

VIINI &  
RUOKA

# Media Kit

2025



viinilehti / MESSUKESKUS

# Viini & Ruoka 2025

Wine & Food is the most delicious and versatile event in Finland.  
Helsinki Book Fair is at the same time in Messukeskus.  
The visitors have access to both events with the same ticket.

## Time and venue

23.–26.10.2025 Messukeskus, Helsinki

## The event showcases:

- Wines (alcohol content below 22 %) | Beer and cider | Delicacies
- Cooking utensils and kitchenware | Tabletop accessories, tableware, cutlery | Wine equipment
- Gastronomic travels and literature
- Restaurants
- Other related products and services

## Space rental

### HALL 2: Wine and entertainment

- 145 € / m<sup>2</sup>
- Expostart 650 € (incl. socket 16A 230 V 3,6 kW and energy consumption, publicity and environmental fee) is charged from all exhibitors.

### HALL 1 and 3: New products and purchasing

- 115 € / m<sup>2</sup>
- Visibility and environmental fee €130

*The applicable VAT will be added to the prices.*

## Easy participation

For easy and effortless participation in a Messukeskus event, book a Sales stand. We'll be happy to tell you more!

## Exhibitor registration

You can register as an exhibitor at [www.emessukeskus.com](http://www.emessukeskus.com), where you can also read the terms and conditions.

## Technical Fair Services

Messukeskus can provide you with everything your exhibition stand needs: design, construction, ready-made stand solutions, furniture and lighting.

**ORGANISERS:** Messukeskus and Viinilehti Oy

## FOR FURTHER INFORMATION

### PLEASE CONTACT:

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### TECHNICAL SALES:

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### MESSUKESKUS CUSTOMER SERVICE:

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## VERIFIED STATISTICS FROM

## THE PREVIOUS EVENT 2024

Visitors

**97 725\***

Accredited journalists

**1 585**

### Visitor profile

Female \_\_\_\_\_ 73 %  
From the Helsinki Metropolitan Area \_\_\_\_\_ 67 %  
Average age \_\_\_\_\_ 48 years

### Visitors reason for appearance

Food and food service departments \_\_\_\_\_ 56 %  
Various selection of wines from \_\_\_\_\_ 53 %  
different importers  
Finding ideas and inspiration \_\_\_\_\_ 40 %

### Exhibitors top objectives

1. Acquire new customers \_\_\_\_\_ 76 %  
2. Sales in the department \_\_\_\_\_ 67 %  
3. Marketing of product selection \_\_\_\_\_ 62 %