



# ワイン & グルメ 2017

Wine & Gourmet Japan

## 12 - 14 April 2017

TOKYO BIG SIGHT, TOKYO, JAPAN EAST HALL 3  
Specially cooperated by: Wine Kingdom

### Post Show Report 2017



Partner Events: FABEX, Dessert Sweets & Bakery Festival, PB-OEM Matching Expo, Halal Market Fair, Japan Meat Industry Fair, Noodle Industry Fair

Organized by



## Executive Summary:

# Wine & Gourmet Japan 2017 Delivers a Pivotal Experience

Held from 12 – 14 April 2017 in Tokyo, Japan, the 8th Wine & Gourmet Japan concluded the latest edition with promised results. 77,470 trade visitors from Japan and abroad visited the annual event, which was held over three days.

Co-located with FABEX, Dessert, Sweets & Bakery Festival, Japan Meat Industry Fair, Japan Noodles Industry Fair, Halal Market Fair and PB-OEM Matching Expo, this edition of Wine & Gourmet Japan 2017 presented a total of 205 exhibitors from 21 countries, out of which 68% are international exhibitors and 32% came from Japan. Together with the 6 partner fairs, an impressive 937 companies collectively showcased 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 confectionery.

With 12 new and returning country pavilions, Wine & Gourmet Japan reaffirmed its position as a business platform with a strong international draw. The returning country groups from Georgia, Germany, Italy, Portugal, South Africa, South Korea, Spain and Thailand were complemented by the concept pavilions Beer, ProCafe, Sake and World- Wine. The Vinho Verde pavilion, following the success from previous editions, hosted 25 new companies from the famous wine region in Northern Portugal.

Another highlight of the show was the comprehensive seminar and tasting program, drawing a strong participation of more than 600 attendees. A total of 32 sessions were organized, giving the audience in-depth insights of the industry, as well as the opportunity to taste-test some of the world's renowned wines. Among the widely covered 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 (Thailand) and "Vinho Verde:Portugal's Shining Star" by Viniverde SA.

Wine Kingdom, co-partner of Wine & Gourmet Japan since 2012, and one of the major Japanese magazines specializing in wine, presented interactive and unique sessions at the Wine Pairing program. With a themed focus on Japanese dishes, Wine Kingdom's sommeliers introduced the participating wine labels and paired them with different meat varieties. The popular Wine Label Contest returned for the third consecutive year. This interactive highlight remains an integral part of the show, as trade visitors get to vote for the 'Best Designed Wine Label' during Wine & Gourmet Japan.

# Table of Content

1. Wine & Gourmet Japan 2017..... 3



2. Show Statistics..... 4

3. Professional Trade Visitors..... 5

3.1. Visitor Statistics..... 5

3.2. Visitor Business Category Breakdown ..... 6

3.3. Visitors Purpose of Visit..... 6

3.4. Who Attended Wine & Gourmet Japan 2017?..... 6



4. Exhibitors Statistics..... 7

4.1 Exhibitors by Product Category..... 7

4.2 Our Exhibitors Target Group..... 7

4.3. What Our Attendees Have To Say..... 8

5. Comprehensive Supporting Program..... 9

5.1. Wine Pairing and Label Contest..... 9

5.2. Extensive Seminar Program..... 10

6. Snapshots of the Show..... 11

7. Post Show Press Release..... 12

# 1. Wine & Gourmet Japan 2017

Wine & Gourmet Japan took place for the eighth time in 2017 with an overwhelming success.

This year a total of 77,470 trade visitors thronged the halls of Tokyo Big Sight over 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 fair organizer Koelnmesse, which is also the organizer of ANUGA, in partnership with Japan Food Journal. International plus local know-how ensures that you get the best out of your participation.

