



SPIRITS PROMOTION AT PROWEIN 19th – 21st March 2017

Enterprise Mauritius (EM) participated for the second time in **PROWEIN** which was held from 19th – 21st March 2017 in Dusseldorf, Germany. **PROWEIN** is the world's largest trade fair for wine and spirits, the largest meeting place for professionals from viticulture, production, trade and gastronomy. The main aim of participating in **PROWEIN** was to present the whole range of Mauritian spirits; an opportunity to enhance awareness of '**Made in Mauritius**' products to foreign buyers. **PROWEIN 2017** was visited by 58,500 trade visitors from 130 countries and was attended by 6,500 exhibitors.

The Mauritius Pavilion hosted 9 producers of spirits. It was an ideal platform to showcase a wide range of products such as rum, blended spirits, vodka, wine, fruit wine and liquor. Participation in **Prowein 2017**, has been fruitful and has enabled participants to meet prospective buyers from Western & Eastern Europe, USA and Canada amongst others.

Tasting sessions of cocktails were organized on the pavilion throughout the event to ensure visitors have a good appreciation of the Mauritian product; this has enabled them to assess proposed products' potential for their portfolio. Today's consumers love to learn. They want to know more about the products they are tasting, about the history and the people behind the product. Hence, there were enthusiastic visitors discovering spirits from Mauritius and the history behind.

Prowein 2017 was an enriching experience for the 9 participants as it gave them an opportunity to gather market and competitive intelligence, receive feedback on their products and understand consumer behaviour and expectations. It was also a key platform to establish new business ties and to gather innovative ideas for product development.

