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***The Best of the World's Wine & Gourmet Offerings in Japan***

*Wine & Gourmet Japan 2015 presents a bigger and better wine program line-up, an exciting debut of new products*

Japan's leading trade fair, Wine and Gourmet Japan 2015 is set to make its mark in Tokyo, Asia's gastronomic capital on the 15-17<sup>th</sup> of April this year. For its sixth edition located at the Tokyo Big Sight, visitors can look forward to an impressive showcase of wine, beer, spirits and gourmet food.

The show, catered strictly for trade professionals, will also present five partner fairs – FABEX for Food And Beverage Exhibition, Desserts Sweets Bakery and Drink Festival, PB-OEM for Private Labeling, Japan Meat Industry Fair and the Noodle Industry Fair. Other than a wide selection of country and product pavilions, Wine and Gourmet Japan 2015 will also roll out food and wine focused programs to increase networking opportunities, including the launch of the Night of Wines, helmed by a stellar panel of wine professionals from Japan.

A line-up of new discoveries, from wines, beers, spirits and gourmet products, will make its debut in Japan during the fair. The list includes Greek Assyrtiko, vodka from Finland, boutique olive oil from Turkey, Italian horse meat salami to premium sweets from Malaysia.

This event, which has grown steadily in strength in the last 5 years, has also garnered strong national and international association support by The German Wine Institute (DWI), Wines of South Africa, Georgian Wine Association, Japan Sommelier Association, Wine Importers Association of Japan, Association of Nippon's Wine Lovers, Japan Wines & Spirits Importers' Association and Japan Beer Sommelier Association.

Celebrated for its solid reputation for offering an unparalleled variety, more than 75,000 visitors from the trade industry are expected for the 2015 edition.



Wine & Gourmet JAPAN  
15 – 17 April 2015

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## **Highlights and Discoveries at the Country & Product Pavilions**

Wine and Gourmet Japan will welcome returning Pavilions from Spain, Italy, Germany, Australia, Portugal, South Africa and new participating pavilions from Sicily and Udine.

At the Spanish Pavilion, more than 20 companies will showcase the diverse wines from the distinctive regions in Spain. Italy will be back again, with two additional regional groups from Udine and Sicily. Udine, a city and commune in northeastern Italy, located in the middle of the Friuli-Venezia Giulia region, is a lesser known region with a hidden trove of high quality local produce, such as Wine, Prosecco and Frico.

After its first installation last year, the German Wine Institute will participate with 6 wineries, and graced by the German Wine Queen. The Queen, an iconic wine personality in Germany, chosen at the prestigious annual German competition for her mix of German wine knowledge and good presentation skills, will share how German wines, in particular the Riesling grape, has fascinated some of the world's most famous wine critics and connoisseurs.

For the first time, the Georgian Wine Association will grace Wine and Gourmet Japan with 6 wineries, and will introduce its wines from the oldest wine region in the world, where some archaeologists believe is the birthplace for the world's first cultivated grapevines and neolithic wine production. With the specialists of Georgian wines present, this is the perfect chance to discover the 400 types of indigenous grape varieties, Aladasturi, Saperavi, Ojaleshi to Rkatsiteli.

The special focus of Product Pavilions - Sake Pavilion, Beer Pavilion, World Wine Pavilion, Japanese Wine Pavilion and Pro Café, will once again showcase unique products imported from more than 19 different countries including Greece, Slovakia, Finland, France, Turkey and Russia.

## A Stellar Wine Program

*Wine Kingdom*, Japan's most famous wine magazine, will once again present the popular Wine Pairing program. By selecting the wines from the wine exhibitors, the Wine Kingdom team will then match the chosen wines with different dishes, including typical Japanese food. The results will be presented at the booth and in dedicated seminars. The team will also organize a Wine Label Contest, which encourages the visitors to vote for the best looking wine label.

In response to the demands for more seminars, the line-up has been enhanced to include 24 high quality seminars. The program includes a wide range of in-depth topics, such as:

- o The History of German Wines, by the German Wine Institute*
- o The Relevance of Greek Wine to the Japanese Sommelier, by Mihalis Boutaris (Chief Winemaker at M. Boutari, Greece)*
- o Matching beer to seasonal food products by the Japan Beer Sommelier Association*
- o Increase revenue and customer satisfaction by introducing the premium wine segment, by Wine Kingdom*
- o Weingut Fuchs, Private Winery from Germany since 1626 . A view inside the wine making process with tasting, by Hans-Jakob Fucks (Owner and Wine Maker of Weingut Fuchs, Germany)*

To encourage the sharing of wine knowledge and to foster trade through networking, the Night of Wines will make its debut on the eve of 16<sup>th</sup> April. Held at Hotel Nikko and set against the stunning Tokyo skyline, this evening will bring Japan's wine professionals and international producers together, presenting an unique opportunity to network in a relaxed environment.

The evening will kick off with a discussion, helmed by a panel that comprises of 4 famous sommeliers, wine bar and restaurant owners – Mr Makoto Endo

(Owner of ENDO RISABURO SHORTEN), Mr Makoto Fujimori (Owner of VINOSITY), Mr Daisuke Nakashima Marunouchi (Area Manager of MARUGO) and Mr Hiroto Maruyama (President of AUXAMIS WORLD). Topics include market trends for 2015 and strategies to increase wine sales. Based on their extensive experience, the panelists will also share their recommendations on promoting wines above JPY2,500 (US 21) per bottle and ways of maximizing sales from wines with the best solutions for guests.

Mr. Michael Dreyer, Vice President Asia Pacific, Koelnmesse Pte Ltd, shares, "Japan is celebrated for its gastronomy, and we are very proud of how Wine and Gourmet Japan has been steadily making an impact in the trade industry with its international offerings over the past five years. With an enhanced program this year, including a stronger wine line-up, we are set for a bigger and successful show. We look forward to achieving yet another milestone."

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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 2015 will be held in Tokyo, Japan at Tokyo Big Sight from 15 – 17 April 2015.

For more information about Wine & Gourmet Japan 2015, please visit [www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com).

## About Koelnmesse

**Koelnmesse - Global Competence in Food:** Koelnmesse is the leading trade fair organizer in the food industry and related sectors. Trade fairs such as the Anuga, the International Sweets & Biscuits Fair (ISM) and Anuga Food Tec are established world leaders. Koelnmesse not only organizes food trade fairs in Cologne, Germany, but also in further growth markets around the globe, in Brazil, in China, in India, in Japan, in Thailand, in Turkey and in the United Arab Emirates. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.