



# Spirits of India

# Wines of India



## EVENT REPORT





## **AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)**

The Agricultural and Processed Food Products Export Development Authority (APEDA) is an Indian Apex Export Trade Promotion Active government body set up by the Ministry of Commerce and Industry, Govt. of India under the Agriculture and Processed Food Products Export Development Authority Act 1985.

APEDA is the premier body of export promotion of fresh vegetables and Fruits and their Products, Meat and Meat Products, Poultry and Poultry Products, Dairy Products, Confectionery, Biscuits and Bakery Products, Honey, Jaggery and Sugar Products, Cocoa and its products, chocolates of all kinds, Alcoholic and Non-Alcoholic Beverages, Cereal and Cereal Products, Groundnuts, Peanuts and Walnuts, Pickles, Papads and Chutneys, Guar Gum, Floriculture and Floriculture Products, Herbal and Medicinal Plants, De-oiled rice bran, Green pepper in brine, Cashew Nuts and its Products etc.

It provides the crucial Interface between farmers, storehouses, packers, exporters surface transport, ports, Railways, Airways, and all others engaged in export trade to the international market.

The vision is to “create a world class organization dedicated to promote India as the “supplier of choice, agro and value-added food products in the global markets” the functions of the authority includes.

- Development of Industries relating to the scheduled products for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;
- Registration of persons and exporters of the scheduled products on payment of such fees as may be prescribed;
- Fixing of standards and specifications for the scheduled products for the purpose of exports,
- Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyance or other places where such products are kept or handled for the purpose of ensuring the quality of such products,
- Improving of packaging of the Scheduled Products,
- Improving of marketing of the Scheduled Products outside India,
- Promotion of export-oriented production and development of the Scheduled products



- Collection of statistics from the owners of factories or establishment engaged in the production processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and
- publication of the statistic so collected or of any portion thereof or extracts there from;
- Training in various aspects of the industries connected with the scheduled products, such other matters as may be prescribed.

### **APEDA's Scheduled Products for Export Promotion and Development**

- Fruits, Vegetables and their Products
- Meat and Meat Products
- Poultry and Poultry Products
- Dairy Products
- Confectionery, Biscuits and Bakery Products
- Honey, Jaggery and Sugar Products
- Cocoa and its products, chocolates of all kinds
- **Alcoholic and Non-Alcoholic Beverages**
- Cereal and Cereal Products
- Groundnuts, Peanuts and Walnuts
- Pickles, Papads and Chutneys
- Guar Gum
- Floriculture and Floriculture Products
- De-oiled rice bran
- Green Pepper in brine
- Cashew Nuts and its Products



## **PROWEIN, DUSSELDORF, GERMANY 2026**

### **APEDA's Participation in PROWEIN GERMANY 2026**

**(15th – 17th March 2026)**

The PROWEIN GERMANY, [World's leading trade fair for wines and spirits](#) was held from March 15<sup>th</sup> to 17<sup>th</sup>, 2026, at the Messe Dusseldorf, Germany. This significant event is organized by Messe Dusseldorf Germany.

The **ProWein** trade fair thrives on its comprehensive range of products and solutions – and its visitors who turn this into success for their business. This concentrated decision-making competency opens doors for successful deals.

A total of 15 Exhibitors participated, of which 4 were representing spirits and 8 were representing Wines and 3 were representing through table space. APEDA's participation was spread in two different halls. Pro spirits in Hall 5 and Pro Wein in Hall 6.

The APEDA Pavilion showcased a wide array of Alcoholic beverages, including Indian Single Malts, Indian Traditional Spirits, Wines and innovative fruit-based wines.

A major highlight of Prowein was special Bar area created for product tasting and experiencing.

