

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

ワイン & グルメ 2015

Wine & Gourmet Japan

15 - 17 April 2015

TOKYO BIG SIGHT, TOKYO, JAPAN
EAST HALL

POST
SHOW REPORT
2015

Glassware courtesy of Zwiesel 1872

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

Partner Events



Wine & Gourmet JAPAN 2015 Delivers a Stellar Success!

Held from 15 – 17 April 2015 at the Tokyo Big Sight, the sixth Wine & Gourmet Japan ended with phenomenal results. 75,129 trade visitors from different provinces within Japan and abroad visited the event, held over three event 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 174 exhibitors from 21 countries, out of which 67.2% are international exhibitors and 32.8% came from Japan. Together with the 6 partner fairs, an impressive 890 companies impacted the market with their products and brands. The featured exhibits focused on a myriad of red, white and sparkling wines from all over the world as well as a wide variety of spirits, beers, sakes, gourmet food, confectionary, coffee and packaging solutions.

With 11 country and regional pavilions, the group participation grew by a significant 22%. The returning groups from Australia, Germany, Italy, Portugal, South Africa and Spain were complemented by the new groups from Damyang (S. Korea), Georgia, Udine (Italy), Sicily (Italy) and Thailand. On top of that the five conceptual pavilions -Beer, World Wine, Japanese Wine, Sake and Pro-Café- presented a wide selection of their product category at the show.

Another highlight of the show was the comprehensive seminar program drawing over 700 attendees. A total of 24 seminars gave the audience in-depths insights of the industry. Among the diversified program, topics in focus include “Explore South African Wine and Japanese Flavours” by Wines of South Africa, “How to introduce premium wines to your customers to increase value and profit.” by Wine Kingdom, “The situation of premium beer & craft beer in Japan” by Japan Beer Sommelier Association, “The History of German Wines” by the German Wine Institute 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. Strategically segregated into three presentations per day, Wine Kingdom’s sommeliers introduced the attending wine brands and paired them with various dishes. For the third time, the Wine Label Contest, where trade visitors chose the ‘Best Looking Wine Label’ returned as an interactive highlight of the show.

For the first time “The Night of Wines” was introduced during Wine and Gourmet Japan. Japanese Wine Professionals were invited for a closed-door panel discussion. The high profile panellists discussed strategies to sell medium to high priced wines with the attendees. The strategizing session was followed by an exclusive evening of networking amongst 150 international exhibitors, importers, sommeliers, wine media and wine shop owners, as well as international wine producers.



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1. Wine & Gourmet Japan 2015

Wine & Gourmet Japan took place for the sixth time in 2015 with an overwhelming success.

This year a total of **75,129 trade visitors** thronged the halls of Tokyo Big Sight over the three days, attending seven co-located trade fairs for the food and beverage industry.

Wine & Gourmet Japan provides a unique market access to Japan's gourmet food retailers, distributors, importers, hospitality, wine & spirits as well as beer buyers and the foodservice industry.

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.

Japan Food Journal is the organizer of FABEX, Dessert, Sweets, Bakery & Drink Festival, Halal Market Fair and the Private Label Trade Show JAPAN. In addition, the Japan Meat Industry Fair and the Japan Noodles Industry Fair are taking place concurrently.

Definition of Product Groups for each partner fairs:

Wine & Gourmet Japan

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

FABEX

Fast Food & Take-Away Food, Food Materials, Containers, Packaging, Store Equipment, Tray for Business Use

Dessert, Sweets, Bakery and Drink Festival

Desserts, Sweets (Cake, Pudding, Ice Cream), Drinks, Liqueur (for sweets)

Japan Meat Industry Fair

Meat, Processed Meat, Machinery, Equipment and Materials

Japan Noodles Industry Fair

Noodles, Machinery, Equipment and Materials

Private Label Trade Show JAPAN

Organic Products, Packaging, Local Products, Fresh Products

Halal Market Fair

Halal Food Ingredients, Halal Processed Food, Halal Seasonings, Halal Beverages, Halal Table and Cookware

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 * Wines of South Africa * German Wine Institute * IPEX (Castilla La Mancha) * National Wine Agency of Georgia * Board of Trade of Thailand * Damyang-gun (South Korea) * Udine Chamber of Commerce (Italy)



