

 **Wine &
Gourmet
Taipei**

2019

5/24 - 26

**POST SHOW
REPORT**



*International Wine, Spirits, Beer,
Sake & Gourmet Show for Taiwan*

24 - 26

Exhibition Name : The 2019 Wine & Gourmet Taipei

Date & Time : May 24-26,2019

Exhibition Type : B2B 、 B2C

Venue : World Trade Center Hall 3

Organizer : Kaigo

Visitor Type : importer, hotel/ restaurant, travel agent, food/ drink provider, department store/ supermarket/ convenient store, airline operator, Pubs/ Clubs/ KTV, tax-free brands, wine provider, wine retailer, groups and associations, media, wine lover, general public

Official Website : www.WineGourmetTaipei.com

FB : @WineGT

IG : @wineandgourmettaipei

Ticket Price : Admission fee: NTD500

Wine and Taste lecture: NT100-1,150



2019

Wine & Gourmet Taipei

Taste, Class, Quality

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Taste, Class, Quality

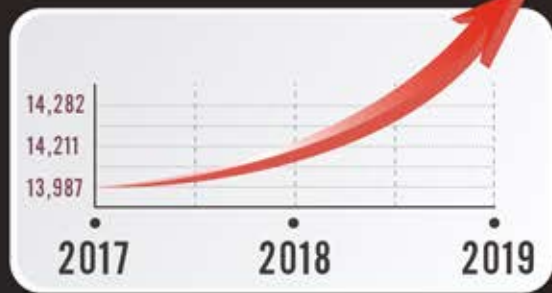
WGT Show Performance >>>



Visitor satisfactory



Visitor growth



Visitor number increases every year

Ratio of exhibitor



Exhibit Profile >>>



Still Wine



Spirits



Storage and Equipment



Gourmet



Sparkling Wine



Wine Knowledge & Life style



Glassware and Accessories



Others

Country >>>

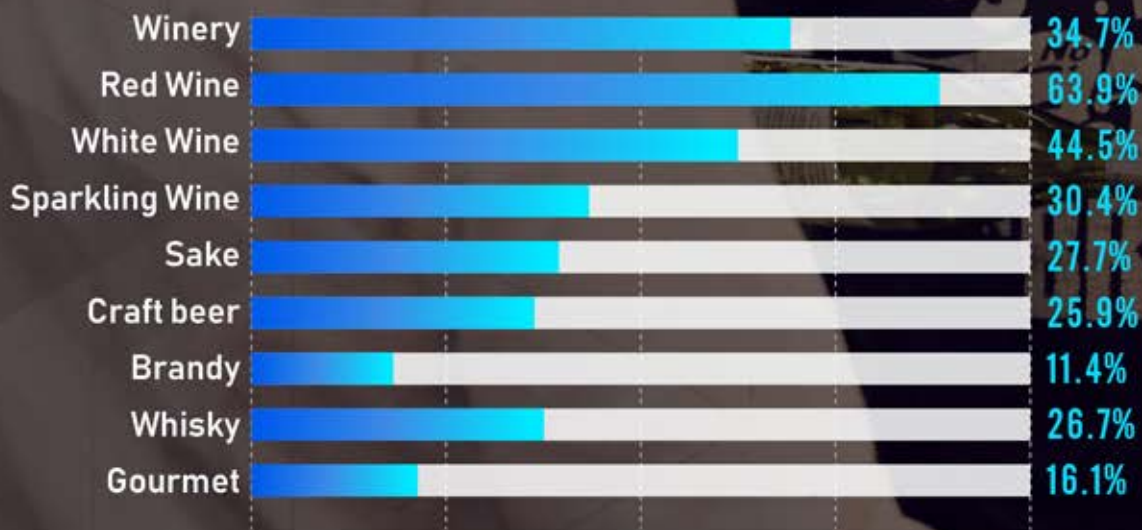


Analysis of Professor Buyers

• Visit Purpose



• Buyers' Interest



40%
Matchmaking Rate of Wholesalers and Vendors

Selected Annual Activity >>



Taiwan Sommelier Association

The jury of the 7th "Wine & Gourmet Taipei" includes elite sommeliers: a sommelier with a French national certificate, Alain Ducasse at Morpheus, the Michelin 2-star restaurant sommelier in Macau, and the 5th World Kikisake-Shi Competition champion. The wines were divided into three categories, red wine, white wine, and sparkling wine. The sommelier jury, in a blind tasting manner, tasted all the wines and gave them a score out of 100. The evaluation was based on the wine's color, appearance, aroma, flavor, finish, and overall quality. The high-standard selection provides guidance for the consumers' purchases.

