



ワイン & グルメ 2023

Wine & Gourmet Japan

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



12-14 April 2023

TOKYO BIG SIGHT EAST HALLS, TOKYO, JAPAN

www.wineandgourmetjapan.com

Partner Fairs

- FABEX • Dessert, Sweets & Bakery Festival • PB-OEM Matching Expo
- Japan Noodles Industry Fair • PREMIUM FOOD SHOW • ISM Japan

Organised by



we energize your business | since 1924

TOKYO - Your Gateway to Japan & The East Asian Market

Japan has a unique and sophisticated food culture and is the 3rd largest economic market after US and China. Because of its quality-first characteristics, it is often considered a great "test-market" for industrial products, food and drinks, and services before launching globally – especially in the Asian market.

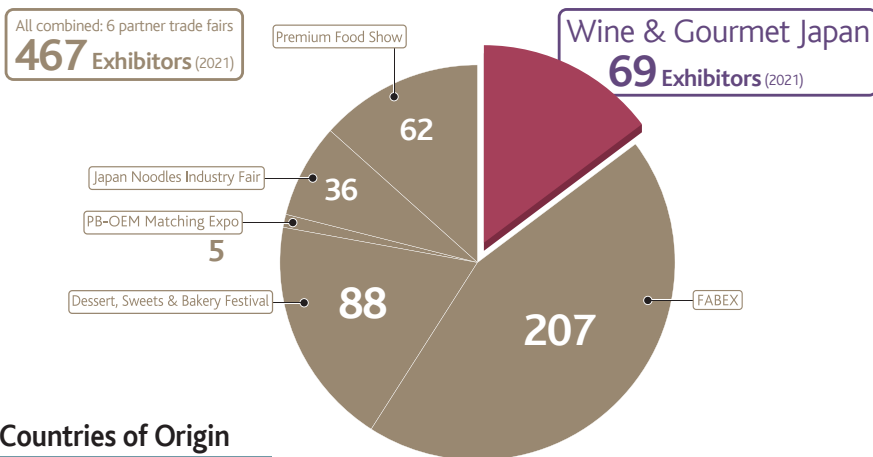
Since 2009, Wine & Gourmet Japan has been offering highlight customized matchmaking activities by holding professional seminars for exhibitors and trade visitors.

Committed to generating new contact points and further business potential for our stakeholders (wineries, importers, wholesalers, retailers, and wine & food professionals), we will be presenting our platform physically and virtually, focusing on the post-pandemic market and the possible challenges in the future for the industry.

Become part of this dynamic market!

Exhibitor Statistics

6 trade fairs under one roof



Countries of Origin

International



Brazil



Bulgaria



France



South Korea



Spain



Portugal

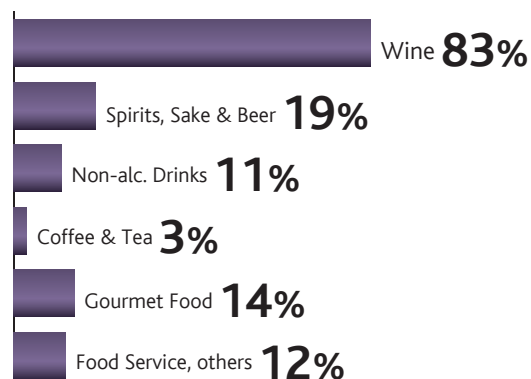
Local



Japan

Exhibitors by Product Category

(Multiple choices)



Exhibitors' Evaluation

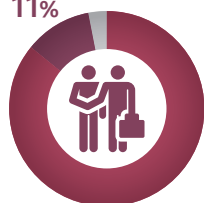
Exhibitor met their relevant Customer Group



Yes **90%**

Strengthen Existing Business Contacts

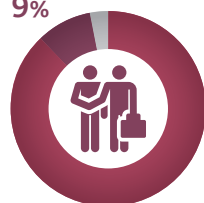
Average 11%



Excellent & Good **86%**

Find New Prospective clients

Average 9%



Excellent & Good **88%**

More than **1,000**

wine brands presented during Wine & Gourmet Japan 2019

Exhibitors' Strategic Views

"Bulgarian Small and Medium Enterprises Promotion Agency organized for the first time the Bulgarian Pavilion at Wine & Gourmet Japan. We confirmed that the fair was very successful and it was a great opportunity to find new importers and distributors through our on-site local supporters. We would like to come back again for the 2022 edition to continue our branding in the important market."

