



www.wineandgourmetjapan.com

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



2016年4月13日(水)~15日(金)
東京ビッグサイト・東ホール

Glassware courtesy of Zwiesel 1872

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

主催：ケルンメッセ株式会社

同時開催
Partner Events



Specialized & Focused In Your Product Category

PRO BAR



NEW! For the first time at Wine and Gourmet Japan 2016 the Pro Bar Area will offer a distinct stage for Bar Suppliers to present their products.

WINE AREA



Japan's most diverse wine presentation with wines from 21 countries. Topped with a vast selection of seminars and side events.

WORLD BEER



Boosted by the Japan Beer Sommelier Association organized seminars, the World Beer Area is a platform for outstanding brews from around the globe.

GOURMET FOOD



From Cheese over Ham to Olive Oil, taste a selection of the world's finest gourmet delights at the Gourmet Food Area.

PRO CAFE



Supported by the All Japan Coffee Association, Pro Café features high quality industry seminars as well as the concurrently held Latte Art World Championship.

PRO SAKE



See the latest trends and taste the highest quality Sake's from Japan at the well-established Pro Sake area.

- Six specialised sub-segments emphasize the different product categories with focused promotion and side events.
- High-quality cross segment of buyers
- Targeted promotional activities reach the right audience
- Supported by leading industry associations and publications; Japan Food Journal, Wine Kingdom Magazine, 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.

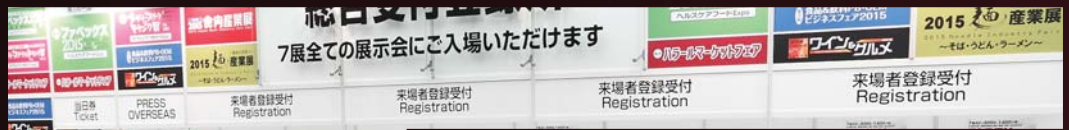
“ We presented our wines, brandies and chacha for the first time at Wine & Gourmet Japan. It was a really good experience for us and our products convinced the visitors that Russia also produces quality wine. We are looking forward to come back. ”

Mr. Mikhail Lelyuk, Senior Export Manager, OAO Fanagoria Estate Winery, Russia

Wine & Gourmet Japan 2015 In Review

75,129

Trade visitors
attended *Wine &
Gourmet Japan*
2015



21 Countries

174
Exhibiting
Companies



11
PAVILIONS

Australia, Italy, Germany,
Georgia, Korea, Portugal,
Sicily (Italy), South Africa,
Spain, Thailand and Udine
(Italy)

34,086 sqm (+5%)

890 Participating Companies
in **5 Concurrent Fairs**

LARGEST
COUNTRY &
REGIONAL
PAVILIONS
LINE-UP
EVER



67%
International
Exhibitors

24 Seminars / Tastings

“
I come to Wine & Gourmet
since 2011 and can see
the show growing every
year. This year I could find
two new importers for my
wines. I will definitely join
again next year.”

Daniel Alves, CEO, ACOSTA
Pacific, Portugal / Macau

“
Wine & Gourmet Japan
was a great platform
for our wineries to find
new importers and
distributors.”

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

“
After many years visiting the show
I can see that the quality of Wine
and Gourmet Japan is constantly
increasing. The show became
one of the must go events for the
wine industry in Japan. Exhibitors
reviewed highly of the quality of
visitor especially when they (trade
visitors) come to the show with
clear objectives.”

Ms Watabiki,
Wine Journalist, Japan



Key Buyers Attend Wine & Gourmet Japan

“
Very satisfied.
The quality of
visitors is just
great. We will
return for sure.”

Mr. Haruki Takano,
Director, Takano
Sohonten, Japan

Attendees of Wine & Gourmet Japan 2015 include:

TRADING & WHOLESALE	HOTELS & CATERING	RETAILERS
Enoteca Fuji Trading Kokubu LEAD-OFF JAPAN Mercian Mitsubishi Corporation Mottox Nichifutsu Shoji Orient Commerce Overseas Suntory Wine International Tokuoka	ANA Catering Grand Hyatt Hotel Hilton Hotels Hotel Grand Pacific Jalux Kentucky Fried Chicken Japan Mandarin Oriental Hotels MC Donald's Japan Mandarin Oriental Tokyo New Otani Hotels Prince Hotel Seven&i Holdings	AEON Costco Daimaru Matsuzakaya Family Mart Lawson Mitsukoshi Isetan Meidi-Ya Seven-Eleven Japan Sogo & Seibu Seijo Ishii Takashimaya Tokyu Hands



Comprehensive Supporting Program

IMPORTER WANTED AREA



NEW!

