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An Encounter With The World's
Finest Food and Beverage Professionals in Japan

ワイン & グルメ 2016

Wine & Gourmet Japan

13-15 April 2016

TOKYO BIG SIGHT, TOKYO, Japan
EAST HALL

Post Show Report 2016

International Wine, Beer, Spirits, Gourmet Food and Bar Exhibition & Conference in Tokyo, Japan

主催: ケルンメッセ株式会社

同時開催
Partner Events



Executive Summary: Wine & Gourmet Japan 2016 Delivers a Pivotal Experience

Held from 13 – 15 April 2016 at the Tokyo Big Sight, the seventh Wine & Gourmet Japan ended with remarkable results. 75,845 trade visitors from different provinces within Japan and abroad visited the event, held over three trade only days.

Co-located with **FABEX, Dessert, Sweets, Bakery & Drink Festival, Japan Meat Industry Fair, Japan Noodles Industry Fair, Halal Market Fair and PB-OEM**, this edition of Wine & Gourmet JAPAN presented a total of 181 exhibitors from 22 countries, out of which 64% are international exhibitors and 36% came from Japan. Together with the 6 partner fairs, an impressive 908 companies impacted the market with their products and brands. The featured exhibits focused on a myriad of red, white, rose and sparkling wines from all over the world as well as a wide variety of spirits, beer, sake, coffee, gourmet food and confectionary.

With 15 new and returning pavilions, Wine & Gourmet Japan once again confirmed its internationality and diversity. The returning country groups from Australia, Georgia, Germany, Italy, Portugal, South Africa, South Korea, Spain and Thailand were complemented by the concept pavilions Beer, ProCafe, Sake and World-Wine. On top of that two new pavilions celebrated their premiere in 2016. The ProBar Pavilion emphasized the high demand for quality spirits in Japan. The Vinho Verde Pavilion introduced 25 companies from northern Portugal's famous wine region.

Another highlight of the show was the comprehensive seminar and tasting program drawing over 600 attendees. A total of 20 sessions gave the audience in-depths insights of the industry and let them taste some of the world's best wines. Among the diversified program, topics in focus included "South Africa: Where Yesterday Meets Tomorrow" by Wines of South Africa, "The Joy of Thai Wine" by the Department of International Trade Promotion, "Vinho Verde: Portugal's Shining Star" by Viniverde SA and many more.

Wine Kingdom, partner of Wine & Gourmet Japan since its debut in 2009 and one of the major Japanese magazines specializing in wine, presented interactive and unique sessions at the Wine Pairing program. With a clear focus on meat dishes, Wine Kingdom's sommeliers introduced the attending wines and paired them with different meat varieties. For the third time, the Wine Label Contest, where trade visitors chose the 'Best Designed Wine Label', returned as an interactive highlight of the show.

After its successful premiere in 2015 "The Night of Wines" returned to Wine and Gourmet Japan. Japanese Wine Professionals were invited for a closed-door panel discussion. The high profile panellists debated about the wine trends in 2016. The strategizing session was followed by an exclusive evening of networking amongst 120 international exhibitors, importers, sommeliers, wine media and wine shop owners, as well as international wine producers.

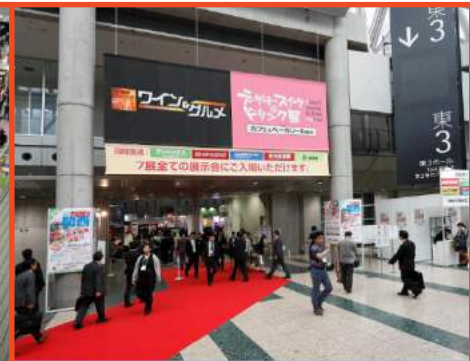


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1. Wine & Gourmet Japan 2016

Wine & Gourmet Japan took place for the seventh time in 2016 with an overwhelming success.

This year a total of **75,845 trade visitors** thronged the halls of Tokyo Big Sight over the three days.

Wine & Gourmet Japan provides a unique market access to Japan's **retailers, distributors, importers, hospitality and foodservice** buyers.

Partnership between International & Local Established Trade Fair Organizers

Wine & Gourmet Japan is organized by renowned German trade fairs organizer Koelnmesse, who is also the organizer of ANUGA, in partnership with Japan Food Journal. International plus local knowhow ensures that you get the best out of your participation.

Supporting Organizations

Japan Sommelier Association * Wine Importers Association * Association of Nippon's Wine Lovers * Japan Wines & Spirits Importers' Association * All Japan Coffee Association * All Japan Coffee Roasters * Cheese Professional Association * Japan Beer Sommelier Association * Wine Kingdom * Wines of South Africa * German Wine Institute * IPEX (Castilla La Mancha) * National Wine Agency of Georgia * Board of Trade of Thailand * ViniVerde S.A.