2019 WGT Annual Selection



Sommelier Guide

Paul Peng Wang
booth Seminar

Cube Culture
Booth Seminar

Wine on Table

The Best Sommelier of Taiwan /
The 7th RVF - The World Blind Wine Tasting - Taiwan Regional Trial

Seminar

• Sommelier Guide



• Paul Peng Wang booth Seminar



• Cube Culture Booth Seminar

• Wine on Table



- The Best Sommelier of Taiwan

The participants attended the competition in ASI-standard English or French—they could choose their language preference. The competition was divided into the preliminary stage and the final stage. The preliminary test was a written test (unpublished) and the top 4 became the competition finalists. The final stage was conducted based on a simulated on-site service. The evaluation standard included “wine serving”, “blind tasting”, “wine order correction”, “tricky Q&A”, “wine match” and the test was either in English or French. The finalists were expected to present professional services within the given time to impress the judges and win the championship.



- The 7th RVF - The World Blind Wine Tasting - Taiwan Regional Trial

The World Blind Wine Tasting was organized by a well-known French wine magazine “La Revue de Vin de France”. The competition consists of blind tasting 12 wines from around the world. Each team determines the main grape ingredient, the production area, and so on. The team with the highest score wins.



• On-site Activity

Different experts were invited to the seminars to share their knowledge of wine and tasting and lead the audience through the culture and brewing technology of wines around the world.

- Paul Peng Wang offered the unprecedented “official certificate course” to introduce the geographical history of Rhone for two hours. The participant’s group discussion was also highly appreciated. The certificate was awarded after finishing the course.
- The 5th World Kikisake-Shi Competition champion Chang Hung Liang presented “Get to Know Japanese Sake in 1 Hour” for participants to learn the tips of sake in a short period of time.
- Taiwan Head Brewer Ray Sung presented “The Rise of Brewer Beer and Taiwan Industry”, sharing the recent stories of the industry.
- Mr. Juan Becerra shared the “Annual Selected Wine List” and its features.

Wine lovers appreciated the diverse seminars as they provided additional wine knowledge.



Official certificate course
-Paul Peng Wang
(Paul Peng Wang)



Wines From
California USA,
Made By Mexican Hands
-Jaun Becerra
(Grupo Fomenti)



Get to Know Japanese Sake
in 1 Hour
- Chang Hung Liang
(TSA)



The Rise of Brewer Beer
and Taiwan Industry
- Ray Sung
(Taiwan Head Brewer)

• KOL: Justin / An-Lei



• Online Magazine: IWATCH/TASTE/Juksy



• Online Magazine: GQ. Vogue Wine Club/La Vie/Cheers



• Boutique Magazine: IWATCH/Prestige/PPaper



• Brochure



• Partners: SET Tour/TAXI/Cinemas



• Partners: WINE ON TABLE/ Lion Travel/SKM/Euro Cave



PROMOTION

• FB / IG



• Broadcasting: PULSE/BEST



• Ads on Bus



• Street Banner



• Ticket channel



(Family Mart convenient store)

Channel Advertisement

• Jio Group Corp physical stores



• Drinks Corp physical stores



• RT-MART physical stores



• KingStone Bookstore





Sunnic Goup
Chairman & CEO-Kang-Min Chien

The exhibition was very successful. Two wines from the selected wine list were very popular and the visitors learned about the high-quality grape wine from Japan. We expect more fruitful results next time!



Drinks Wines & Spirits Co.,LTD
Supervision Department-Edison Chen

Our goal this year was to promote Baron Philippe de Rothschild and local series wine. The WGT visitors additionally had positive interactions with the staff. During the show, we learned more about the demand for wine lovers and the market trend.



Distell
Brand Ambassador-Jackie Lee

This year, we exhibited the top winery from South Africa-Nedberg. Taiwanese wine tasters had little knowledge of South African wines. Therefore, we hoped to promote more quality and affordable wines to the market. The result of this promotion was strong.



Grupo Fomenti
Juan Becerra
co-founder Sommelier

I belong to Grupo Fomenti ,and which comes from Mexico. We bring some wine from California U.S, but made from Maxican hands, I think that's a good fair, because this fair brings people from all Taiwan, people come to drink and try to buy.



Borde Aux Vineam
Sales Assistant Manager-Kyle

We also presented the 6 Bordeaux winery in France. Our purpose this year was to promote organic white and red wine. We are happy to share the concept of organic and excellent tasting wine with our visitors, to help us reach more wine lovers.

**Thank you,
See You
Next Year!**

**2020
07/24-26**

Taipei World Trade Center Hall 1

Wine & Gourmet
Taipei 2020