## Supporting Organizations

Association of Nippon's Wine Lovers  
Cheese Professional Association  
German Wine Institute  
IPEX (Castilla La Mancha)  
Japan Beer Sommelier Association  
Japan Sommelier Association  
Japan Wines & Spirits Importers' Association  
National Wine Agency of Georgia  
ViniVerde S.A.  
Wine Importers Association  
Wine Kingdom

## Definition of Product Groups for each partner fair:



### Wine & Gourmet Japan

Wine, Sake, Beer, Spirits, Gourmet Food, Confectionery, Packaging Solution, Sommelier Equipment

### FABEX

Fast Food & Take-Away Food, Food Materials, Containers, Packaging, Store Equipment



### Dessert, Sweets & Bakery Festival

Desserts, Sweets (Cake, Pudding, Ice Cream), Drinks



### PB-OEM Matching Expo

Organic Products, Packaging, Local Products, Fresh Products



### Halal Market Fair

Halal Food Ingredients, Halal Processed Food, Halal Seasonings, Halal Beverages, Halal Tableware



### Japan Meat Industry Fair

Meat, Processed Meat, Machinery, Equipment and Materials



### Japan Noodles Industry Fair

Noodles, Machinery, Equipment and Materials



## 2. Show Statistics

Show Name:	Wine & Gourmet Japan 2017	
Venue:	Tokyo Big Sight, Tokyo, Japan, East Hall 3	
Date:	April 12 – 14, 2017	
Organizer:	Koelnmesse Co., Ltd.	
Partner Events:	FABEX 2017 Dessert, Sweets & Bakery Festival 2017 PB-OEM Matching Expo Halal Market Fair 2017 Japan Meat Industry Fair 2017 Japan Noodles Industry Fair 2017	
Exhibition space:	32,360 SQM [For all 7 shows]	
No. of Exhibiting Companies:	Wine & Gourmet Japan 2017	<b>205</b>
	FABEX 2017	346
	Dessert, Sweets & Bakery Festival 2017	175
	PB-OEM Matching Expo 2017	19
	Halal Market Fair 2017	32
	Japan Noodle Industry Fair 2017	66
	Japan Meat Industry Fair 2017	94
	Grand Total for 7 shows	<b>937</b>

No. of countries / regions Representation:  
 Exhibitor Breakdown by Countries & Regions: **21** Australia **2**, Bulgaria **1**, Canada **6**, France **1**, Georgia **13**, Germany **11**, Greece **3**, Hong, Kong **2**, Italy **15**, Japan **66**, Malaysia **1**, Portugal **37**, Romania **2**, Singapore **1**, Slovenia **1**, South Africa **3**, South Korea **15**, Spain **10**, Thailand **1**, Turkey **3**, U.S.A. **11**

No of country and regional group participation: **12** Bulgaria, Georgia, Germany, Greece, Italy, Korea, Portugal, Spain, South Africa, Turkey, USA



No of concept pavilions: **5** Pro Cafe Pavilion, Pro Sake Pavilion, Japanese Wine Pavilion, World Beer Pavilion, World Wine Pavilion



## 3. Professional Trade Visitors

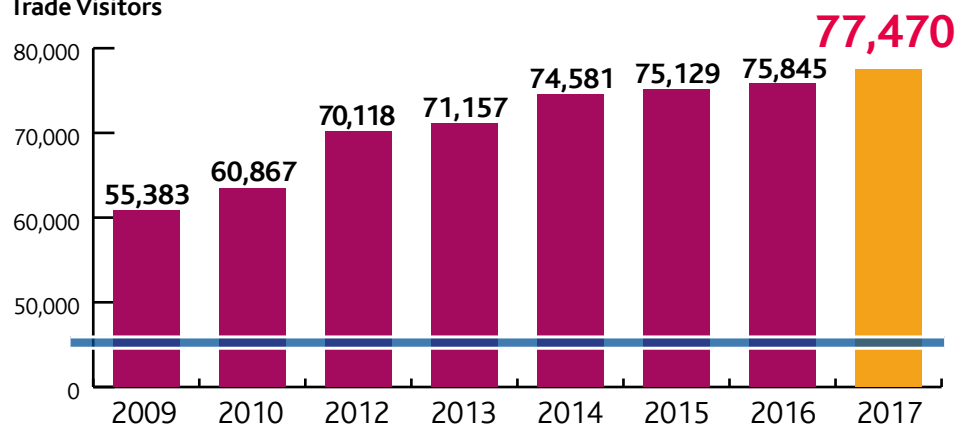
77,470 food and beverage industry professionals visited the co-located trade fairs of Wine & Gourmet Japan, FABEX, Desserts, Sweets & Bakery Festival, Halal Market Fair, Japan Meat Industry Fair, Japan Noodles Industry Fair and PB-OEM Matching Expo from 12 to 14 April 2017.

