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A Tempting Myriad of Gourmet Flavours and Organic Wines for JAPAN

Wine & Gourmet JAPAN attracts exhibitors from 13 countries this year, following record-breaking turnout in 2012.

Wine & Gourmet JAPAN 2013 is set to entice Japan's fine wine, food and beverage industry for the fourth time. The only dedicated food networking business platform in Japan is an eagerly anticipated event, attracting buyers, retailers and professionals across the growing wine, spirits and food service (HRI) markets.

Taking place from 3 - 5 April 2013 at Tokyo Big Sight, this edition of the trade fair brings together a total of seven country pavilion groups, including four new additions, comprising of, Chile, France, Portugal and Singapore, in addition to Germany, South Africa, and Spain. Exhibitors from a total of 13 countries are expected to draw over 70,000 wine, spirits, food and beverage industry professionals to the event.

As the hosting nation, Japan's own top-end exhibitors will be preparing to showcase the country's finest produce and services. Reflecting the growth of the wine industry, the Japanese Wine Pavilion will continue to thrill visitors after an excellent response at last year's fair.

"Japan's well-established and sophisticated marketplace is one that emphasises quality, consistency and a connection between buyer and seller. The Wine & Gourmet platform plays an important role in creating synergy in the local and international fine foods and wine industry, where people and products of the highest quality come together," notes Mr Michael Dreyer, Vice President Asia Pacific, Koelnmesse.



Wine & Gourmet JAPAN
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Gourmet Highlights

- 1) The **Singapore Food Manufacturer's Association** is supporting the Singapore country group pavilion for the first time. The association has plans to bring in up to eight of Singapore's top food and beverage brands such as DoDo, Pere Ocean, Peacock, Tai Hwa, Tiger Brand and more. The key strengths of food manufacturers in Singapore is in their highly-reputable products and brands, coupled with stringent quality control and food safety standards, setting a good basis for the Japanese food and beverage market.

- 2) A group of family producers from Spain, **Gourmet Taste Asia** will present an assortment of fine wines and gourmet foods such as chocolates, jams, olive oils and cheeses, as well as a delightful organic beer from Spain.

- 3) **Bresse Bleu Japon**, a French artisanal cheese specialist with over 150 years of history in cheese-making, will introduce their Gerard Creamy Wash cheese, a product of the intensive study of cheese-making processes and its innovations. Their products have been imported into Japan for the past 50 years, reflective of the growing appreciation of fine cheese by the Japanese.

Wine Highlights

- 1) Returning to Wine & Gourmet JAPAN 2013 is a wine appreciation programme by **Wine Kingdom**, held alongside the trade fair. "We started the wine and food pairing program at Wine & Gourmet Japan in 2012 when we saw an opportunity for wine to be paired with non-Western cuisines. There is an increasing number of casual wine bars and Japanese-style wine bars that are starting to combine fusion food and wines. This has been a great hit with many female wine enthusiasts. For restaurants and wine bars, it is now important to

find ways to introduce novel pairings of wine and food to pique the interest of female customers,” predicts Mr Katsuya Kato, Director of Wine Kingdom.

2) The strong support from Wines of South Africa at the South Africa pavilion will see the country group expand by over 50 per cent in 2013. Over 20 wineries from South Africa will showcase more than 120 established wines at the fair. **DGB Pty Ltd** is a return customer and one of the most prestigious exhibitors. Their Boschendal 1685 has again won a Gold Medal at the Old Mutual Wine Trophy Show. The Bernard Series from their Bellingham winery and Bush Vine Pinotage 2010 won the Single Varietal award in the Decanter World Wine Awards 2012.

3) **EHD Delgado Organics** from Spain, a returning exhibitor, has doubled their booth size. The private family winery founded in 1998 by three brothers focuses on producing organic wines as well as organic oils, juices and vinegars.

4) **Cremaschi Furlotti**, a Chilean winery and three-time award winner at the Japan Wine Challenge, will showcase their Cremaschi Furlotti Single Vineyard Cabernet Sauvignon 2009. The winery has also been certified a sustainable vineyard by the Wines of Chile association.

5) **Kangarilla Road** from Australia, a 5-star rated by the James Halliday Australian Wine Companion, will be showcasing their range of organic wines. Their 2010 Terzetto won a Silver Medal in the Australian Alternative Varieties Wine Show, and is hailed for being unique to its region, intelligence, and high drinkability.

6) **Pernod Ricard**, establishing a collaboration between renown 120 year-old Japanese restaurant Ginza SushiKou, and Australian winery Jacob's Creek, will showcase wines that can be combined with essential Japanese food ingredients such as soy sauce, fishery products and soup stock, allowing for a harmonious marriage of wine and Japanese food.

Wine & Gourmet JAPAN 2013 will be held in Tokyo, Japan at Tokyo Big Sight from 3 - 5 April 2013.

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Wine & Gourmet JAPAN 2013

Wine & Gourmet JAPAN is one of Asia's most relevant trade fair for conducting business with Japan's fine wine, food and beverage industry. Organised by Koelnmesse Pte Ltd in partnership with Japan Food Journal and co-located with FABEX, Dessert, Sweets & Drink Festival, Japan Meat Industry Fair and Japan Noodles Industry Fair, the fair serves as a dedicated food networking business platform in Japan and reaches out to various cross segments of visitors.

For more information about Wine & Gourmet JAPAN 2013, please visit www.wineandgourmetjapan.com.