Definition of Product Groups for each partner fair:

<p>Wine & Gourmet Japan Wine, Sake, Beer, Spirits, Gourmet Food, Confectionery, Packaging Solution, Sommelier Equipment</p>	
<p>FABEX Fast Food & Take-Away Food, Food Materials, Containers, Packaging, Store Equipment</p>	
<p>Dessert, Sweets, Bakery and Drink Festival Desserts, Sweets (Cake, Pudding, Ice Cream), Drinks</p>	
<p>Japan Meat Industry Fair Meat, Processed Meat, Machinery, Equipment and Materials</p>	
<p>Japan Noodles Industry Fair Noodles, Machinery, Equipment and Materials</p>	
<p>Private Label Trade Show JAPAN Organic Products, Packaging, Local Products, Fresh Products</p>	
<p>Halal Market Fair Halal Food Ingredients, Halal Processed Food, Halal Seasonings, Halal Beverages, Halal Tableware</p>	

2. Show Statistics

Show Name:	Wine & Gourmet Japan 2016
Venue:	Tokyo Big Sight, Tokyo, Japan, Hall 1 to 4
Date:	April 13 – 15, 2016
Organizer:	Koelnmesse Pte Ltd, Singapore
Partner Events:	FABEX 2016 Dessert, Sweets, Bakery & Drink Festival 2016 Japan Meat Industry Fair 2016 Japan Noodles Industry Fair 2016 PB-OEM Private Label Trade Show JAPAN 2016 Halal Market Fair 2016
Exhibition space:	32,360 SQM [For all 7 shows]

No. of Exhibiting Companies:

Wine & Gourmet Japan 2016	181
FABEX 2016	322
Dessert, Sweets & Drink Festival 2016	185
Halal Market Fair 2016	46
Private Label Trade Show JAPAN 2016	14
Japan Noodle Industry Fair 2016	64
Japan Meat Industry Fair 2016	96
Grand Total for 7 shows	908

No. of countries / regions Representation:

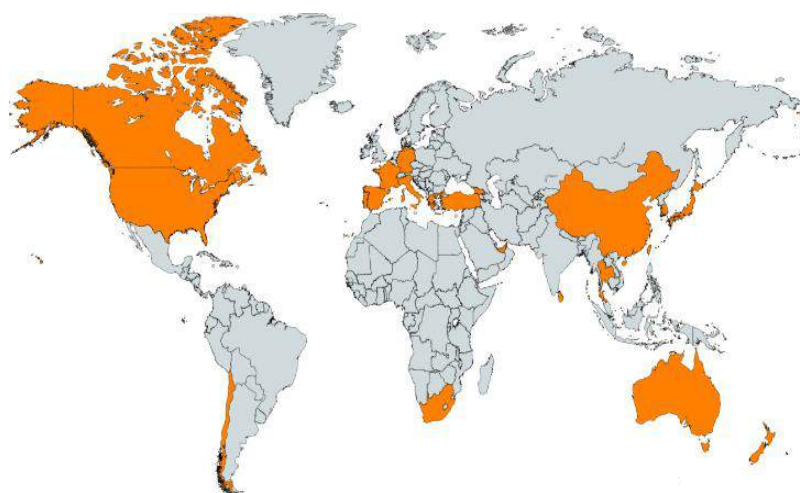
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Australia, Canada, Chile, China, France, Georgia, Germany, Greece, Hong Kong, Italy, Japan, New Zealand, Portugal, South Africa, South Korea, Spain, Sri Lanka, Taiwan, Thailand, Turkey, U.A.E., U.S.A.



Exhibitor Breakdown by Countries & Regions:

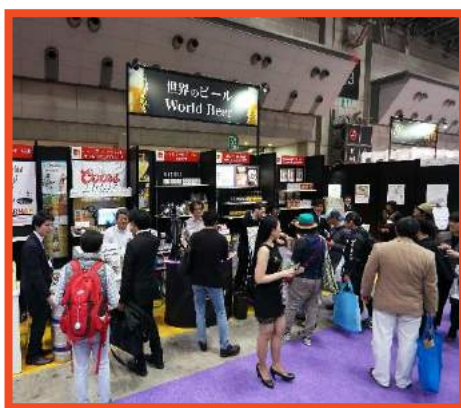


Australia	4
Canada	1
Chile	3
China	1
France	2
Georgia	9
Germany	3
Greece	2
Hong Kong	4
Italy	15
Japan	67
New Zealand	1
Portugal	32
South Africa	3
South Korea	4
Spain	14
Sri Lanka	2
Taiwan	1
Thailand	9
Turkey	1
U.A.E.	1
U.S.A.	2

