

No. 1/ 13 March 2014

Wine & Gourmet Japan 2014 Returns with Robust Growth and Increased Global Participation

The fifth edition of Wine & Gourmet Japan is set to make an impact with its largest and most impressive international line-up to date.

From 02 – 04 April 2014, the three-day event at Tokyo Big Sight in Tokyo, Japan, will be geared up to welcome 72,000 trade visitors from all over Japan, comprising of buyers, retailers, manufacturers and professionals from the wine, spirits and food service (HRI) markets.

Partnering Japan's dedicated wine and spirits networking business platform in Japan are five other successful trade fairs – FABEX, Dessert, Sweets, Bakery & Drink Festival, PB-OEM, Japan Meat Industry Fair, and Japan Noodles Industry Fair.

Reinforcing the line-up this year is the confirmed participation of 9 country and 4 product pavilions, featuring a varied selection of Japanese wines, sake, and zones for international wines and beer. In total, Wine & Gourmet Japan and its partner fairs will welcome 900 companies globally, over 500 wines, a myriad range of gourmet foods, as well as a dedicated specialty coffee zone.

The specialized and dedicated platform has more in store: A program of exciting and relevant industry-focused seminars, specially designed to address the industry's needs and spotlighting the latest trends.

Mr Michael Dreyer, Vice President Asia Pacific, Koelnmesse says, "The Wine & Gourmet Japan platform has grown from strength to strength over the years. It started with playing a pivotal role in only the Japanese fine foods and wine industry, but over the last few years, it has increased in global participation; the show has grown in depth and breadth."



Wine & Gourmet JAPAN
02 – 04 April 2014

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Raising the Bar: Wine, Spirits, and Beer Galore

With its 2014 instalment, Wine & Gourmet Japan raises the bar in more ways than one.

It will kick-start the inaugural World Wine Pavilion, as well as feature 9 country pavilions from key countries such as Australia, Germany, Italy, South Korea, Portugal, Singapore, South Africa, Singapore, and Spain.

Positioned as a platform for wineries to showcase their wines, the World Wine Pavilion has received overwhelming response from renowned wine-producing countries such as France, Chile, and Greece, as well as exotic non-traditional wine-producing regions such as Azerbaijan and Montenegro.

The Japan Wine Pavilion will return and feature home-grown Japanese wine breweries from Yamanashi, Nagano, Hokkaido, Iwate, Yamagata, Kyoto, and Niigata. The largest country pavilion, Spain, will also present the country's diverse and lesser-known wine regions, ranging from La Mancha, Murcia to Valladolid.

The **German Wine Institute (DWI)** will also turn up in full force with its delegation of German wineries. Headlined by the **German wine princess, Sabine Wagner**, visitors will find the vivacious 22-year old wine princess from the German Rheingau region introducing her country's wines at the German Pavilion.

Lending their support to the World Beer Pavilion is the **Japan Beer Sommeliers Association (JBSA)**, where beer importers from countries such as Belgium, Brazil, England, Germany, and Italy will be exhibiting. The professionals will offer an introductory sommelier course, which includes ten different types of beer, tips on beer-tasting, and how to combine beers with different Japanese dishes.

A World of Fine Food

The food and beverage segment will welcome both new and familiar exhibitors. For the first time, the **Korea Cacao & Chocolate Association (KCCA)** will bring chocolate confectionery manufacturers to feature premium chocolate products from Korea.

The inaugural Italy Pavilion will also welcome 10 producers who will showcase unique Italian produce such as pasta, sauces, mozzarella and other cheeses, bakery products, wine and spirits, olive oil, and horse meat.

Supported by the **Singapore Food Manufacturers' Association**, the Singapore Pavilion will return after a successful debut last year, with solid exhibitors such as **ACE Synergy International Pte Ltd, Tai Hua Food Industries Pte. Ltd, WANIN Industries Pte. Ltd.**; as well as new participants **SMH Food International Pte Ltd, Unifood International Pte. Ltd, and Win Win Food Singapore.**

Supporting Programs

ProCafé - 2 & 3 April

In response to the fervent coffee culture in Japan, Wine & Gourmet Japan will introduce ProCafé, a new initiative and zone created for coffee industry professionals. It includes educational sessions titled 'Coffee Seminar for Sommeliers' as well as classes helmed by stalwarts of the coffee industry, such as **Yoshiaki Kawashima**, founder of **Mi Cafeto Co., Ltd** and a well-known advocate for protection and preservation of coffee in Madagascar's Mascaró. **Hiroyuki Seino**, a renowned international wine sommelier, will also present the latest coffee trends, Japan's fascination over the perfect brew of coffee, various brewing techniques and types of coffee-brewing machines.

Wine Kingdom

Returning again this year is the successful supporting program on wine appreciation organised by **Wine Kingdom**. The wine appreciation program will provide wine-matching tips and advice to a highly targeted group of buyers from the Japanese bar, restaurant, and hospitality sector. This year, the spotlight will focus on traditional Japanese cuisine, *washoku*, which was recently added to the United Nation's cultural heritage list.

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About Wine & Gourmet Japan

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, Bakery & Drink Festival, PB-OEM, 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.

Wine & Gourmet Japan 2014 will be held in Tokyo, Japan at Tokyo Big Sight from 02 – 04 April 2014.

For more information about Wine & Gourmet Japan 2014, please visit www.wineandgourmetjapan.com.