2. Show Statistics

Show Name:	Wine & Gourmet Japan 2015
Venue:	Tokyo Big Sight, Tokyo, Japan, Hall 1 to 4
Date:	April 15 – 17, 2015
Organizer:	Koelnmesse Pte Ltd, Singapore
Partner Events:	FABEX 2015 Dessert, Sweets, Bakery & Drink Festival 2015 Japan Meat Industry Fair 2015 Japan Noodles Industry Fair 2015 PB-OEM Private Label Trade Show JAPAN 2015 Halal Market Fair 2015
Exhibition space:	34,086 SQM [For all 7 shows]

No. of Exhibiting Companies:

Wine & Gourmet Japan 2015	174
FABEX 2015	326
Dessert, Sweets & Drink Festival 2015	167
Halal Market Fair 2015	41
Private Label Trade Show JAPAN 2015	27
Japan Noodle Industry Fair 2015	63
Japan Meat Industry Fair 2015	92
Grand Total for 7 shows	890

No. of countries / regions Representation:

21

Australia, China, Finland, France, Georgia, Germany, Greece, Hong Kong, Italy, Japan, Malaysia, New Zealand, Portugal, Russia, Singapore, Slovakia, South Africa, South Korea, Spain, Thailand, Turkey



Exhibitor Breakdown by Countries & Regions:

Australia	6
China	1
Finland	1
France	1
Georgia	7
Germany	9
Greece	2
Hong Kong	1
Italy	26
Japan	55
Malaysia	1
New Zealand	1
Portugal	9
Russia	1
Singapore	1
Slovakia	1
South Africa	13
South Korea	5
Spain	21
Thailand	11
Turkey	1

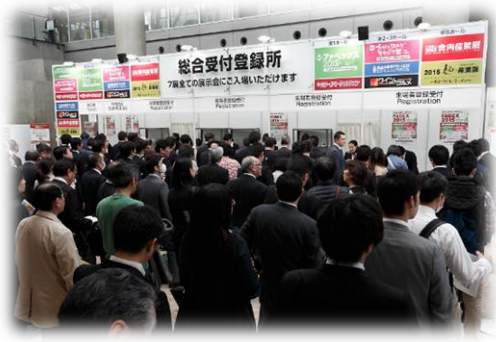
No of country and regional group participation: 11

- Australia
- Damyang-gun (South Korea)
- Georgia (National Wine Agency of Georgia)
- Germany (German Wine Institute)
- Italy
- Portugal
- Sicily (Italy)
- South Africa Pavilion (Wines of South Africa)
- Spain (ICEX Castilla La Mancha)
- Thailand (Board of Trade of Thailand)
- Udine (Italy, Udine Chamber of Commerce)