PhD. Boyko Takov – Executive Director, Bulgarian Small and Medium Enterprises Promotion Agency

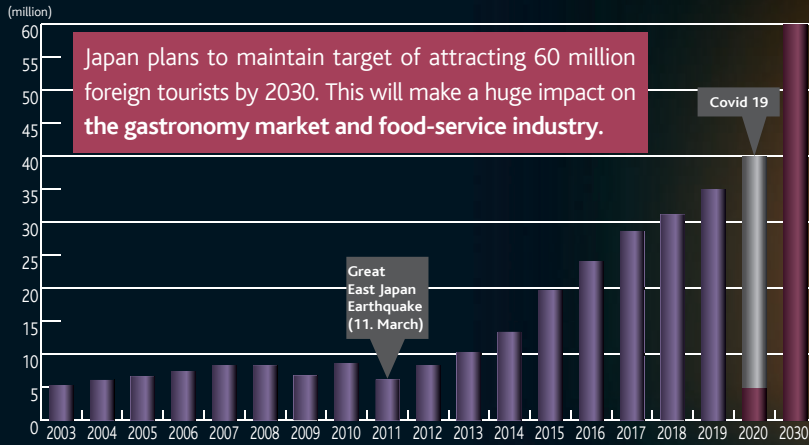
"It was the first time we have participated in Wine & Gourmet Japan. We are very pleased with the business environment for the Brazilian group and we could meet up with a large number of responsible persons from hotel and restaurants, decision makers of retailers."

Mr. Wilson Takahashi, Trade Officer, The Embassy of the Federative Republic of Brazil



Market Statistics

Overseas Residents' Visit to Japan



Reasons to enter the Wine & Spirits Market in Japan

High quality market for high quality products. The Japanese market is well-known for its strict quality standard and is a touchstone for the wine producers and food manufacturers, who will consider the rest of the East Asian market.



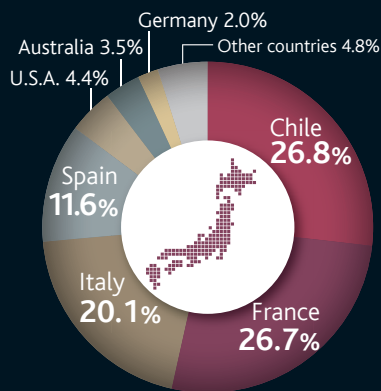
No.1 Wine importer in Asia in unit value

No.2 Wine importer in Asia in volume

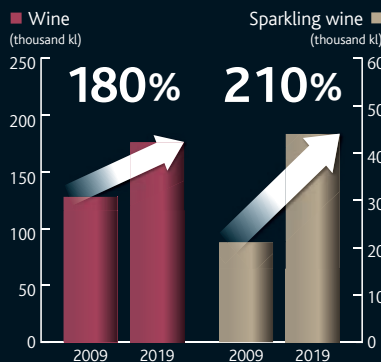
No.1 Spirits importer in the Asia-Pacific Region

Wine market share in Japan

Based on import volume 2019

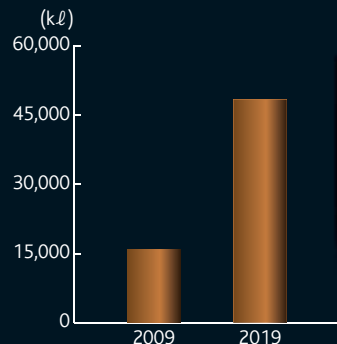


Import volumes of Wine



Import volume of Whisky

CAGR: 13.13%



TOKYO, The Strategic Gateway with The Quality Market of 37,468,000 consumers

The population of The Great Tokyo Economic Area

GDP: \$1.61 Trillion

Tokyo leads all metropolitan areas of the world in terms of the size of its economy.