No of country and regional group participations: 12

No of concept pavilions: 5

- Australia
- Georgia
- Germany
- Italy
- Japan Wine
- Japan Sake
- Portugal
- South Africa
- South Korea
- Spain
- Thailand
- Vinho Verde (Portugal)



- Pro Bar Pavilion
- Pro Cafe Pavilion
- Pro Sake Pavilion
- Japanese Wine Pavilion
- World Beer Pavilion
- World Wine Pavilion



3. Professional Trade Visitors

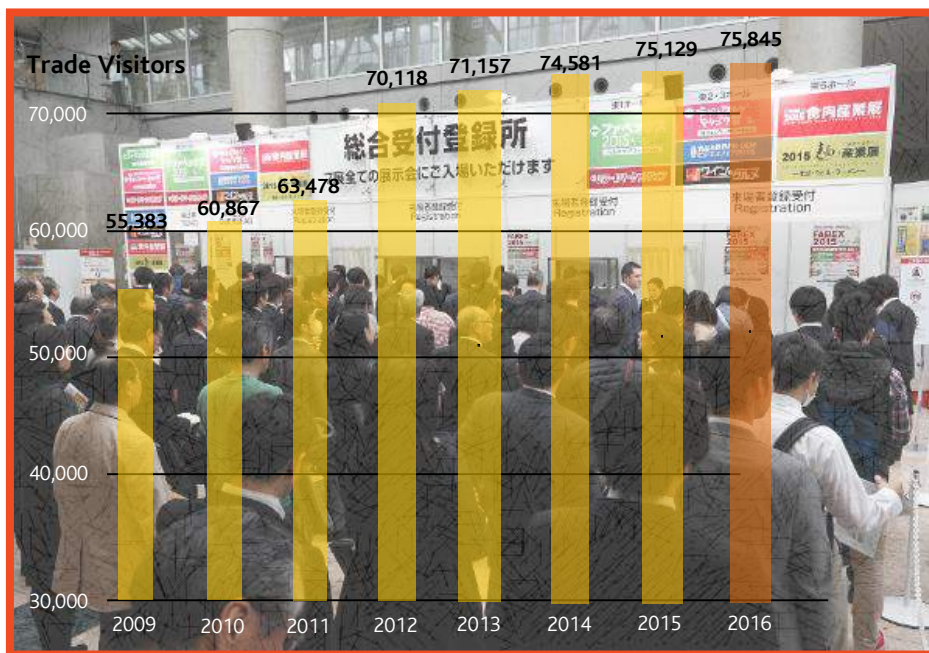


75,845 food and beverage industry professionals visited the co-located trade fairs of Wine & Gourmet Japan, FABEX, Desserts, Sweets, Bakery & Drink Festival, Halal Market Fair, Japan Meat Industry Fair, Japan Noodles Industry Fair and Private Label Trade Show JAPAN from 13 to 15 April 2016.

3.1. Visitor Statistics

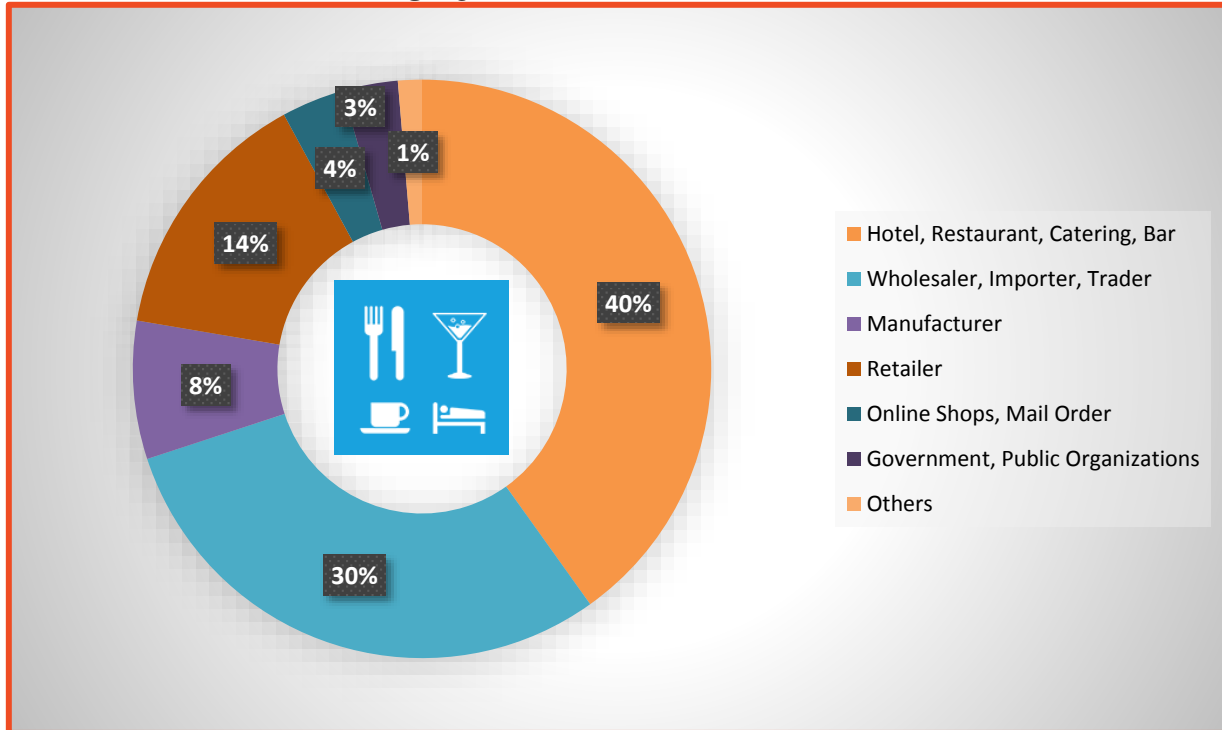
Visitor Daily breakdown (2015 vs 2016)

