.1	48 Finland	900	79.4
24 Uruguay	31,735	51.0	49 Sweden	666	--
25 Brazil	27,252	215.1	50 French Polynesia	585	--

Source: Trade Statistics of Japan (2026)
*excluding still wine (over 2L), sparkling wine, and fortified wine

According to Suntory estimates, the domestic gin market has surged over the last five years. By 2024, the market grew to 25 billion yen - about 3.5 times to what it was in 2019.

Gin Market in Japan (2017-2024)



Source: Suntory (2024)



ProWine Tokyo 2027

At a Glance

Trade Fair	ProWine Tokyo 2027
Date & Time	13-15 April 2027 (Tue.-Thu.) 10:00-17:00
Venue	Tokyo Big Sight, East Hall 3
Scale	250 exhibitors / 250 booths (2026: 188 exhibitors from 23 countries / 175 booths)
Organized by	Messe Düsseldorf Japan Ltd.
Co-Events	FABEX Tokyo, Premium Food Show, ISM Japan & anuga SELECT Japan
Supported by (tbc.)	National Tax Agency, Japan Sommelier Association, Japan Wines and Spirits Importers' Association, Wine Importers Association of Japan

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The drinks business ASIA



Education Partner



WSET

Glass Service Partners



Be Part of ProWine Tokyo!

Exhibition Categories



Exhibition Plans



*For details, please visit our website!

Schedule

Application	June 2026~
Application Due	27 Nov. 2026
Exhibition Fee Payment Due	11 December 2026
Stand Construction	11&12 April 2027
ProWine Tokyo	13-15 April 2027

Online application:

<https://prowine-tokyo.com/application/?lang=en>

Contact



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