3. Quality Trade Visitors

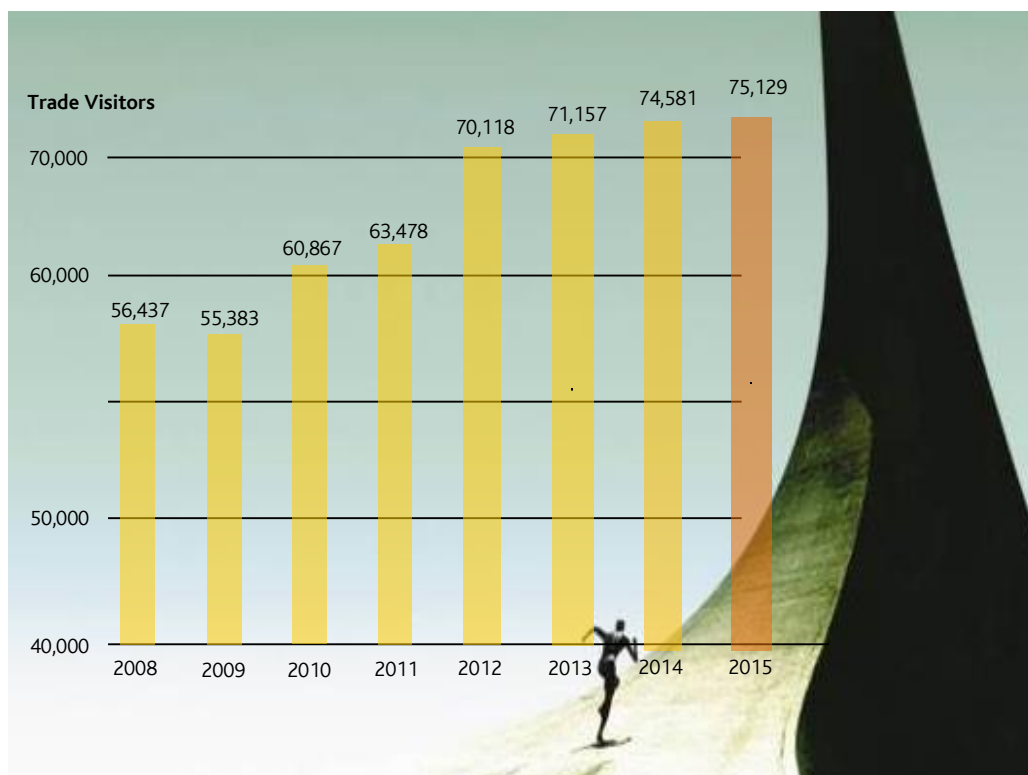


75,129 food and beverage industry professionals visited the co-located trade fairs of Wine & Gourmet Japan, FABEX, Desserts, Sweets, Bakery & Drink Festival, Halal Market Fair, Japan Meat Industry Fair, Japan Noodles Industry Fair and Private Label Trade Show JAPAN from 15 to 17 April 2015.

3.1. Visitor Statistics

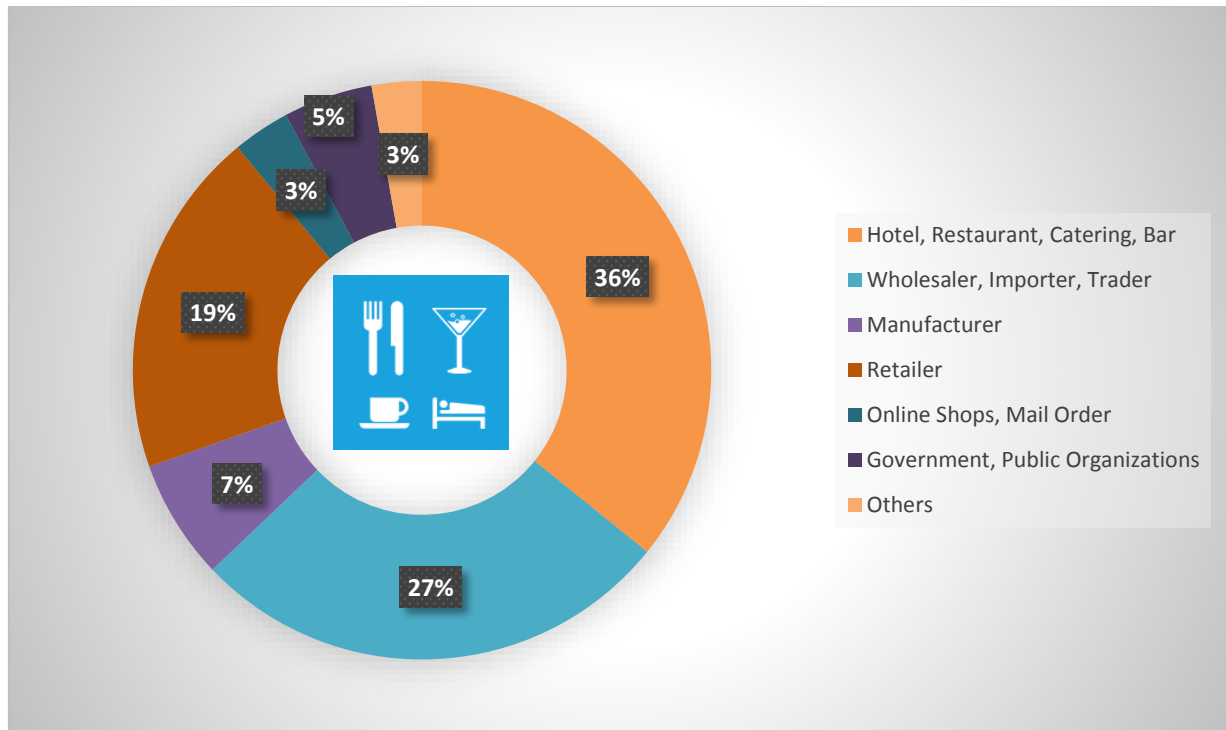
Visitor Daily breakdown (2014 vs 2015)

