

VIINI &
RUOKA

Media Kit

2026



Viini & Ruoka 2026

Wine & Food is the biggest and most loved event in Finland. Helsinki Book Fair is held at the same time in Messukeskus, which visitors can visit with the same ticket.

Time and venue

22.–25.10.2026 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 1 and 2: Wine and entertainment

- 147 € / m²
- Expostart 670 € (incl. socket 16A 230 V 3,6 kW and energy consumption, publicity and environmental fee) is charged from all exhibitors.

HALL 3: New products and purchasing

- 120 € / m²
- Food trucks 125 € / m²
- Visibility and environmental fee €150

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

Sales Manager **Jerry Karhunen**, Viinilehti Oy,
jerry.karhunen@viinilehti.fi,
tel. +358 40 968 6546

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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VERIFIED STATISTICS FROM

THE PREVIOUS EVENT 2025

Visitors **104 516*** Accredited journalists **1 585**

Visitor profile

Female _____ 74 %
From the Helsinki Metropolitan Area _____ 61 %
Average age _____ 54 years

Visitors reason for appearance

Food and food service departments _____ 63 %
Various selection of wines from _____ 44 %
different importers
Finding ideas and inspiration _____ 44 %

Exhibitors top objectives

1. Marketing of product selection _____ 80 %
2. Sales in the department _____ 75 %
3. Acquire new customers _____ 65 %



”The event was versatile, the food and drink offerings were high-quality, and there were interesting domestic and international brands and products.”