	Day 1	Day 2	Day 3
2015	23,508	25,326	26,295
	75,129		
2016	23,316	24,971	27,558
	75,845		

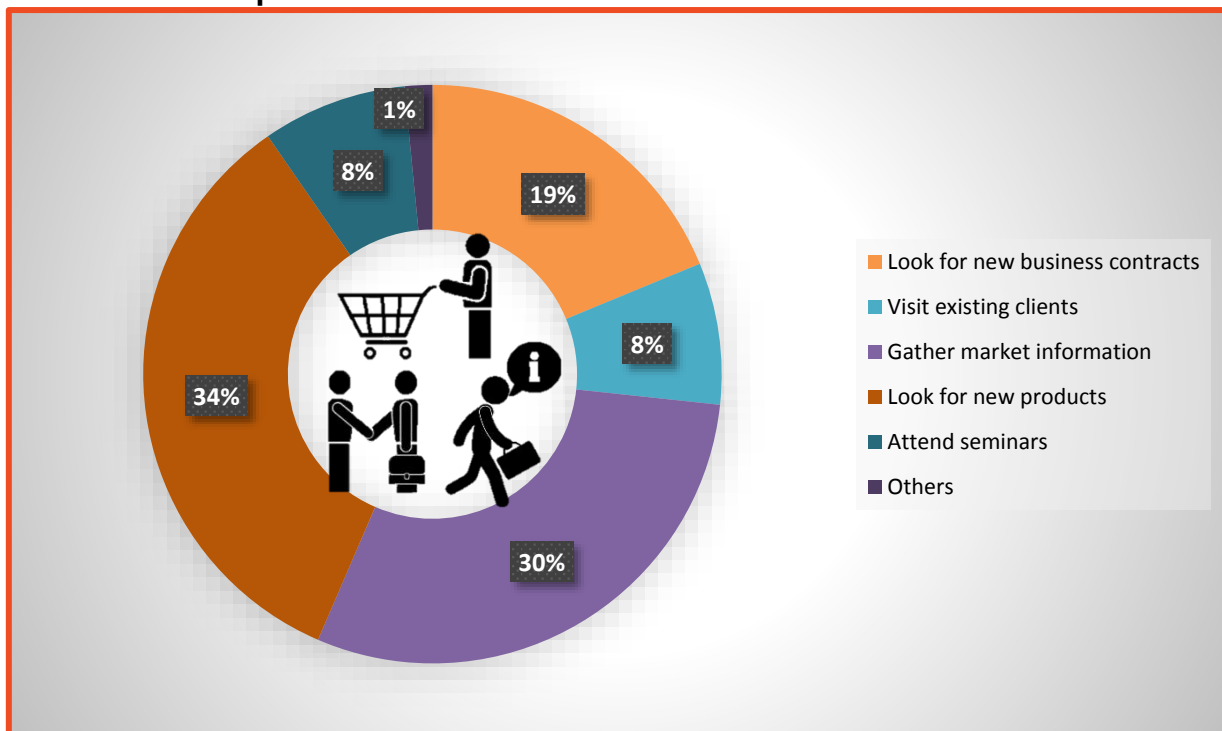




3.2. Visitor Business Category Breakdown



3.3. Visitors Purpose of Visit



3.4. Who Attended Wine & Gourmet Japan 2016?

Trading & Wholesale
Altamira
Doshisha
ENOTECA
Fuji Trading
Hatta Wine
Ikemitsu Enterprises
Itochu Shokuhin
Kanematsu
Kobe International
Kokubu
LEAD-OFF JAPAN
Mercian
Mikuni Wine
Mitsubishi Corporation
Mitsubishi Shokuhin
Mottox
NICHIFUTSU SHOJI
Nosawa
Oboshi Okamura
Pieroth Japan
Smile
Sojitz Foods Corporation
