

# MASTERCLASS AT THE TRADE FAIR



2026  
Prague



## GUIDED TASTINGS FOR A PROFESSIONAL AUDIENCE

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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?

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### **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?

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- presentation area
- technical equipment
- tasting glasses and water
- wine service
- promotion throughout the trade fair (newsletters, social media, trade fair catalogue, etc.)

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**PRICE FOR EXHIBITORS**  
**EUR 390 excl. VAT**

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## RESERVATION OF TIME SLOTS

Masterclass capacity is limited.

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

[www.wineprague.com](http://www.wineprague.com)