	Day 1	Day 2	Day 3
2014	21,155	25,012	28,414
	74,581		
2015	23,508	25,326	26,295
	75,129		

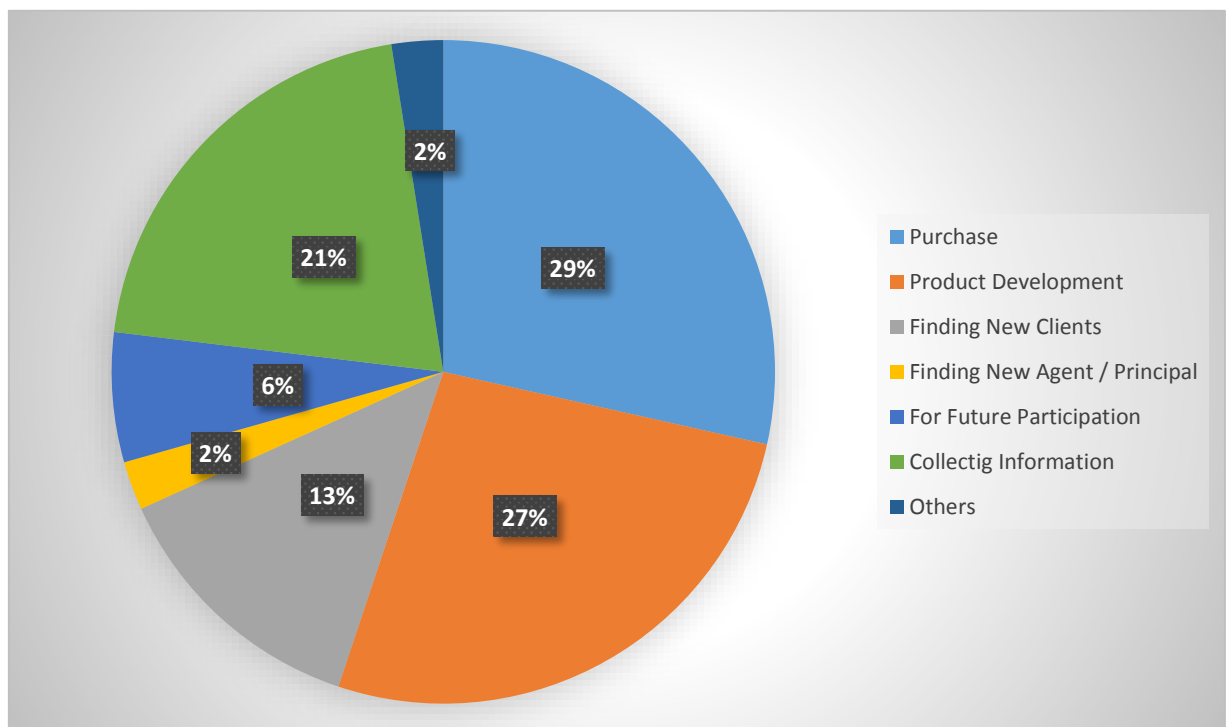




3.2. Visitor Business Category Breakdown



3.3. Visitors Purpose of Visit



3.4. Who Attended Wine & Gourmet Japan 2015?

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