A dedicated area in which the exhibitors products are introduced to potential importers.

THE WINE PAIRING PROGRAM



The exhibitors wines can be introduced, paired and explained by a professional sommelier.

THE LABEL CONTEST



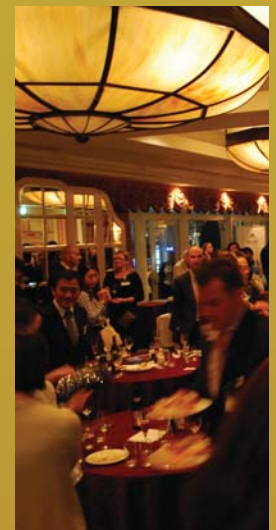
The interactive contest lets the visitors decide on the most outstanding label and bottle design.

THE SEMINARS



Reputable speakers from all over the world will be guiding attendees through various master classes and tastings. Exhibitors can use the seminar rooms free of charge.

THE NIGHT OF WINES



This exclusive evening event offers a unique platform to network with Japan's wine professionals in a casual environment.



Unexploited Growth Potential In The Japanese Market

After the U.S. and China, Japan is the third biggest economy in the world. Japan enjoys high levels of domestic consumption, with food and drinks making up a significant proportion of its spending. The food and drinks market is very sophisticated, and although Traditional Japanese culinary culture remains a strong part of the national identity, Japanese consumers enjoy a more diverse and international range of food products. This ongoing trend can also be seen in the increasing number of foreign products in the retail stores and restaurants across Japan.

The consumer trend also reflects a strong growth in Japan's Wine, Beer and Spirits Market, which is expected to continue to grow

- **Positive GDP** forecast for 2015 and 2016
- Sophisticated food culture, high share of spending in F&B
- Japan is the world's biggest net importer of food (around 60% import)
- Growing **Organic** Food market
- Overall spending on alcoholic drinks is expected to grow
- Biggest **Spirits** importer in Asia Pacific
- Every tenth alcoholic drink bought in Japan belongs to the liqueur / spirits segment
- Highest per capita **Beer** consumption in Asia
- Diversifying Beer market opens new opportunities
- **6th** biggest consumer of imported wines worldwide
- Growing **private labelling** market for wine
- **2nd** largest market of Sparkling Wine in Asia Pacific
- 50% of the population drinks wine at least once a week
- Total 2013 wine consumption was **3,324** thousand hectoliters

Book Your Preferred Exhibit Space Now!

WHO ARE YOU?

International Wine, Beer & Spirit Producer

Local Wine, Beer & Liquor Importers

International Food & Beverage Manufacturers

Local Food & Beverage Manufacturers

Importers/Distributors

Equipment & Technology Providers

GET TO MEET?

Importers, Distributors, Wholesalers, Sommeliers, Wine Shops, Brokers, Bulk Suppliers & Wine Collectors, Retailers, Hotels and Restaurants, Bars & Clubs

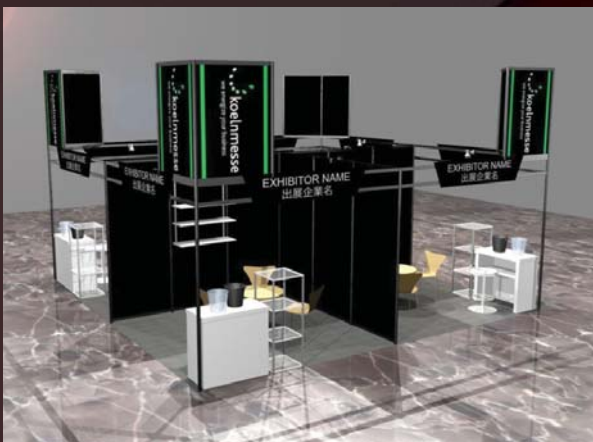
Retailers, Sommeliers, Wine Shops, Brokers & Wine Collectors, Hotels, Airlines, Caterers, Online-Merchants

Importers, Retailers, Hotels, Restaurants, Distributors & Chefs

Distributors, Retailers, F&B Directors, Chefs, Restaurants, Hotels & Foodservice buyers

Manufacturers, Distributors/Wholesalers, Retailers, Supermarkets, Gourmet Stores, Restaurants/Bars/Clubs & Resorts

Food Service, Catering & Hotel Buyers, Bars, Clubs



Raw Space Only

Build your own stand and differentiate yourself from others.

JPY 38,000 per sqm

Premium Shell Scheme

Get a space including booth construction and basic furniture.

JPY 54,000 per sqm

Country / Product Pavilion

Be recognized in your country group with a fully equipped booth, including furniture, tasting kit and pavilion tower.

JPY 45,000 per sqm

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