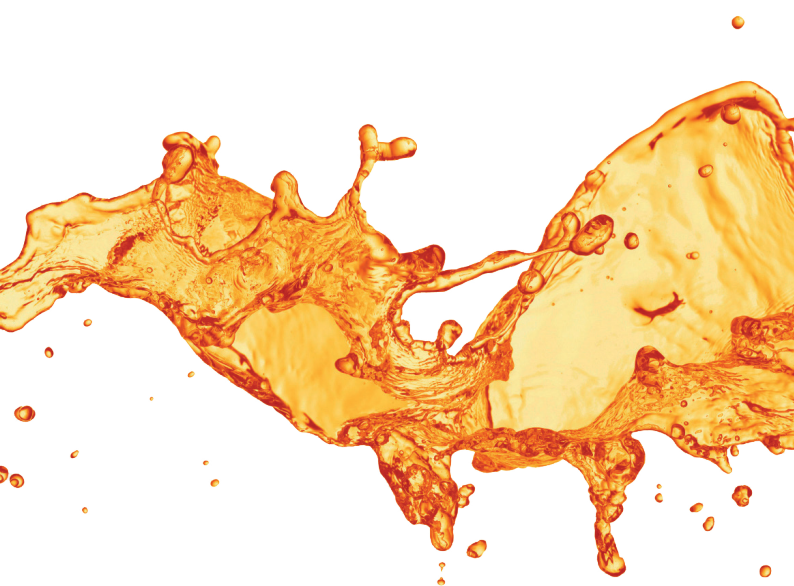


SKIN²SKIN ORANGE WINE ZONE



10-12
NOV 2026

PROWINE SHANGHAI 2026
PARTICIPATION OPPORTUNITIES



Meiburg Wine Media



ProWine

SHANGHAI



PROWINE SHANGHAI |
SHANGHAI NEW INTERNATIONAL
EXPO CENTRE



WHAT IS THE ORANGE WINE ZONE?

The Orange Wine Zone is a dedicated feature area within ProWine Shanghai 2026, created to spotlight orange, amber, skin-contact, qvevri, amphora and clay-vessel wines.

Bringing together producers, regions, importers and trade specialists, the zone is designed as a focused platform for discovery, education and commercial connection. Across three days, it will combine tasting tables, bottle displays, themed tasting bars, pop-up talks and mini masterclasses, giving participants a high-impact way to connect with China's trade, media and wine community.

The zone will feature:

- Curated orange, amber, skin-contact and clay-vessel wines
- Exhibitor tables and bottle displays
- daily themed tasting bars
- Pop-up talks and mini masterclasses
- Trade, media and importer engagement
- Opportunities for wineries, regions, importers and associations to participate



WHY PARTICIPATE?

Orange, amber, skin-contact and clay-vessel wines are among the most talked-about categories in the international wine market, attracting attention from sommeliers, importers, retailers, media and younger adventurous consumers.

The Orange Wine Zone gives producers and regions a focused way to stand out within ProWine Shanghai, one of Asia's leading wine trade fairs. Rather than being one booth among many, participants will be part of a curated destination designed to attract trade visitors specifically interested in distinctive wine styles, origin stories, craft production and new market opportunities.

Participation offers:

- Direct exposure to China's wine trade and media
- Targeted positioning within a fast-growing wine category
- Access to a curated tasting and education platform
- Opportunities to present wines through talks, tasting bars and mini masterclasses
- Association with Georgia's historic qvevri wine culture and the broader Clay Convention program
- A more dynamic presence than a standard trade fair table



PROWINE SHANGHAI 2025 SHOW REVIEW:

Steady Progress Fuels Innovation, Gathering Momentum to Empower the Industry

As the leading trade fair for the wine and spirits industry in mainland China, ProWine Shanghai 2025 concluded successfully on November 14 at the Shanghai New International Expo Centre. The fair once again demonstrated its role as a highly efficient platform for trade, professional exchange, and industry insight, supported by a strong programme of masterclasses and thematic forums.

The 2025 edition attracted approximately **630** exhibitors from **29** countries and regions, with international exhibitors accounting for over **75%**. Total of **21,590** professional visitors attended the show, reflecting an increasingly diversified buyer structure. Notably, **51.2%** of registered visitors came from outside of Shanghai.