### 3.1. Visitor Statistics

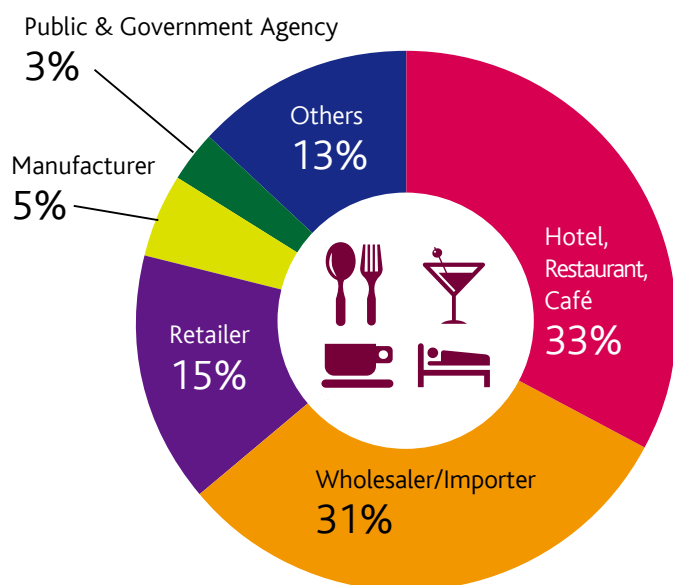
#### Visitor Daily breakdown

	Day 1	Day 2	Day 3
2015	23,508	25,326	26,295
	75,129		
2016	23,316	24,971	27,558
	75,845		
2017	25,443	25,464	26,563
	77,470		

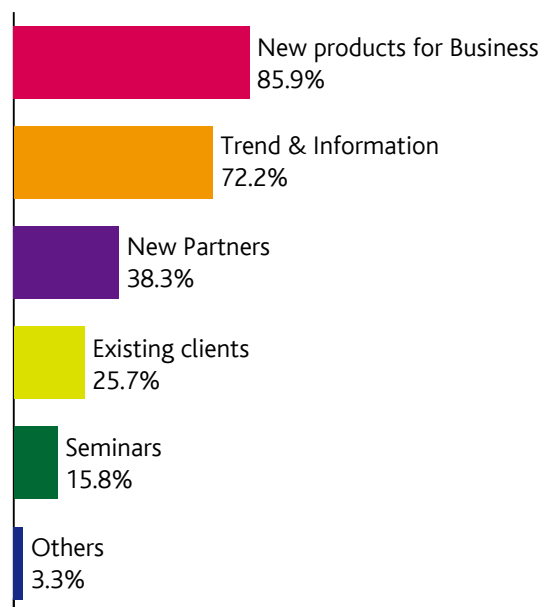
#### Trade Visitors



### 3.2. Visitor Business Category Breakdown



### 3.3. Visitors' Purpose of Visit




### 3.4. Who Attended Wine & Gourmet Japan 2017?

#### Trading & Wholesale

Altamira, Asahi Beer, Doshisha, **ENOTECA**, Fuji Trading, Hatta Wine, Ikemitsu Enterprises, Itochu Shokuhin, Kanematsu, Kobe International, Kokubu, LEAD-OFF JAPAN, Mercian, , Mitsubishi Corporation, Mitsubishi Shokuhin, , NICHIFUTSU SHOJI, Nihon Shurui Hanbai, Nosawa, Oboshi Okamura, Pieroth Japan, Smile, Sojitz Foods Corporation, Suntory Wine International, Tokuoka, TOMOE Wine & Spirits, Toyota Tsusho

#### Retailer

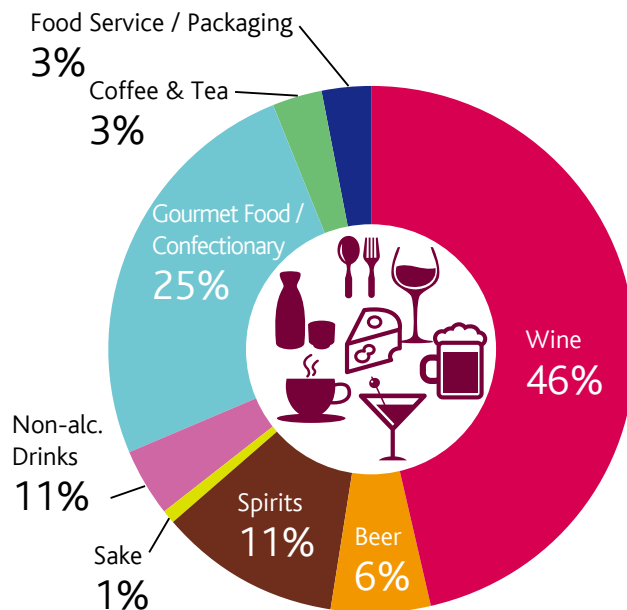
**AEON**, Costco, Daimaru Matsuzakaya, Family Mart, JR East, Keio, Keikyu, Kinokuniya, Lawson, Mitsukoshi Isetan, Meidiya, Odakyu, Seijo Ishii, Seiyu, , Sogo Seibu, **Takashimaya**, Tokyu Hands, Tokyu, Tobu,

