**International wine fair in a brand-new concept**

WINE 2026 Prague

# Final Report

**Wine Prague 2026 in numbers:**

| 1 889 | 185 | 56 | 89 | 40 | 10 |
|---|---|---|---|---|---|
| visitors | exhibitors | domestic wine producers | foreign exhibitors from 12 countries | domestic and foreign trading companies | professional seminars |



# The WINE Prague 2026 International Wine Fair returns in grand style

**Following a one-year break, WINE Prague, the largest professional wine event in the Czech Republic, made a great return to the historic center of Prague with a brand-new concept. On October 19, the Žofín Palace—one of the capital's most stunning historic venues—welcomed 185 exhibitors representing winemakers, importers, wine merchants, spirit producers, and other wine and gastronomy related companies from 12 countries. Their products attracted a total of 1 889 visitors, primarily comprised of industry professionals and the expert public. In the afternoon, the event opened its doors to knowledgeable wine enthusiasts, who represent a vital client segment for both winemakers and importers.**

Starting this year, WINE Prague introduced a highly efficient exhibition format centered on meticulous organization, professional presentation of wines, related products, and services, alongside excellent accessibility for all attendees. This new framework was met with highly positive feedback from the outset by winemakers, merchants, importers, spirit producers, and various hospitality service providers. Exhibitor interest was exceptionally strong, resulting in the exhibition capacity being fully booked two months prior to the event. Consequently, the Žofín Palace transformed into a dedicated hub for the cultural promotion of wines from major global wine regions, fostering numerous new business connections and B2B meetings.









The fair also featured a highly attractive program of ten guided tastings, presentations, and seminars. WINE Prague 2026 drew a stellar lineup of prominent figures from all sectors of the global wine industry. With its revamped concept, the event successfully reaffirmed its dominant position as the largest and most important wine trade fair in the Czech Republic, as well as a prominent wine exhibition within Central Europe. For wine merchants and gastronomy professionals, WINE Prague 2026 unlocked a wealth of new opportunities to establish and cultivate business relationships, enabling them to optimize their wine portfolios and wine lists to meet exact market demands. Beyond wine, attendees explored a premium selection of fine spirits and an array of directly related products and services.

„Winemakers and merchants today are seeking highly efficient presentation formats that maximize both their time and promotional ROI. This is precisely what WINE Prague 2026 delivered. We received outstanding feedback from exhibitors and visitors alike, confirming that our new format aligns perfectly with current market trends and demands. It allowed wine culture to take center stage in a highly dignified manner at one of Prague's most beautiful historic landmarks, perfectly matching the cultural status this beverage deserves. We are thrilled by the extraordinary interest from both exhibitors and attendees this year. I deeply appreciate the participation of top-tier Czech and Moravian wineries, alongside highly influential foreign producers, including several legends of the global wine world. At the same time, we consider this success as a strong commitment to elevate the fair's standards even further in the coming years," stated Michal Šetka, President of the Fair.







WINE Prague 2026 showcased not only the rising quality of domestic wines and their firm standing within global wine production but also spotlighted traditional domestic craftsmanship. JELÍNEK GLASS served as a major partner, acting as the exclusive glassware supplier for all tastings throughout the event. „I deeply appreciate that our Czech brand, JELÍNEK GLASS, could step in as the main partner for this year's WINE Prague. It provided an excellent platform to showcase our glassware to both domestic and international winemakers and wine enthusiasts. I strongly believe that fine wine deserves equally fine glassware, and I am delighted that we could enhance the overall experience of this exceptional event," remarked Ondřej Jelínek, owner of JELÍNEK GLASS, following the conclusion of the fair.

WINE Prague 2026 was organized by Yacht, s.r.o., a company with extensive experience in managing successful exhibitions and trade fairs. From its inception, the leading wine magazine WINE & Degustation has served as the main media partner and co-organizer of this professional wine fair. WINE Prague 2026 was held with the official support of the Wine Fund of the Czech Republic. The event's key partners included JELÍNEK GLASS, Coravin, Auto Nord, the Czech Association of Sommeliers, and the mineral water brands San Pellegrino and Acqua Panna.

For more information, please visit **www.wineprague.com**.

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