75%
INTERNATIONAL
EXHIBITORS

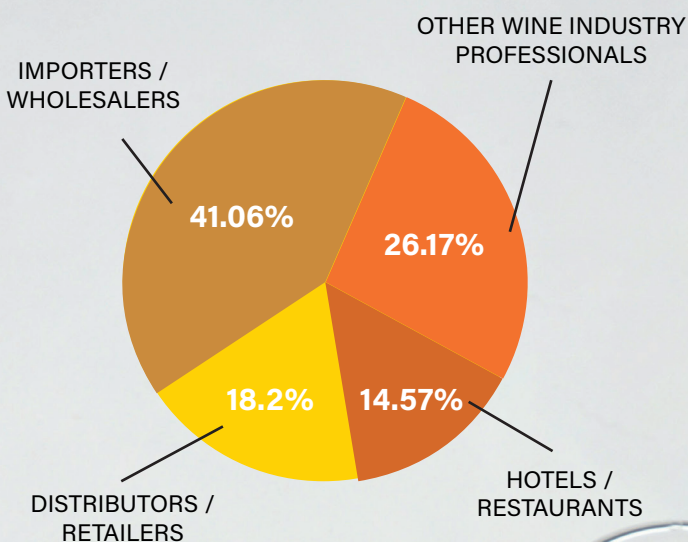


51.2%
OUTSIDE OF
SHANGHAI





PROFESSIONAL BUYERS



Through annual 80 City Promotion events held nationwide, ProWine Shanghai further strengthened its regional market penetration. Buyer registrations from third-and fourth-tier cities continued to grow, reinforcing the fair's unique ability to connect multi-tier market demand and integrate industry resources.



VISITOR BREAKDOWN BY VISIT PURPOSE

To purchase / To place the order /
To look for new supplier



22.71%

Understand market trends and
industry developments



22.15%

Identify new products, new brands,
and partnership opportunities



20.42%

Enhance professional knowledge
(masterclasses, forums, etc.)



14.63%

To consolidate relationships with
suppliers/partners



13.85%

To evaluate the feasibility of
participation

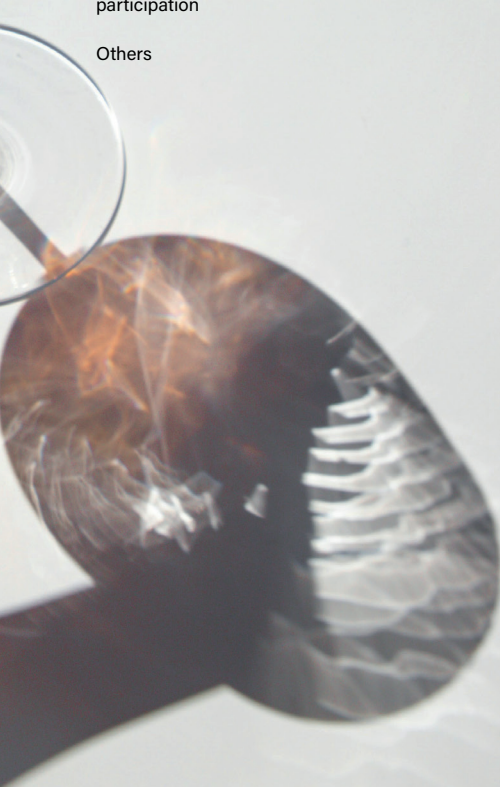


4.27%

Others



1.97%



PARTICIPATION PACKAGES

1. Display Bottle Package

US\$220 per wine

A simple entry-level option for producers who want visibility within the Orange Wine Zone without taking a full table.

Includes:

- Bottle display within the Orange Wine Zone
- Wine / producer listing
- Inclusion within the broader Orange Wine Zone showcase
- Suitable for producers unable to attend in person

Optional upgrades may include QR code listing, importer contact details or tasting inclusion.

2. Display Bottle + Tasting Inclusion

US\$550 per wine

For producers who want their wine to be more actively featured during the fair.

Includes:

- Bottle display
- Wine / producer listing
- Inclusion in a curated tasting moment, where appropriate
- MWM / event team support for presentation or pouring
- Suitable for producers seeking importer, media or sommelier attention

Final pricing depends on the level of service, number of wines and tasting format.



3. Exhibitor Table Package

From US\$3,080

A three-day participation package for wineries, importers, regions or associations wanting a physical presence within the Orange Wine Zone.