**Alcoholic beverages display**





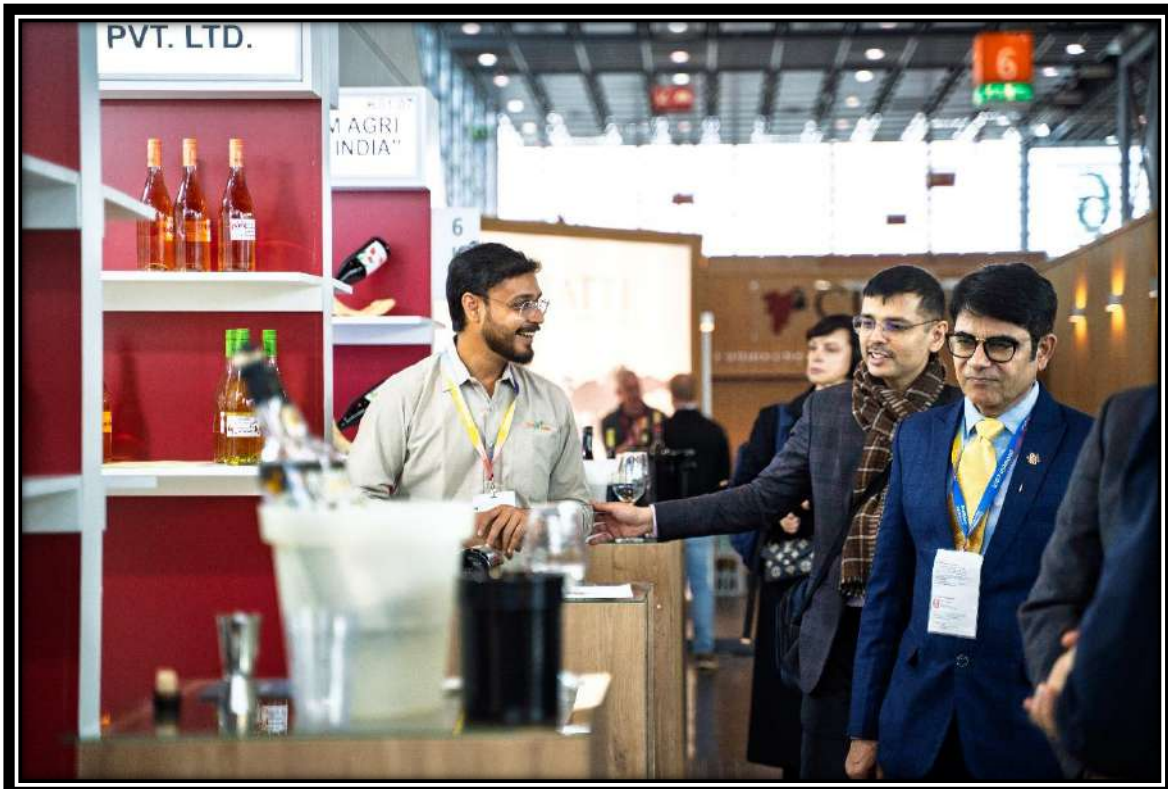
### **Inauguration of APEDA India Pavilion:**

APEDA's pavilion was spread over an area of 123 square meters

The pavilion was inaugurated by Dr. Adarsh Singh, I.A.S., Excise Commissioner, Government of U.P. and Mr. Bhupendra Nikhurpa, Consul (Commerce & Trade) in presence of Dr. Tarun Bajaj, Consultant, APEDA and Mr. Harpreet Singh, Assistant General Manager, APEDA.



Dr. Adarsh Singh and Mr. Bhupendra Nikhurpa's visit to India Pavilion and interaction with exporters.



**Special Area for Master class on Indian Spirits and wines was created**



**Master Class and Social Media Influence**

Celebrity DADA BAR TENDER FROM KOLKATTA INDIA was hired as Master and social media influencer.

Dada Bar tender is well versed with Indian Spirits and wines and is a very well-known face in Indian Alcoholic beverage industry.







**Trade enquiries\***: APEDA received many trade enquiries, These enquiries were directed to the exporters present in ProWein.

**Participant's Feedback Report\*\*:**

APEDA circulated a comprehensive feedback form among all the exporters participating under the APEDA pavilion to gather insights on their experiences, opinions, and suggestions for future participation. According to the feedback received, The participation of the Indian delegation at ProWein 2026 has been marked by significant commercial traction and a robust reinforcement of the "Make in India" brand within the global beverage sector. With a diverse portfolio ranging from traditional single malts to innovative fruit-based wines, the contingent successfully navigated mature markets while seeding opportunities in emerging territories. The collective performance underscores a trajectory of high growth, underpinned by exceptional institutional support.

\*Excel Sheet Attached

\*\*Detailed Feedback report analysis attached.

**Photo Gallery**













**The following companies participated in India Pavilion:**



**Separate brochures were developed for Spirits and Wines of India for distribution amongst the visitors**