Suntory Wine International
Tokuoka
TOMOE Wine & Spirits
Toyota Tsusho

Retailer
AEON
Odakyu
Keio
Keikyu
Costco
RJ East
Seijo Ishii
Takashimaya
Tokyu Hands
Tokyu
Tobu
Mitsukoshi Isetan
Meijiya
Seiyu
Daimaru Matsuzakaya
Sogo Seibu
Family Mart
Lawson
Seven-Eleven Japan

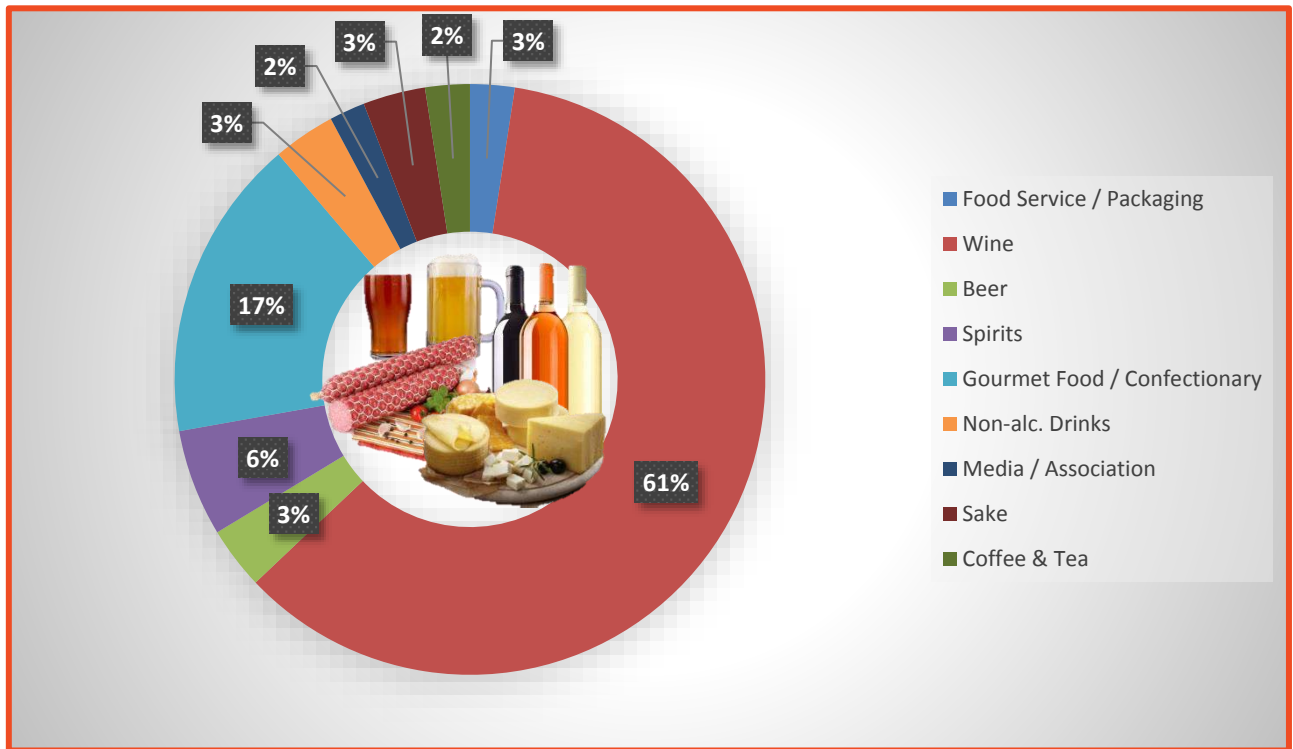
Hotels & Catering
ANA Catering
JALUX
Oriental Land
Seven&i Holdings
Imperial Hotel
Tokyo Bay Hotels
Hilton Tokyo
Grand Hyatt Tokyo
Mandarin Oriental Tokyo
Hotel New Otani
Prince Hotel
Hotel Okura Tokyo
Hotel Grand Pacific
Rihga Royal Hotels



