

No. 1/ 12 April 2013

Wine & Gourmet JAPAN 2013 Closes with Record-Breaking Success!

The fourth edition of Wine & Gourmet JAPAN (3 – 5 April 2013), held at the Tokyo Big Sight ended with a huge bang, with a record-breaking visitorship of 71, 157 trade visitors, an increase of more than a thousand visitors from last year's edition.

Co-located with FABEX, Dessert, Sweets & Drink Festival, Japan Meat Industry, Japan Noodles Industry Fair and PB-OEM, this edition of Wine & Gourmet JAPAN presented a total of 138 exhibitors from over 16 countries around the world with a key focus of 68 exhibitors from Japan and 70 international participants. The offerings featured were a myriad of the latest food and beverage products, from wine and spirits, fine food and beverage, confectionery, food catering, to foodservice equipment and supplies.

The wide representation of Japanese exhibitors was further complemented by participation from six country pavilions. Other than the returning country pavilions of Germany, South Africa and Spain, the fourth edition saw the introduction of three new country pavilion groups – France, Portugal and Singapore.

What was as impressive as the stellar line-up of exhibitors was the quality of visitors that the exhibitors were able to establish connections with over the event days.

Anthony Budd, Managing Director of **Diverse Flavours** from South Africa, said, "This is my second year here as an exhibitor. Last year, I found an importer and this year, I was able to make good connections by targeting at the hotels and restaurants buyers, thereby further expanding my business."



Wine & Gourmet JAPAN
03 – 05 April 2013

www.
wineandgourmetjapan.com

Contact:
Melissa Chan
Tel
+65 6500 6731
Fax
+65 6294 8403
E-mail
m.chan@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Tel. +65 6500 6700
Fax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

For Maria Santivito, Marketing representative from **Dolceamaro SRL**, Italy, a first-time exhibitor, the quality of serious buyers was impressive. She said, "I have visited many food shows in Japan and my company chose Wine & Gourmet JAPAN as the first show we exhibit with in Japan. Our re-packaged, re-sized products created for the Japanese markets have been very well received."

With rising international interest in Japanese drinks, the fourth edition of Wine & Gourmet JAPAN also welcomed the Japanese Wine pavilion, supported by the Association of Nippon Wine Lovers. Following the nationwide initiative to promote sake, 12 established sake breweries across 11 prefectures were collectively featured at the Japanese Sake Pavilion.

Chiisana Kuramoto o Shien suru kai, a group supporting boutique sake brewers also shared that sake brewers had the opportunity to meet trade visitors from a new market segment, including owners of Western restaurants, distributors as well as international buyers from around the world, such as Taiwan.

Rafael "Ray" Cardenas, CEO of **Hand Crafted Spirits**, USA, which represents small high quality distillers from Washington, USA, added, "We met representatives from whisky bars, hotels, buyers from Yokohama, and even an owner of a restaurant chain in Thailand."

Another highlight of the show was the supporting program that engaged over 300 participants with insights of the industry. 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 & Food Pairing program. Focused on the increasing number and purchasing power of female wine fans in the Japanese market, the program was designed to share how food and beverage operators can meet the needs of this new segment of customers. The publication also introduced the inaugural Wine Label Contest, where trade visitors chose the 'Best Looking Wine Label'.

Mr. Michael Dreyer, Vice President Asia Pacific, Koelnmesse Pte Ltd said, "With every edition of Wine & Gourmet JAPAN, we have not only seen the addition of new country group pavilions and the continuation of several others but also the introduction of niche product pavilions such as the Japan Beer, Sake and Wine pavilions. There has also been a very steady increase in the number of exhibitors from Japan and beyond, thus further strengthening the relevance of the trade fair as a highly relevant trade platform for international food and beverage and wine and spirits suppliers, as well as imported food companies in Japan to enter and explore business opportunities within the various hospitality and foodservice sectors. The return of the successful Wine & Food Pairing program also affirms the trade fair's aim to be a hub where knowledge about wine and food pairing are both shared and demonstrated."

- end -

Wine & Gourmet JAPAN 2014

The fifth edition of Wine & Gourmet JAPAN will be held next year from 2 – 4 April 2014 at Tokyo Big Sight, once again co-locating with, FABEX, Dessert, Sweet & Drink Festival, Japan Meat Industry Fair, Japan Noodles Industry Fair and PB-OEM.

For more information, please visit www.wineandgourmetjapan.com.

Media Contact

Melissa Chan
Koelnmesse Pte Ltd
Mobile: +65 9230 6128
Email: m.chan@koelnmesse.com.sg