

4 May 2017

**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 & Drink Festival 2017, PB-OEM Fair 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 Sommelier 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



Wine & Gourmet Japan  
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[www.wineandgourmetjapan.com](http://www.wineandgourmetjapan.com)

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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).

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### **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.

[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:

EuVend & coffeena, Cologne, Germany, 27-29.04.2017

THAIFEX-World of Food Asia, Bangkok, Thailand, 31.05-04.06.2017

ANUFOOD, Beijing, China, 30.08.-01.09.2017