#### 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, Peninsula Hotel, Grand Nikko

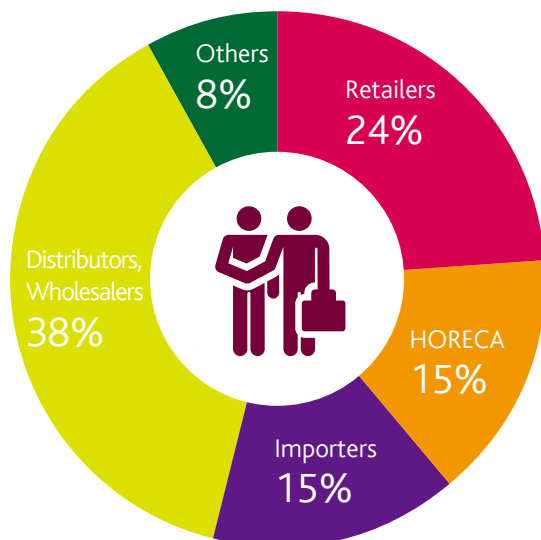
# 4. Exhibitors Statistics

## 4.1 Exhibitors by Product Category

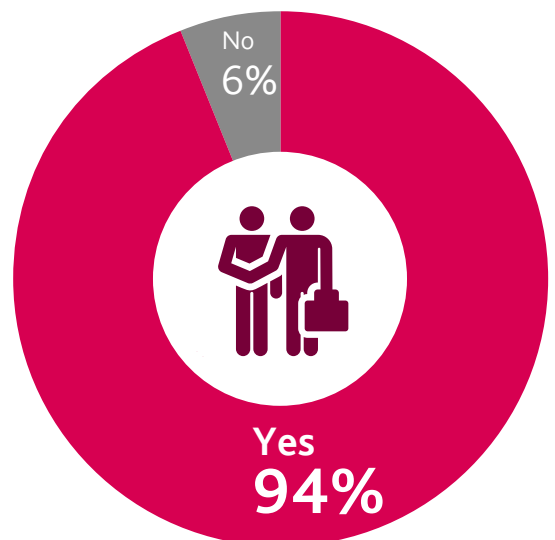


## 4.2 Our Exhibitors Target Group

Who did you want to meet?



Did you meet your relevant customers?



### 4.3 What Our Attendees Have To Say

*“Wonderful Show, very well organized, excellent staff, helpful every moment. I will come again. Thank you for all your support. Congratulations.”*

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*- Daniel Alves, Acosta Pacific Ltd*

*“I was very excited to see the detailed organization before and during the show. Our group had a good mix of retailers, buyers, and distributors. Meeting with an importer in person makes me feel much more comfortable than communication by email. We feel our first show was and will continue to provide future successes in the Japanese market.”*

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*- Cassandra Sunell, Chief Marketing Officer at Headframe Spirits*

*“Outstanding organization, selected visitors and focused on specific category. It was our first time in Japan and I can safely say that is worth coming next year.”*

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*- Martina Lando, Export Manager at EFA Luxury Italian Food*

*“Thank you for giving us the opportunity to meet with this great market. A great exhibition that we can't miss. For sure I will return next year!!!”*

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*- Montserrat Alonso, Wines & More*

*“Wine and Gourmet was great. We received very strong and positive responses to our exhibit and are extremely satisfied having generated significant very serious leads.”*

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*- John Kelly, Kangaroo Industry Association Australia*