Includes:

- Exhibitor table within the curated Orange Wine Zone
- Opportunity to pour selected wines across three days
- Basic participant branding
- Inclusion in Orange Wine Zone materials
- Access to ProWine Shanghai trade visitors
- Opportunity to be considered for pop-up talks or themed tasting moments

Early-bird exhibitor table: 10% off (*Book by 1 Oct, 2026*)

This package is ideal for producers or importers seeking direct trade engagement without committing to a full independent ProWine booth.

4. Exhibitor Table + Pop-Up Talk

US\$4,500

A premium exhibitor package combining table presence with a short hosted content moment.

Includes:

- Three-day exhibitor table
- 30-minute pop-up talk
- Opportunity to present 2–3 wines
- Inclusion in the Orange Wine Zone program
- Basic promotional support
- Stronger storytelling and visitor engagement

Best suited to producers, importers or regions with a clear story around orange wine, qvevri, amphora, skin-contact or alternative winemaking.

Pop-up Talk



5. In-Booth Mini Masterclass

US\$1,980

A focused education session within the Orange Wine Zone.

Indicative format:

- 45–60 minutes
- Approximately 15 guests
- 4–5 wines
- Hosted by winemaker, importer, regional representative or MWM speaker
- Suitable for trade, media and invited guests

Mini masterclasses are designed to create deeper engagement without requiring a full formal ProWine masterclass room.

6. Themed Tasting Bar

US\$2,750

A curated feature tasting presented at the Orange Wine Zone bar.

Possible formats:

- Inclusion in daily program
- Opportunity for host introduction or short presentation
- Morning tasting bar
- Half-day feature bar
- Regional or country showcase
- Importer portfolio feature
- Grape, vessel or style-led tasting

Possible themes include:

- Old World vs New World Orange Wines
- China's New Wave Orange Wines
- Central Europe's Orange Wine Renaissance
- Austria's Best Orange Wines
- Spain & Portugal: The New Iberian Skin-Contact Wave
- Australia's New Wave Skin-Contact Wines
- Orange Wines for Regional Chinese Cuisine
- Orange Wines for Wine Bars
- Value to Volume: Orange Wines for Every Consumer
- Masters' Choice: Orange Wine Picks by MWs & MSs

Includes:

- Dedicated tasting theme
- Feature bar presentation
- Basic signage
- Inclusion in daily program
- Opportunity for host introduction or short presentation



Program Opportunities

Across the three days of ProWine Shanghai, the Orange Wine Zone will include a rotating program of tasting and education moments.

Indicative daily structure:

Morning

Themed tasting bar or featured regional tasting

Afternoon

Mini masterclass, followed by short pop-up talks and informal tasting moments

Example format:

- 10:30–12:30: Themed tasting bar
- 2:00–3:00: Mini masterclass
- 3:15–3:45: Pop-up talk
- 4:15–4:45: Pop-up talk

Final scheduling will be confirmed once participating producers, regions and partners are confirmed.



Connection to Clay Convention

The Orange Wine Zone forms part of a broader November program exploring qvevri, amphora and clay-vessel winemaking, including the Clay Convention in Shanghai.

Georgia will be a key anchor of this story, highlighting its historic qvevri winemaking culture and its role in the global conversation around amber and clay-vessel wines.

For selected partners, there may be opportunities to connect participation in the Orange Wine Zone with Clay Convention activities, after-tasting events, speaker opportunities, documentary content and networking functions during ProWine week.



WHO SHOULD PARTICIPATE?

The Orange Wine Zone is suitable for:

- Wineries producing orange, amber, skin-contact, qvevri, amphora or clay-vessel wines
- Wine regions with an alternative or traditional winemaking story
- Importers with orange wine, natural wine or low-intervention portfolios
- National or regional wine bodies
- Producers seeking importer or sommelier engagement in China
- Wineries wanting visibility at ProWine Shanghai without taking a full independent booth
- Partners interested in education, storytelling and category-building

Next Steps

Interested producers, regions and partners are invited to discuss the most suitable participation format.

Packages can be tailored depending on:

- Number of wines
- Attendance in person or remote participation
- Desired level of branding
- Speaking or tasting requirements
- Interest in Clay Convention or wider November ProWine Week activities

Spaces and program slots are limited and will be confirmed on a first-come, curated basis.

For participation enquiries, please contact:

Meiburg Wine Media

alex@mwminternational.com

aileen@vinosvivo.com