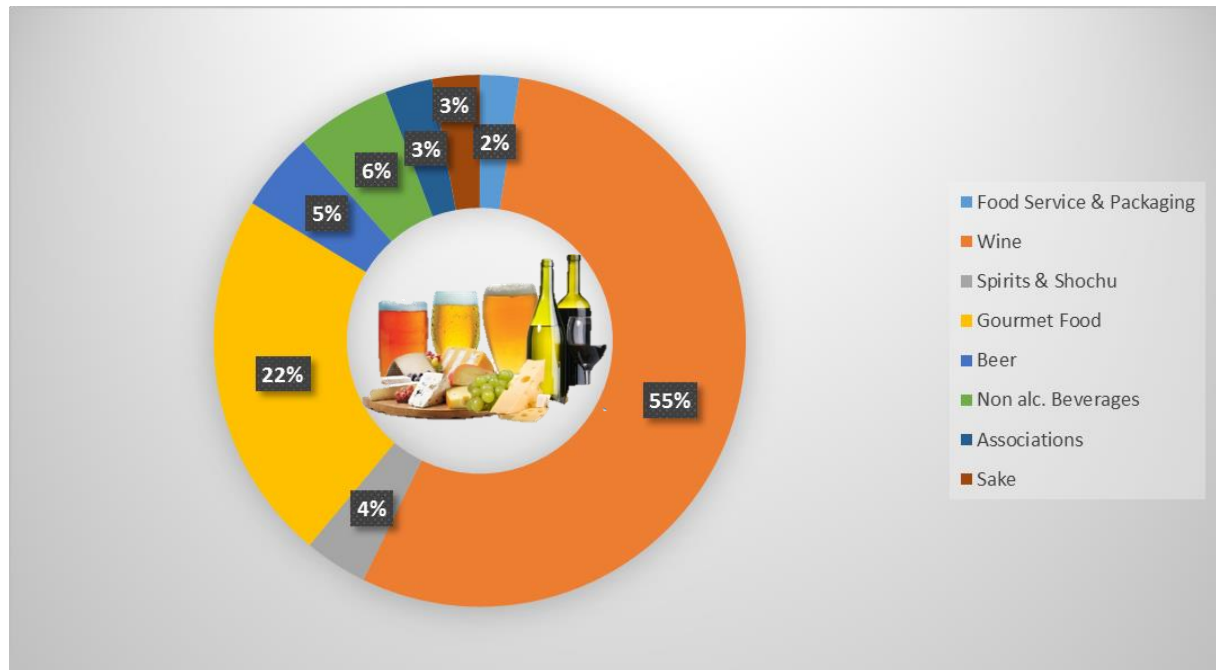
Hotels & Catering
ANA Catering
JALUX
Oriental Land
Seven&i Holdings
Imperial Hotel
Tokyo Bay Hotels
Hilton Tokyo
Grand Hyatt Tokyo
Mandarin Oriental Tokyo
Hotel New Otani
Prince Hotel
Hotel Okura Tokyo
Hotel Grand Pacific
Rihga Royal Hotels