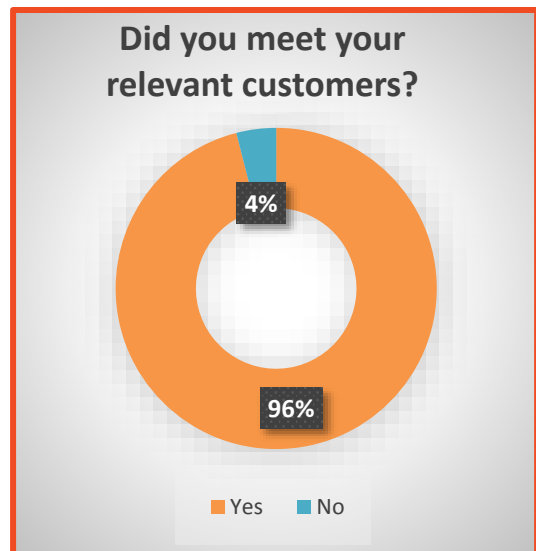
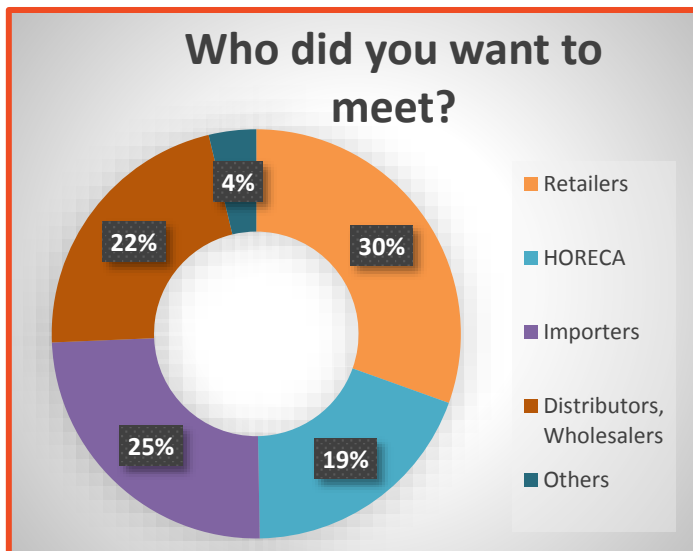


4. Exhibitors Statistics

4.1 Exhibitors by Product Category



4.2 Our Exhibitors Target Group!





4.3 What Our Attendees Have To Say!

"At Wine & Gourmet Japan we can always meet up with a large number of responsible persons, such as master chefs from hotels and restaurants, decision makers of retailers, etc. Also this is a very good chance to overview the whole wine market and its trends."

(Mr Haruki Takano, Director, Takano Sohonten, Japan)

"Wines of Germany organised for the second time the German pavilion at Wine & Gourmet. Our exhibiting importers confirmed that the fair was unexpectedly successful for them and that they met a lot of potential re-sellers and customers."

(Ms Manuela Liebchen, Marketing Manager Asia, Wines of Germany, Germany)

"This was exactly the platform that our wine producers needed. The show really helped us amplify our publicity efforts efficiently to the correct audience, and has opened a great many doors for us,"

(Ms Elene Kiknadze, Chief Specialist of the Marketing and PR Department, National Wine Agency of Georgia, Georgia)

"I like to think of Wine & Gourmet Japan as a global village. We are surrounded by like-minded professionals, and exchange ideas, cultures, and food all around the world. It truly brings us all closer together as an industry,

(Mr Nedim Behar, Managing Director, E.L.F.B. Chaidim Tea, Thailand)

"Wine&Gourmet has been organized very professionally. It is a great opportunity to meet with Japanese wine professionals and it's a good platform to introduce our products to the market. We want to thank every person that made this experience so successful for us."

(Mr Özgür Onursal, Business Development Manager, Kutman Winery, Turkey)

"Visitors in this exhibition are much more related to our business than in other fairs that we went to."

(Mr Raveinthiranathan Karthigesu, CFO, Angel Estate Wineries Inc., Canada)

"This was our first participation at Wine & Gourmet Japan. We were very happy with the contacts we have made at the show."

(Mr David Heritier, Sales Manager, Jacques Germanier Pty, South Africa)



5. Comprehensive Supporting Program

5.1. Wine Pairing and Label Contest

The Wine Pairing Program



Wine Kingdom organized the annual Wine Pairing Program at Wine & Gourmet Japan. Once again this program was received by the visitors as a highly interesting educational highlight of the show. Mr Makoto Fujimori (Senior Sommelier, Restaurant and Wine Shop Owner, Wine Importer) held three sessions a day in which the attending wines were introduced and paired to a variety of different dishes. This year the presentations focussed on matching the wines to different types of meat.

