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An impressive turnout at Wine & Gourmet JAPAN 2012

70,000 wine and spirits, food and beverage industry professionals visited the co-located trade fairs of Wine & Gourmet JAPAN, FABEX, Dessert Sweet & Drink Festival, Rice Powder Industrial Exhibition, Japan Meat Industry Fair and Japan Noodles Industry Fair from 4 to 6 April.

Wine & Gourmet JAPAN, one of the most relevant trade fair for conducting business with Japan's fine wine, food & beverage industry, drew to a close on 6 April 2012 . A total of more than 600 exhibitors exhibited their latest products covering all types of food and beverage products from Wine & Spirits, Food & Beverage, Confectionery, Food Catering, Foodservice Equipment and Supplies at the co-located fairs. 104 exhibitors representing 18 countries were present at Wine & Gourmet JAPAN alone. 69 percent of the exhibitors came from out of Japan, with representation from Australia, China, France, Germany, Greece, Hungary, Italy, Korea, The Netherlands, Portugal, Romania, South Africa, Singapore, Spain, Sweden, Turkey and USA.

A new record was set this year, with a 10 percent increase in exhibition space for the six co-located fairs. The exhibitors at Wine & Gourmet JAPAN increased by 100 percent compared to 2009 with 72 exhibitors from abroad. Wine & Gourmet JAPAN was supported by a total of six group pavilions from Europe, Germany, Korea, Romania, South Africa and Spain. They showcased the best of their national products which were very well-received by the visitors.

International wine brands breaking new grounds in the Japan market

The amount of imported wines consumed by the Japanese has increased by 16.44% in the 5-year period from 2006 to 2010 and is predicted to grow by a further 18.15% between 2011 and 2015. Wine consumption in Japan has become as popular as Japanese sake, with more households purchasing wine on



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a regular basis and with most restaurants carrying both white and red wine on their menus. Japan represents a sizable potential growth market for wine due to its growing popularity. More women are choosing wine as their drink of choice due to the lower alcohol content and visual appearance. While the younger male consumers find the taste of beer to be too bitter and would rather enjoy a sweeter beverage such as sparkling wine.

Mr. Michael Dreyer, Vice President Asia Pacific, Koelnmesse, said, " Wine & Gourmet JAPAN has been instrumental in contributing to this growing appreciation for wine among the Japanese. International wine producers and exporters make use of Wine & Gourmet Japan to launch their products and to break into the Japanese market as they are able to reach out to the key hospitality and retail buyers in Japan at the fair. Wine & Gourmet Japan will continue to strengthen its role as a bridge between Japanese buyers and international brands for fine wine, food and beverages in Japan. "

"It was our first participation at Wine & Gourmet JAPAN, exhibiting our organic wines from La Mancha – Spain. The exhibition was organized professionally and we met with many quality visitors. The conditions for business were very favourable. In general, Wine & Gourmet Japan 2012 was an impressive experience and I can see many great opportunities in the Japanese Market. " said Mr Eric Alcolea, Export Manager, EHD Delgado Organic.

Ms Michaela Stander, Market Manager, Europe & Asia, Wines of South Africa who was very satisfied with the turnout of the South Africa pavilion at Wine & Gourmet JAPAN said, "This is the first time the South Africa pavilion is at Wine & Gourmet JAPAN and we were very happy with the high quality of visitors at the show. During the trade fair, we met with high end professionals and our new-to-market wine companies gained some valuable insight into this exciting market, while the companies already exporting to Japan could co-operate with their importers to promote to the trade. We are optimistic that we will see an increase in the number of South African wine labels on the shelves in Japan. I was very impressed with the logistics and presentation of the show and believe

that the Wine & Gourmet exhibition will continue to grow in importance as a platform to promote the international wine category in Japan."

Trade fair delivers positive returns on investment

The success of Wine & Gourmet JAPAN was attributed to the increase in number of decision-making buyers who attended the trade fair.

Return exhibitor, decollage Co. Ltd, "We are very satisfied with the number of visitors that turned up for the trade fair. We will highly consider participating next year."

"We received so many interesting leads and prospects even on the first day of the trade fair. Wine & Gourmet JAPAN helped us take that next important step on the Japanese market." commented Mr Mikael Bergholts, General Manager of Cefour Wine & Beverage

Participating for the first time, Fuji Trading Co., Ltd contented with the quality of visitors and result of the trade fair.

"We really are extremely satisfied. The feedback was good. In general, the trade fair met with a very good response from the Japan market. So you could definitely say the show is well recognized and we're very happy about that. And we're also more than pleased with our decision to return to this trade fair after the cancellation of 2011." Mr Dan Muntean, Managing Director of Halewood Romania S.R.L.

New opportunities for wine appreciation in Asian cuisine

A series of educational seminars on the fine points of wine appreciation as well as food and wine pairing were held for the first time at the trade fair. The seminars were well-attended as visitors and exhibitors used these additional opportunities to network with the industry professionals. Wine & Gourmet

JAPAN successfully presented a total of 228 labels of alcoholic beverages (129 red, 79 white, 11 rose, 4 sparkling, 2 cider, 2 cognac and 1 liquor).

The food & wine pairing sessions co-organized by Wine Kingdom and Koelnmesse at Wine & Gourmet JAPAN drew tremendous interest from our visitors, especially those from the hotel & restaurant trade. A total of 22 wines (14 red, 7 white and 1 sparkling) were successfully paired with different Asian cuisines over the three-day sessions. One of the participants, a sushi master, said, "At first I was skeptical that wine will be able to match sushi perfectly, or rather I expected that I have to look for a wine which has good harmony with sushi. However I learned that there are various kinds of wine that match every single sushi topping and seafood. Quite a number of guests at my sushi bar want to order wine, but as I do not currently have a wine list, I allow them to bring in their own wines. Now, I am thinking of introducing some wines to my menu."

- End -

Wine & Gourmet JAPAN 2013

Wine & Gourmet JAPAN will be held again next year from 3 - 5 April 2013 at Tokyo Big Sight, co-locating with, FABEX, Dessert, Sweet & Drink Festival, Rice Powder Industrial Exhibition, Japan Meat Industry Fair and Japan Noodles Industry Fair.

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