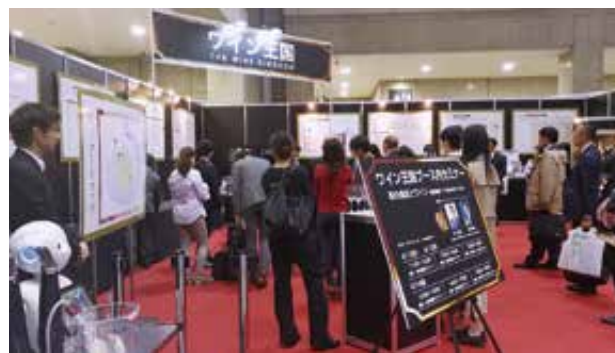
# 5. Comprehensive Supporting Program

## 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 well-received by the visitors, mainly as a highly interesting educational highlight of the show. Prominent sommeliers Mr. Hisao Morigami and Mr. Yasuhide Tobita held three sessions a day in which the participating wines were introduced and paired to a variety of dishes. This year the presentations focussed on matching the wines to different types of Japanese cuisine.

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 consecutive year, the labelling contest enjoyed continued success during Wine & Gourmet Japan. The trade visitors take the lead in deciding on the label with the most outstanding design.

The nominees enjoyed a prominent exposure of their wines at the Wine Kingdom booth and receive valuable market feedback on their designs.

The winners were announced and published in the Wine Kingdom magazine and enjoy free exposure to Japan's Wine Professionals.



## 5.2. Extensive Seminar Program

### Seminar Room 1:

Day One, 12 April 2017		
Time	Topics	Organizers
11:00 - 11:45	Glass tasting seminar 1	Riedel Spiegelau
12:30 - 13:15	Georgia - Cradle of Wine	National Wine Agency of Georgia
14:00 - 14:45	Wines of Germany, 2017 Selection "German wines of today"	DWI (Germany)
15:30 - 16:45	5 factors to study international grape variety	Koelnmesse
Day Two, 13 April 2017		
11:00 - 11:45	Future trend in the Japanese Market	Japan wine lover Association
12:30 - 13:15	Vinho Verde - its diversity of taste and native varieties	Vinho Verde
14:00 - 14:45	Wines of Germany, 2017 Selection "German wines of today"	DWI (Germany)
15:30 - 16:45	5 factors to study native grepe variety	Koelnmesse
Day Three, 14 April 2017		
11:00 - 12:00	How to win more customer	Wine Kingdom
12:30 - 13:15	Pure Expression Of Terroir - Alentejo Region The Charming Wines From Dão Region - Portugal	ACOSTA
14:00 - 14:45	Indigenous varieties in Ancient Thrace – Mavrud and Melnik on focus	Bulgaria
15:30 - 16:15	Glass tasting seminar 2	Riedel Spiegelau

### Seminar Room 2:

Day One, 12 April 2017		
Time	Topics	Organizers
11:00 - 11:45	New Wines of Ancient Thrace - The Well kept Secret	Bulgaria
12:30 - 13:15	The Taste of Siam Monsoon	Siam Winery
14:00 - 14:45	The history of the Thracian wines – 6000 years of wine production till now	Bulgaria
15:30 - 16:15	Beer & Sweets 1	Beer Sommelier Association
Day Two, 13 April 2017		
11:00 - 11:45	—	—
12:30 - 13:15	Douro - One River, Two Wine Regions - Portugal Unique Wines From Alentejo Region - Portugal	ACOSTA
15:30 - 16:45	Wine Glass cleaning	Winterhalter
15:30 - 16:15	Beer & Sweets 2	Beer Sommelier Association
Day Three, 14 April 2017		
11:00 - 12:00	Wine Market in Japan	Japan wine lover Association
12:30 - 13:15	A walk from Ribera del Duero to Rueda and from Valencia to the Organic wine produced in a Castle	Wines & More
14:00 - 14:45	Aceto Balsamico Tradizionale e IGP	Acetaia Malagoli Daniele
15:30 - 16:15	The benefits and the Excellence of Greek Olive Oil	OECON



# 6. Snapshots of the Show



## 7. Post Show Press Release

### **Wine & Gourmet Japan 2017 culminates on an upbeat tone as attendees toast to a rewarding trade fair experience**

(Tokyo, 4 May 2017) – The eighth edition of Wine & Gourmet Japan, Japan's premier and most comprehensive trade fair for fine wine and gourmet food, concluded on a high note, bringing together a total of 77,470 visitors who attended 7 parallel events from 12 to 14 April 2017. This is a 2 per cent increase in participation from 2016.

