

MASTERCLASS AT THE TRADE FAIR



2026
Prague



GUIDED TASTINGS FOR A PROFESSIONAL AUDIENCE

Present your wines through guided tastings for sommeliers, importers, distributors, wine & hospitality professionals.

The masterclass offers an opportunity for a more in-depth presentation of your winery, terroir, and individual wines within a concentrated B2B environment.

WHY ORGANIZE A MASTERCLASS?

Targeted professional audience

Professionals from gastronomy, wine trade, and the wine business.

Extended presentation opportunities

Present your winery philosophy, flagship wines, and new vintages.

Prestigious form of presentation

Guided tastings are among the most attractive parts of the trade fair.

Effective business networking

Personal meetings with decision-makers and business partners.

WHAT IS INCLUDED?

presentation area

technical equipment

tasting glasses and water

wine service

promotion throughout the trade fair (newsletters, social media, trade fair catalogue, etc.)

PRICE FOR EXHIBITORS

EUR 390 excl. VAT

RESERVATION OF TIME SLOTS

Masterclass capacity is limited.

Please contact us for an individual offer and available time slots.

www.wineprague.com