All wines that were presented and paired in the program were represented at the exhibitors' booths during the exhibition.

The Label Contest

For the fourth time in a row, the labelling contest took place during Wine & Gourmet Japan. The show visitors make the decision on the label with the most outstanding design. The nominees enjoyed a prominent exposure of their wines at the wine kingdom booth and could receive a conducive market feedback on their designs.

The Winners will be announced in the Wine Kingdom Magazine and enjoy free exposure to Japan's Wine Professionals. See the winners of the Wine & Gourmet Japan 2016 Label Contest:



White Soul 2015
Domaine Porto Carras
Greece



Wine Cat Blanco 2013
Manzanos Wine
"TRADE WIND INC"
Rioja / Spain



Three's Company 2012
Lambert Estate Wine
Barossa / Australia



5.2. Extensive Seminar Program

Seminar Room 1:

Day One, 13 April 2016

Time	Topics	Organizers
11:00 - 11:45	The combination of wine glasses and cold tea	Riedel Spiegelau
12:30 - 13:15	Georgia - Cradle of Wine	National Wine Agency of Georgia
14:00 - 14:45	No wrong choice: Ultimate matching of Wine and Food	Wine Kingdom

Day Two, 14 April 2016

Time	Topics	Organizers
11:00 - 11:45	Grapes and wines from Kita Shinshu	Japan Wine Lover Association
12:30 - 13:15	Vinho Verde - Portugal's Shining Star, the perfect food wine	Vinho Verde
14:00 - 14:45	No wrong choice: Ultimate matching of Wine and Food	Wine Kingdom
15:30 - 16:15	Coffee and Wine; similarities and differences	Mi Cafeto

Day Three, 15 April 2016

Time	Topics	Organizers
11:00 - 11:45	Japanese Wine today and tomorrow	Japan Wine Lover Association
12:30 - 13:15	"Mouchão - Pure Expression of Terroir" -Alentejo Region / "Julia Kemper Wines - The nobility and Character of the Dão Region"	ACOSTA Pacific
14:00 - 14:45	Spätburgunder: Germany's Red Star	Wines of Germany
15:30 - 16:15	The combination of wine glasses and cold tea	Riedel Spiegelau

Seminar Room 2:

Day One, 13 April 2016

Time	Topics	Organizers
14:00 - 14:45	South Africa: Where Yesterday Meets Tomorrow	Wines of South Africa
15:30 - 16:15	Food with Beer and Beer with Food	Beer Sommelier Association

Day Two, 14 April 2016

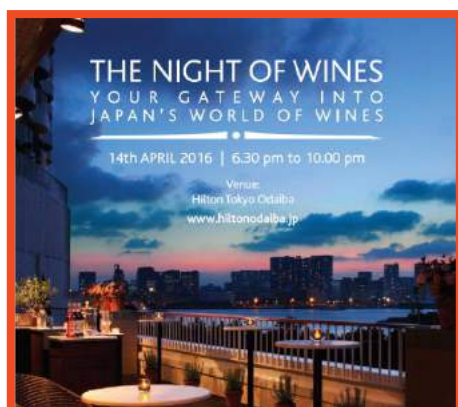
Time	Topics	Organizers
11:00 - 11:45	The Joy of Thai Wine / New Latitude Wines / PB Valley Khao Yai Winery, the Birthplace of Khao Yai Wine Region	Royal Thai Embassy
12:30 - 13:15	"Pure expression of Portuguese Wines"	ACOSTA Pacific
14:00 - 14:45	Wines of Germany - Perfect Wine Pairing!	Wines of Germany
15:30 - 16:15	Current situation of Beer in Japan and in the World	Beer Sommelier Association

Day Three, 15 April 2016

Time	Topics	Organizers
12:30 - 13:15	Premium Wine from the Pyrenees Ranges in Victoria, Australia.	Polleters Wines
14:00 - 14:45	Modern Vinho Verde – Light & Refreshing, the perfect food wine	Vinho Verde
15:30 - 16:15	Simple Beer Style for sales promotion	Beer Sommelier Association



5.3. The Night of Wines



After a successful premiere in 2015 Koelnmesse and Wine Kingdom brought back **"The Night of Wines"**. This exclusive evening event brought together Japanese and international wine professionals for a unique combination of **workshop and networking**.

