

EXHIBITOR INFORMATION

24 Years
wine
experience



Genuss & Gourmet

26. - 28. February 2026
Messe Innsbruck



@weinmesseoesterreich

West-
Austria's
largest
Wine fair



24. Int. Winefair Innsbruck

Tasting, enjoying, experiencing & shopping: Since 2000, the Innsbruck Wine Fair has been one of the most important platforms for discerning wine connoisseurs.

The wine experience in Innsbruck is characterized by success & steady growth. Since 2012, the number of visitor numbers have almost tripled by 2023!

In order to strengthen the level of visitors and build on visitors with high purchasing power, 2024 Shopping vouchers included with admission to the fair! Of course, this automatically raised the admission price automatically increased, but this led to the desired increase in visitor quality! There has been a massive reduction in the number of pure „through-tasters“.

According to the exhibitor survey, the purchasing power and the number of visitors increased accordingly thanks to the vouchers. For the really interested visitors there was again more time for „quality conversations“!

Your benefits at a glance:

- Western Austria's largest wine fair
- **High-spending visitors thanks to the shopping vouchers**
- 99% of visitors plan to visit the fair again in 2026!
- **Around 9% trade visitors** from the retail and gastronomy sectors
- TOP support & exhibitor service
- **Targeted advertising and PR campaigns in online & print media**



I met a wonderful new audience and gained many new impressions and feedback, especially from young aspiring wine enthusiasts. It was a successful trade fair weekend.

Weingut Christen

Fair topics around wine



Wine & Spirits

- Wine
- Sparkling wine
- Spirits
- Destillates
- Most & Cider
- Spirits
- Gin
- Craft Beer



Gourmet

- Antipasti, Pesto & Olives
- Vinegar & Oils
- Jam & Chutney
- Bacon & Salami
- Fruite juice
- Honey
- Cheese
- Chocolate



Wine Accessories

- Wine packaging
- Wine glasses
- Wine cellar building
- Wine climate cabinets
- Wine cooler
- Wine shelf systems
- Dishes
- Tabel decoration



That's why you should be there!

Fair facts

- **The biggest winefair in western Austria** and one of the largest wine fairs in the german-speaking area.
- **Exhibitor satisfaction:** approx. **88% of exhibitors** have already confirmed their participation in the international Innsbruck Wine Fair 2026!
- Direct sales at the trade fair through shopping vouchers planned for 2026 with € 20,- to be paid by visitors to the trade fair with their admission and can be redeemed at the exhibitors can be redeemed at the exhibitors.
- Optimal all-round service for you as exhibitor: Our team will constantly supply you with wine glasses, mineral water & pastries!

Venue & times

Arrival address:

Messe Innsbruck
Halle A | Messeforum 2. OG
Sieberstraße, 6020 Innsbruck, AUSTRIA

Opening times

Entry for exhibitors on Friday and Saturday at 1 pm!

Thursday	26.02.2026	4pm - 9pm
Friday	27.02.2026	2pm - 8pm
Saturday	28.02.2026	2pm - 8pm

Set-Up

Wednesday	25.02.2026	3pm - 9pm
Thursday	26.02.2026	10:30am - 4pm

Dismantling

Saturday	28.02.2026	8pm - 11:30pm
Sunday	01.03.2026	8am - 12am

Organizer and Consultants



Messen CMW

Peter Lindpointner GmbH & Co KG

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Ahornweg 22, A-5311 Innerschwand am Mondsee
Tel.: +43 (0)6232 6563, Fax: +43 (0)6232 6563-65
office@cmw.at, www.cmw.at, www.weinmesse.at



Fair Management

Peter Lindpointner
Tel.: +43 (0)6232 6563
E-Mail: lindpointner@cmw.at



Assistant to the management Exhibition coordinator (Sales)

Bianca Emeder
Tel.: +43 (0)6232 6563-66
E-Mail: emeder@cmw.at



Exhibition coordinator (Sales)

Alexandra Kreimer
Tel.: +43 (0)699 1 6563 440
E-Mail: kreimer@cmw.at

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