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## **Wine & Gourmet Japan 2016 Returns with Most International Lineup Yet**

*The seventh edition brings the latest culinary trends and delights from the world to Japan this April*

Wine & Gourmet Japan 2016 is set to welcome more than 75,000 trade visitors to Tokyo, Japan. From 13 – 15 April 2016 at Tokyo Big Site, exhibitors from around the world will deliver a gastronomic showcase of wine, beer, spirits and gourmet food.

Wine & Gourmet Japan 2016 is the only integrated industry event for buyers, retailers, manufacturers and professionals from the wine, spirits and food service (HRI) markets. Its partner fairs for this year include FABEX, Dessert Sweets & Drinks Festival, PB-OEM, Halal Market Fair, Japan Meat Industry Fair, and Noodle Industry Fair.

In its seventh edition this year, the show is bigger and better with exciting new additions to the main show and burgeoning side programs. "Japanese consumers continue to demand high quality food and service. The consumer food industry in Japan is estimated to be worth \$292 billion and Japan remains the biggest importer of spirits in the Asia Pacific region," said Mr. Michael Dreyer, Vice President Asia Pacific, Koelnmesse. "This sector is flourishing and we are thrilled to be at the heart of it," added Dreyer.

### **The World's Finest in Food and Drinks in One Place**

Wine & Gourmet Japan 2016 will welcome a total of 15 new and familiar pavilions. Eight country pavilions, from Georgia, Germany, Italy, Spain, Portugal, Thailand, South Africa and Australia, will showcase the best in their region. Visitors are also in for a treat at product pavilions from the likes of World Wine Pavilion, World Beer Pavilion, Pro Sake Pavilion, Japan Wine Pavilion and Pro Café



Wine & Gourmet JAPAN  
13 – 15 April 2016

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Pavilion. Another highlight will be the premiere of the Vinho Verde Pavilion and the Pro Bar Pavilion.

The Vinho Verde Pavilion debuts this year with 25 companies from the Vinho Verde region of northern Portugal. Renowned for its quality standard for light and tangy wines, Vinho Verde wineries will present a selection of mainly white wines.

The Georgian and the Thai Pavilion will return following their successful premiere in 2015. Rallying from one of the oldest wine regions in the world, the Georgian wineries draw from over 8,000 years of wine making experience to present a curated selection of their finest wines. The Thai Pavilion will feature a special selection of gourmet foods from the land of the smiles.

### **Spotting Trends, Meeting Demands**

Wine & Gourmet Japan 2016 will present a wide range of organic & health products that caters to health conscious Japanese consumers. Specialized organic producers like EHD Delgado Organics or Harmony Life International offer a large selection of certified organic products. Visitors will be able to experience organically grown products such as high quality wines, vegetables and teas during the three-day exhibition.

The Pro Bar Pavilion is a brand new platform for spirits and bar equipment producers. Expect to see and taste an array of Arrack, Brandy, Tequila, Whiskey, Vodka, Cognac and more from countries like Sri Lanka and the United States.

### **Exciting Side Programs: Seminars, Tastings, Contests**

With its 2016 instalment, Wine & Gourmet Japan will return with extensive side programs of seminars, tastings, a label contest, and a wine pairing program.

"Our side event programs have evolved along with the expanding industry demand. A great example of this is our new Importer Wanted area where

companies looking for distribution in Japan can connect with interested importers,” said Dreyer.

In 2015, the Night of Wines made waves with 150 attendees of international exhibitors, importers, sommeliers, wine media and wine producers. The Night of Wines returns in 2016 at the Hilton Tokyo Odaiba for a night of exclusive networking while enjoying a breath-taking view of Tokyo’s skyline.

Visitors can look forward an enriching learning experience at over 20 seminars and tastings on-site, covering topics on wine regions, matching options, production techniques, beer & food matching. Distinguished speakers include Mr. Makoto Endo (Board Member and Secretary-General of the Association of Nippon’s Wine Lovers), Ms. Caroline Guthier (German Wine Princess 2016), and Mr. Daisuke Shoji (Senior Wine Glass Educator, Certified Sommelier of Japans Sommelier Association).

“This is our fourth year exhibiting at Wine & Gourmet Japan. We have found tremendous value not only from networking with peers, but also from discovering new consumer insights and best practices,” said Mr. Daniel Alves, CEO of ACOSTA Pacific in Portugal & Macau. “We consider it a must-go event for our trade as it is a window into many business opportunities in the region.”

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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 and co-located with FABEX, Dessert, Sweets, Bakery & Drink Festival, PB-OEM, Japan Meat Industry Fair, Japan Noodles Industry Fair and Halal Market 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 2016 will be held in Tokyo, Japan at Tokyo Big Sight from 13 – 15 April 2016.

For more information about Wine & Gourmet Japan 2016, 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.