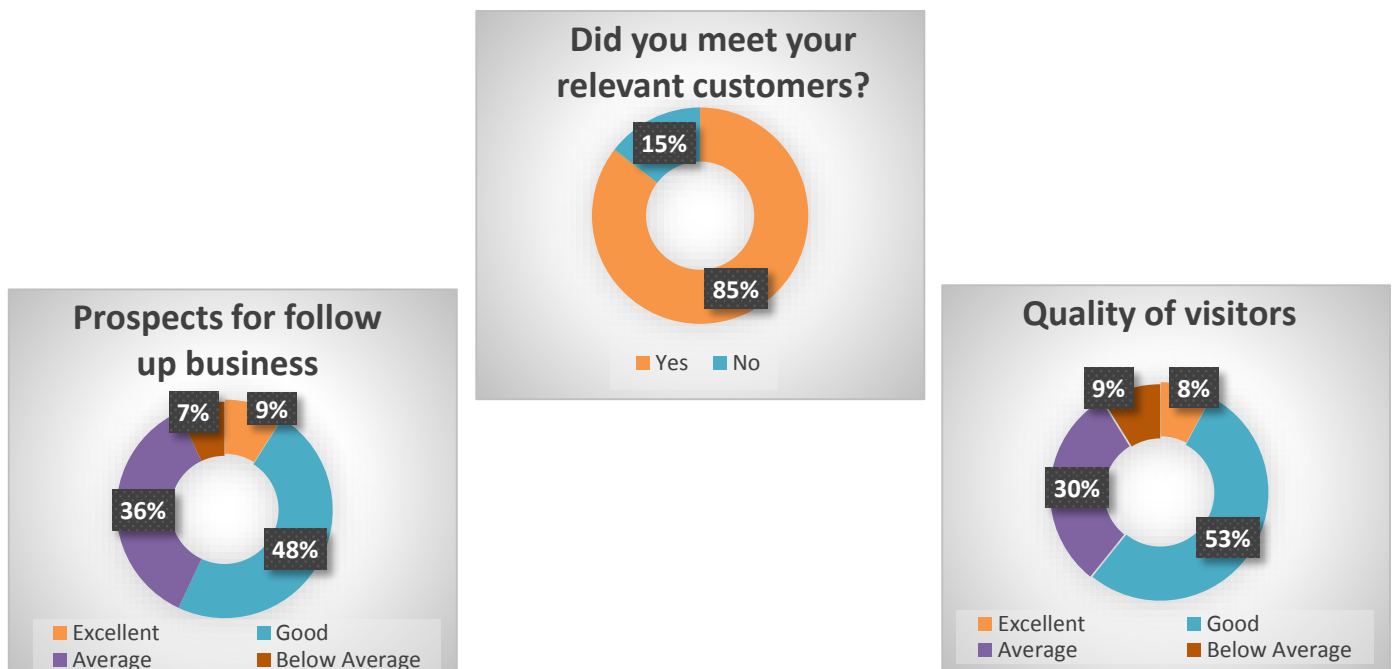


4. Exhibitors Statistics

4.1 Exhibitors by Product Category



4.2 Our Exhibitors Opinion about Wine and Gourmet Japan





4.1. What Our Attendees Have To Say!

"We presented our wines, brandies and chacha for the first time at Wine and 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 some good business."

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

"Wine and Gourmet Japan met my expectations again this year. Professionalism, ingenuity and great service has made our participation in Wine and Gourmet, once again, successful, smooth and enjoyable."

(Mihalis Boutaris, Chief Winemaker, M. Boutari Co. Ltd., Greece)

Wine and Gourmet Japan was a great opportunity to find new importers and distributors.

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

I come to Wine and 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)

"The organization of Wine and Gourmet Japan was one of the best I experienced so far."

(David Moshe, CEO, Global Drinks, Finland)

"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. The seminar held by the German Wine Institute was a great opportunity to obtain a whole picture of the history of German wines."

(Ms. Watabiki, Wine Journalist, Japan)

Wine and Gourmet Japan was a great opportunity to not only enjoy wines from unique places like Georgia and Russia, but to meet the people behind the products. Seeing the passion of the producers and hearing the stories behind the wine was a rare and wonderful insight into the industry.

(Jessilyn Harper, Wine Importer, Japan/USA)

"It is truly better than other fairs, including the organization."

(Mr. Teruhisa Shinohara, Deputy Manager, Muso Shoji, Japan)

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

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



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 and Gourmet Japan. Once again this program was received by the visitors as a highly interesting educational highlight of the show. Wine Kingdom held three sessions a day in which the attending wines were introduced and paired to a variety of different dishes.

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

The Label Contest

For the third time in a row, the labelling contest took place during Wine and 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 and Gourmet Japan 2015 Label Contest:





5.2. Extensive Seminar Program

Seminar Room 1:

Day One, 15 April 2015

Time	Topics	Organizers	Language
11:00 - 11:45	Experience the wine glasses of Riedel and Spiegelau through tasting	RSN Japan	Japanese
12:30 - 13:15	- Georgia - Cradle of Wine	National Wine Agency of Georgia	English/ Japanese
14:00 - 14:45	Explore South African wine and Japanese flavors – Part 1	Wines of South Africa	English/ Japanese
15:30 - 16:15	The History of German Wines	German Wine Institute	English/ Japanese

Day Two, 16 April 2015

Time	Topics	Organizers	Language
11:00 - 11:45	Explore South African wine and Japanese flavors – Part 2	Wines of South Africa	English/ Japanese
12:30 - 13:15	An introduction and tasting of: DR Porto 30 Anos, Quinta de Linhares Branco Avesso Vinho Verde (white wine), Quinta da Levandeira Grande Reserva 2005	Agri Roncao	English/ Japanese
14:00 - 14:45	How to increase profits by introducing the premium wine category	Wine Kingdom	Japanese
15:30 - 16:15	Quality and Price of Coffee	Mi Cafeto	Japanese