The Night started with an exclusive panel discussion on the topic **"Wine Trends 2016"**. Helmed by four of Japan's most famous sommeliers, wine bar and restaurant owners – Mr Makoto Abe (Executive Director of the Japan Sommelier Association), Mr Yasuhide Tobita (Restaurant Owner), Mr Makoto Fujimori (Senior Sommelier, Wine Importer), Mr. Yasuhi Honda (Chef Sommelier) and Mr Akihiko Yamamoto (Wine Journalist). A selected group of **Japanese Wine Professionals** were invited for this closed-door panel discussion with the panelists.



Following the panel session, the evening continued with an international networking amongst **120 wine makers, importers, sommeliers, wine media and wine shop owners**, as well as international wine and spirit producers. The attendees got together in the rainbow room of The Hotel Nikko to enjoy a selection of local and international dishes paired with a glass of selected wines, wholly sponsored by the exhibitors of Wine and Gourmet Japan. This in combination with the breath taking view of Tokyo's skyline created a lively atmosphere where many opinions were shared and new contacts were made.

5.4. Importer Wanted Area



The Inaugural Importer Wanted Area was an additional and free of charge service for exhibitors that are looking for importers. Exhibitors enjoyed additional exposure of their products in this zone. The showcase was limited to products / brands that do not have an importer in Japan yet. Interested importers could get a quick and easy overview of products that do not have a distribution partner yet.

6. Snapshots of the Show



7. Post Show Press Release

Wine & Gourmet Japan 2016 Delivers a Pivotal Experience

Japan's leading platform for fine wine, food and beverage professionals wraps up with its most international line-up yet

Tokyo Big Site was home to more than 75,845 trade visitors attending the seventh edition of Wine & Gourmet Japan. The three-day trade fair, showcasing the world's best wine, beer, spirits, and gourmet food, welcomed food & beverage industry professionals from around Japan and Asia.

Together with its partner trade fairs, FABEX, Dessert Sweets & Drinks Festival, PB-OEM, Halal Market Fair, Japan Meat Industry Fair, and Noodle Industry Fair, there were a total of 908 exhibitors from over 22 countries around the world. Wine & Gourmet featured 181 exhibitors and more than 60% are from overseas.

"The seventh edition of Wine & Gourmet Japan is the pinnacle event for F&B professionals worldwide, and this year we welcomed new countries and thousands of new faces to our gastronomic family," said Mr Michael Dreyer, Vice President Asia Pacific, Koelnmesse Pte Ltd.

International exhibitors from all over the globe including Georgia, Germany, Italy, Spain, Portugal, Thailand, South Africa, and Australia showcased their best in more than 15 new and returning pavilions.

"Wines of Germany organised for the second time the German pavilion at Wine & Gourmet. Our exhibiting importers confirmed that the fair was unexpectedly successful for them and that they met a lot of potential re-sellers and customers," said Manuela Liebchen, Marketing Manager (Asia) at German Wine Institute.

Haruki Takano, Director of Takano Sohonten said, "At Wine & Gourmet Japan, we can always meet up with a large number of responsible persons such as master chefs from hotel and restaurants, decision makers of retailers and et cetera. This is also a very good chance to get an overview of the whole wine market and its trends."

A Stellar Array of Activities

Wine & Gourmet Japan hosted over 24 seminars and side programs, with master classes conducted by distinguished speakers like 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).

Night of Wines, a returning favourite attended by international wineries and Japan's top wine professionals, was fully sold out. The evening of fine wine and networking overlooking Tokyo's skyline was jointly organised with Wine Kingdom, Japan's most influential wine magazine.

The Wine Pairing program, organised by Wine Kingdom, gave visitors a sampling of wines found throughout the exhibition, and covered the best wine matching methods specifically for meat. The crowd favourite Label Contest had visitors vote on the most outstanding label design, with winners enjoying prominent coverage throughout the fair.

Meeting supply with demand, Wine & Gourmet Japan 2016 provided a platform for exhibitors and importers to showcase and partner each other in its new Importers Wanted Area.

"I like to think of Wine & Gourmet Japan as a global village. We are surrounded by like-minded professionals, and exchange ideas, cultures, and food all around the world. It truly brings us all closer together as an industry," said Nedim Behar, Managing Director, E.L.F.B. (Thailand) Co. Ltd. for the brand Chaidim Organic Tea.

"This was exactly the platform that our wine producers needed. The show really helped us amplify our publicity efforts efficiently to the correct audience, and has opened a great many doors for us," said Elene Kiknadze, Marketing Manager, National Wine Agency of Georgia.

- end -

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 was 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.

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.

Upcoming Food & Beverage fairs:

<http://www.worldcapitaloffood.com>

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12-14 April 2017

TOKYO BIG SIGHT, TOKYO, Japan
EAST HALL