

VINVIN

Stronger Together Origin as a Shared Project in German Wine

Mainz, April 2026

German wine is facing serious challenges – and at the same time a genuine opportunity to reposition itself. VINVIN, a format established in Mainz, responds directly to this moment: not through individual agendas, but through a shared commitment to origin, quality and responsibility.

With the guiding theme “Stronger Together”, VINVIN – the Trade Fair for Origin Wines – invites accredited trade professionals from wine retail, gastronomy and media to Mainz on Saturday, 25 April 2026. The fair is organised by Maxime Herkunft Rheinhessen and Weinland Nahe e. V., in cooperation with the partner regions Junge Pfalz, Maxime Herkunft Mosel, Ahr and Mittelrhein.

The success of the inaugural edition in 2025 underlines the relevance of this approach: more than 750 trade visitors attended the first VINVIN in Mainz. The strong turnout clearly showed the industry’s need for exchange, orientation and collective progress.

VINVIN does not see itself as a conventional trade fair, but as a space for work, dialogue and exchange. At its core are origin wines defined by regional identity, artisanal precision and a clear philosophy. Rather than defining origin in isolation, VINVIN seeks to sharpen and develop it through open exchange among winemakers, merchants, restaurateurs and the media.

“Stronger Together” means more than cooperation. It reflects the belief that origin only becomes credible when it is jointly upheld, openly discussed and continuously refined. VINVIN deliberately brings together different regions, producers and perspectives, creating room for comparison, dialogue and mutual inspiration.

The Masterclasses are a key element of VINVIN and have been further developed for 2026. Invited experts take up current questions in wine culture and discuss them with a professional audience:

- “Talking About Wine” with Milton Sidney Curtis and Christoph Raffelt
- “What Is German Pinot Noir?” – a winemakers’ discussion featuring, among others, Andreas Rings, Caroline Diel and Felix Keller
- “Natural Wine Shows Origin”, moderated by Jule and Kai from Weingut Schätzel3000

Participation in the Masterclasses is limited. Registration opens mid-February 2026 for all accredited trade visitors. From 6:00 pm, a VIP area will be available for in-depth follow-up tastings and conversations. An after-party will follow from 7:00 pm.

Attendance at VINVIN is by prior accreditation only. Once approved, trade visitors will receive their digital ticket.

CONTACT FOR PRESS REQUESTS

Maxime Herkunft Rheinhessen e. V.

info@maxime-herkunft.de

Weinland Nahe e. V.

info@weinland-nahe.de

+49 671 8340525

Better together.

MORE INFORMATION → [VINVIN-MAINZ.DE](https://www.vinvin-mainz.de)