Day Three, 17 April 2015

Time	Topics	Organizers	Language
11:00 - 11:45	The Relevance of Greek Wine to the Japanese Sommelier	M. Boutari / Kir-Yianni	English / Japanese
12:30 - 13:15	Get to know the Portuguese sparkling wines. Introduction and tasting of: -Dom Ferro Reserva Bruto, -Quinta do Ferro Avesso	Quinta do Ferro	English / Japanese
14:00 - 14:45	How to increase profits by introducing the premium wine category	Wine Kingdom	Japanese
15:30 - 16:15	Experience the wine glasses of Riedel and Spiegelau through tasting	RSN Japan	Japanese

Seminar Room 2:

Day One, 15 April 2015

Time	Topics	Organizers	Language
11:00 - 11:45	Weingut Fuchs, Private Winery from Germany since 1626. A view inside with tasting.	Weingut Fuchs	English/ Japanese
12:30 - 13:15	Seasonal combination of Beer and Food.	Japan Beer Sommelier Association	Japanese
14:00 - 14:45	Match seasonal beer specialties with the right dish.	Japan Beer Sommelier Association	Japanese
15:30 - 16:15	Get to know the ultra-premium wines from the Schuchmann Winery and get an introduction to the native grapes of Georgia	Schuchmann Wines	English/ Japanese

Day Two, 16 April 2015

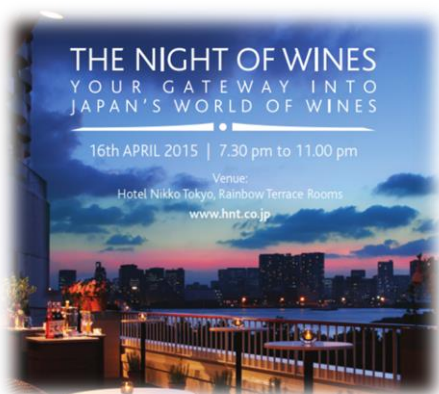
Time	Topics	Organizers	Language
11:00 - 11:45	The possibility of Muscat Bailey A	Association of Nippon Wine Lovers	Japanese
12:30 - 13:15	A presentation of the unique Buckwheat Beer from the Spalt Brewery (Germany).	Brewery Spalt	English / Japanese
14:00 - 14:45	The situation of premium beer & craft beer	Japan Beer Sommelier Association	Japanese
15:30 - 16:15	Discover the taste of Germany	German Wine Institute	English / Japanese

Day Three, 17 April 2015

Time	Topics	Organizers	Language
11:00 - 11:45	The reason why I built a winery in Tokyo	Association of Nippon Wine Lovers	Japanese
12:30 - 13:15	Free from polishing! Work more efficient!	Winterhalter	Japanese
14:00 - 14:45	7 things to keep in mind before serving beer!	Japan Beer Sommelier Association	Japanese
15:30 - 16:15	Five Star Winery "Amadio" (South Australia)	Australia Wine Wine Pty Ltd	English / Japanese



5.3. The Night of Wines



For the first time at Wine and Gourmet Japan, Koelnmesse and Wine Kingdom introduced **"The Night of Wines"**. This inaugural evening event distinguished itself by offering a unique combination of **workshop and international networking**.

The Night started with an exclusive panel discussion on the topic **"Strategies to introduce medium to higher priced wines to your customer"**. Helmed by four of Japan's most famous sommeliers, wine bar and restaurant owners – Mr Makoto Endo (Owner of ENDO RISABURO SHORTEN), Mr Makoto Fujimori (Owner of VINOSITY), Mr Daisuke Nakashima Marunouchi (Area Manager of MARUGO) and Mr Hiroto Maruyama (President of AUXAMIS WORLD), the debate tackled the issue on increasing price-sensitivity of the customers. 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 **150 exhibitors, 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.



6. Snapshots of the Show



7. Post Show Press Release

Wine & Gourmet Japan 2015 Delivers a Stellar Success

Steady growth in exhibitors and visitors; impressive international participation

Wine and Gourmet Japan 2015 reinforced its solid standing as Japan's leading trade fair when it wrapped up its three-day exhibition on 17 April with resounding success. The sixth edition of the show showcased the best of the world's wine, beer, spirits and gourmet food at the Tokyo Big Sight, drawing a stellar crowd of quality professionals from the food & beverage industry from around Japan and Asia.