Held at the Tokyo Bigsight, Wine & Gourmet Japan was curated by leading events organiser, Koelnmesse, alongside partner events FABEX 2017, Dessert, Sweet & Bakery Festival 2017, PB-OEM Matching Expo 2017, Japan Meat Industry Fair 2017, Noodle Industry Fair 2017 and the Halal Market Fair 2017.

The events played host to an impressive 937 exhibitors from 21 countries/regions, who showcased a vast selection of gourmet food, wines and spirits. Of the 205 exhibitors at Wine & Gourmet Japan, overseas exhibitors made up a record percentage of 68% of total exhibitors, totaling at 139 overseas exhibitors.

In the same vein, international pavilions also added to the sparkle for visitors as the show ground saw 13 unique country pavilions with 3 new ones from Bulgaria, Greece and USA (Montana). Notable turnout and interest from hoteliers and restaurateurs were also recorded at the 5 conceptual pavilions, and especially so at the Japanese Wine and ProSake pavilions.

"Japan is one of the liveliest and most sophisticated wine markets in the world, and it is truly an honour for us to bring everyone together to benefit from this bustling market," said Mathias Kuepper, Managing Director of Koelnmesse. "As demands change, we need to be attuned to what our consumers and buyers want. We're heartened that Wine & Gourmet Japan has been a rewarding experience for all our participants, and we will continue to ensure that it remains a relevant and effective platform for the industry."

### **Building a strong network for business and industry exchange**

With over 32 thematic seminars aimed at disseminating insights related to wine and gourmet food, visitors were treated to a buffet of business ideas and inspiration. Of these, 20 seminars were organised by exhibitors from country pavilions namely, Germany, Bulgaria, Greece, Portugal (Vinho Verde) and Georgia to introduce country-specific specialty wines and 9 seminars were organised by reputable wine magazine in Japan, Wine Kingdom, to focus on wine pairings.

Attendees attested to the quality of the sessions, and were extremely pleased with the knowledge gained. A hit with restaurateurs, sommeliers and professionals from the HORECA industry, the sessions included appreciation of alternative wines with regular Japanese cuisines, introductions to wine distribution in Japan as well as a panel discussion chaired by Junko Tominaga, Japan Sommerlier

Association (JSA) on wine ingredients.

Said Cassandra Sunell, Chief Marketing Officer at Headframe Spirits, "I was very excited to see the detailed organization before and during the show. Our group had a good mix of retailers, buyers, and distributors. Meeting with an importer in person makes me feel much more comfortable than communication by email. We feel our first show was and will continue to provide future successes in the Japanese market."

On the business front, Wine & Gourmet Japan commanded valuable leads and deals for exhibitors and visitors. To ensure that the event helps advance business opportunities, dedicated matching services were made available. An education approach was newly introduced this year to equip attendees with adequate information of the exhibitors and the industry before the matching took place. Two sessions of 40-minute long lectures were conducted for this purpose, and this proved to be of significant value for attendees.

"Wine & Gourmet Japan was a fantastic platform that covered all the grounds for visitors and exhibitors alike. As a wine distributor, we wanted to ensure that we're meeting the right people, and the three-day event has led to many productive discussions with visitors who came with the right frame of mind," said Japanese wine distributor, Takano Sohonten.

Echoing similar sentiments is French wine importer, TK Field. "We want to go to trade shows that can give us real value, real prospects and quality business leads. Wine & Gourmet Japan is clearly an essential event for us to publicise our offerings to the region."

Added John Kelly, Executive Officer of Kangaroo Industry Association of Australia, "Wine and Gourmet was great. We received very strong and positive responses to our exhibit and are extremely satisfied having generated significant very serious leads."

The ninth edition of Wine & Gourmet Japan 2018 will be held from 11 to 13 April 2018. For more information on Wine & Gourmet Japan, please visit [www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com).

- 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 Festival, PB-OEM Matching Expo, 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.

[www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com).

## About Koelnmesse

Koelnmesse - Global Competence in Food and FoodTec: Koelnmesse is an international leader in organising food fairs and events regarding food and beverages processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, India, Japan, Thailand, the United States and the United Arab Emirates, which have different focuses and contents. 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.

**Further Information is available at: <http://www.global-competence.net/food/>**

### **The next events:**

*ANUFOOD, Beijing, China, 30.08.-01.09.2017*

*ANUGA, Cologne, Germany, 07-11.10.2017*

