



FINAL REPORT

The largest professional wine event in the Czech Republic has confirmed its significant role.

Wine Prague 2024 in numbers:

4 120	visitors	(25 % HORECA, 19 % wine merchants, 15 % wine importers, 13 % sommeliers, 11 % wine shops, 15 % private customers, 2 % press)
131	exhibitors	
40	domestic wine producers	
53	foreign exhibitors	
38	domestic and foreign trading companies	
16	professional seminars	



The international wine fair – Wine Prague 2024 – took place at the PVA EXPO PRAGUE Letňany exhibition center on May 14 and 15, 2024. During the two days, the fair welcomed 4,120 visitors, featuring 131 exhibitors from 10 different countries and a rich and very interesting accompanying program. The PVA EXPO PRAGUE exhibition center once again became a place dedicated to wine, its cultural promotion, and a space for many business meetings.

The Wine Prague 2024 fair attracted many personalities from all areas of the wine world. Among the visitors were prominent wine merchants, shop buyers, representatives of gastronomy, sommeliers, press representatives, significant private clients, and many cultural and sports personalities for whom a passion for wine has become a part of life. All this unequivocally proves that the Wine Prague fair has confirmed its leading position as the largest and most important wine event in our country and at the same time a significant wine fair in Central Europe. Besides wine, the fair also featured noble spirits and a variety of other products and services directly related to wine and gastronomy.

The organizer of the Wine Prague 2024 fair was once again Yacht s.r.o., a company with many years of experience in organizing successful exhibitions and fairs. The main media partner and co-organizer of this professional wine celebration has been the magazine WINE & Degustation from the very beginning. The Wine Prague 2024 fair was held with the support of the Wine Fund of the Czech Republic, and the partners included the Czech Sommelier Association, KVĚTNÁ 1794, which was the exclusive supplier of glassware for the fair, and top mineral waters San Pellegrino and Acqua Panna, which were available to both exhibitors and visitors.



This year, visitors were met by many exhibitors from both the Czech Republic and abroad. As traditionally, many significant wineries presented themselves at the fair, either as part of associations or appellations or independently. The National Wine Center of the Czech Republic and important Moravian wine associations such as VOC Modřer, VOC Hustopečsko, VOC Mutěnice, and VOC Mikulovsko also had official presentations. The developed wine world and many countries whose wineries have undergone significant development in recent years are showing increasing interest in the Czech market, as evidenced by the representation of many different world wineries. There were winemakers from Austria, France, Italy, Germany, Slovenia, South Africa, and Romania, as well as exhibitions from other companies whose activities are closely related to wine or working with it.

Following last year's success, the special „San Pellegrino Tasting Zone,” located directly in the main hall, again attracted great attention this year, where many presentations, seminars, and masterclasses took place. Among others, there was a tasting organized by the National Wine Center under the direction of national sommelier Klára Kollárová, a presentation of exceptional still wines from the LVMH portfolio such as Château d'Esclans, Cloudy Bay, and Terrazas los Andes. There was also a presentation of Champagne, domestic sparkling wines, and a comprehensive tasting of interesting Crémants from various corners of France from the portfolio of Les Grand Chais de France, led by sommelier Jakub Přibyl. The second place for seminars and masterclasses was, as traditionally, the large tasting hall. On the first day of the fair, a special program by the Czech Sommelier Association took place, followed by other exhibitor events on the second day.



The Wine Prague 2024 fair brought many important business meetings and fulfilled its mission in terms of education and expanding knowledge about wine and related fields. The organizers received many positive reactions from domestic and foreign winemakers and other exhibitors regarding the organization of the fair, the interest of visitors, and the established business contacts. Some exhibitors have already confirmed their participation in the next edition of the fair.

All information can be found at www.wineprague.com

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Projekt s podporou Vinařského fondu