Says Mr. Michael Dreyer, Vice President Asia Pacific, Koelnmesse Pte Ltd, "The number of exhibitors and visitors has grown steadily over the years. For us, this is a clear sign that this exhibition has gained the confidence of the food and beverage professionals in Japan and the world. The fact that this is now a must-visit event for F&B professionals in Japan is a huge encouragement to our team."

In 2015, Wine & Gourmet Japan, together with the partner fairs welcomed a total of 75,129 visitors. There has also been a spectacular growth in international exhibitors, with an increase of 18% to 117. This includes exhibitors from Italy, Thailand, South Africa, Germany, Portugal and Slovakia. Group participation leapt by 22%, from 9 group pavilions to 11 this year.

The show, catering for trade professionals, also presented partner fairs – FABEX for Food and Beverage Exhibition, Desserts Sweets Bakery and Drink Festival, PB-OEM for Private Labeling, Japan Meat Industry Fair, Noodle Industry Fair and the newly-launched Halal Market Fair.

Other than a wide selection of country and product pavilions, Wine and Gourmet Japan 2015 also rolled out wine and food focused programmes to foster industry education and networking opportunities.

The wine programmes have received national and international association support by The German Wine Institute (DWI), Wines of South Africa, Georgian Wine Association, Japan Sommelier Association, Wine Importers Association of Japan, Association of Nippon's Wine Lovers, Japan Wines & Spirits Importers' Association and Japan Beer Sommelier Association.

A record of 24 professional seminars were held across the three trade days, with more than 700 attendees across all seminars.

Journalist Wine Magazine Japan (Ms Watabiki) noted, "Both visitors and exhibitors felt that the exhibition size was appropriate and easy to navigate around and they could focus on what they were looking for. Exhibitors reviewed highly of the quality of visitors, especially when they (trade visitors) come to the show with clear objectives. "

The highlight was the Night of Wines, helmed by four of Japan's most famous sommeliers, wine bar and restaurant owners – Mr Makoto Endo (Owner of ENDO RISABURO SHORTEN), Mr Makoto Fujimori (Owner of VINOSITY), Mr Daisuke Nakashima Marunouchi (Area Manager of MARUGO) and Mr Hiroto Maruyama (President of AUXAMIS WORLD). Japanese Wine Professionals were invited for the closed-door panel discussion with the panelists, followed by an exclusive evening of networking amongst 150 international exhibitors, importers, sommeliers, wine media and wine shop owners, as well as international wine producers.

A Gastronomic Discovery

Visitors also discovered many new products and experiences, which were launched for the first time at Wine & Gourmet Japan. Says visiting importer for European food from Sapporo (Hokkaido), "Japan is a country celebrated for its gastronomy but we are also very open-minded and constantly in search for interesting food products to discover. The highlight has to be the horse salami from Italy, which took our understanding of charcuterie to another level. It was also very helpful to speak to the exhibitors, who also gave suggestions on how we can pair horse salami with different styles of wines, or even experiment with sake pairing."

The Georgian Wine Association also made its debut at Wine and Gourmet Japan with 6 wineries. Says Elene Kiknadze, Chief Specialist of the Marketing and PR Department, National Wine Agency of Georgia. "It is the first time for us, to bring a group of Georgian wineries to Wine and Gourmet Japan. It is a great opportunity to find new importers and distributors"

Jessilyn Harper (trade visitor) said, "Wine and Gourmet Japan was a great opportunity to not only enjoy wines from unique places like Georgia, but to meet the people behind the products. Seeing the passion of the producers and hearing the stories behind the wine was a rare and wonderful insight into the industry."

- 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 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.

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 fairs in the field of nutrition:

<http://www.worldcapitaloffood.com>

SAVE THE DATE FOR WINE AND GOURMET JAPAN 2016



The banner features the 'Wine & Gourmet JAPAN' logo on the left, which includes a stylized wine glass and the word 'JAPAN' in a red box. The central text reads 'An Encounter With The World's Finest Food and Beverage Professionals in Japan' and 'Japan's Food & Beverage Network'. Below this, it states 'TOKYO BIG SIGHT | 15 - 17 APRIL 2015'. On the right side, there is a photograph of a wine glass filled with red wine, a glass of white wine, a plate of cheese and bread, and a bunch of grapes.