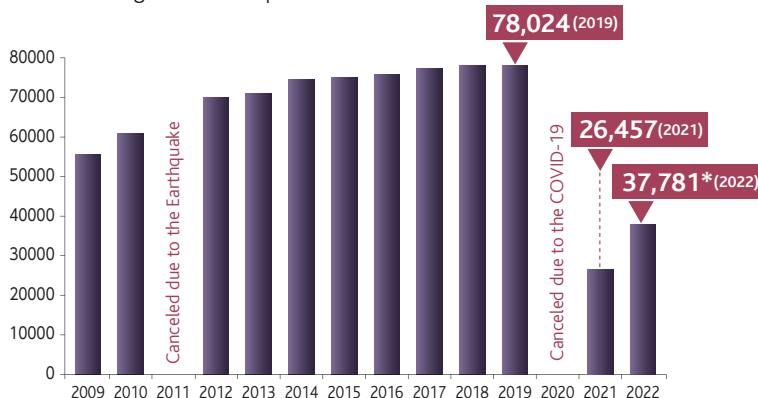


Experience Japan

Visitor Statistics

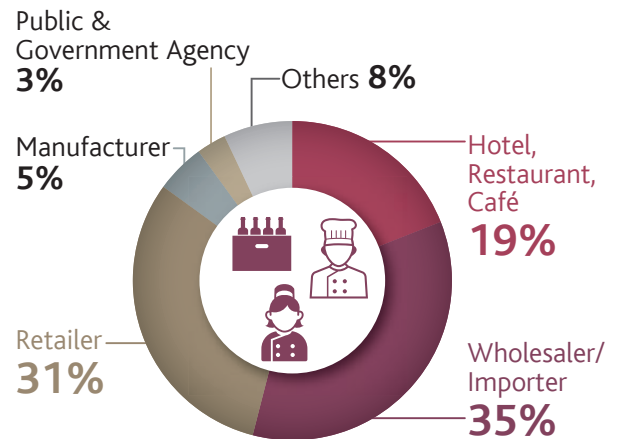
How it has developed

Based on the figures of all the partner fairs



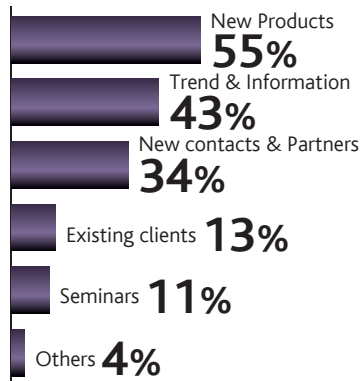
*Figures of the partner fairs. WGJ was canceled due to COVID-19

Visitors by Industry Group



Purpose of Visit

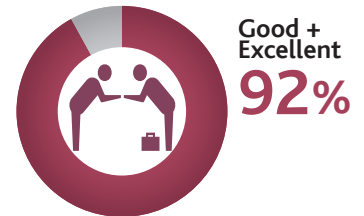
(Multiple choices)



Involved in decision making



Visitors' overall satisfaction



Visit next year



Recommend to colleagues



Key Buyers Attend Wine & Gourmet Japan

Wholesalers & Importers	ENOTECA FUJI TRADING INABA ITOCHU JAPAN EUROPE TRADING KATAOKA KOKUBU LERAD-OFF JAPAN MITSUBISHI MITSUI NIHON SHURUI HANBAI <i>and many more...</i>
Hotel & Restaurant	FOUR SEASONS HANKYU-HANSHIN DAICHI HOSHINO RESORT HOTEL OKURA IMPERIAL HOTEL KEIO PLAZA MEIJI KINENKAN NNEW OTANI ORIENTAL LAND PRINCE HOTEL TOKYO DOME <i>and many more...</i>
Retailers	AEON ISETAN LAWSON MEIDI-YA MITSUKOSHI HANSHIN TOKYU SEIBU SEIJO ISHII SEVEN & i SOGO TAKASHIMAYA <i>and many more...</i>

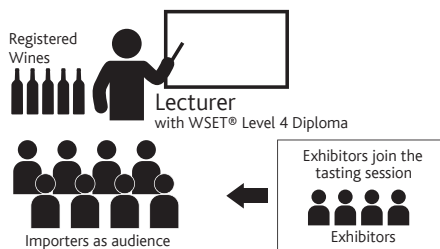
What We Offer



Matching Seminars by Specialists

WSET base professional tasting seminars offer a thorough marketing knowledge to the importers with the opportunity for exhibitors to meet up with attendees. The lecturers of this session are professional sommeliers qualified with a WSET Level 4 Diploma. **For new wines / Free-of-charge**

WSET base Matching Seminars



Matching Seminar Lecturer
Ms. Junko Tominaga

Opportunity to hold an own seminar

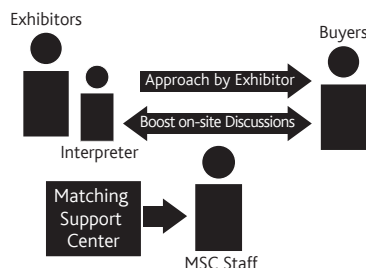
Exhibitors are entitled to hold a tasting seminar, targeting their own existing and potential clients. Seminar room equipment such as audio visual, wine glasses and seminar support staff will be provided by the organizer without additional cost.



Paid service

On-site Matching Support

Skilled staff with wine knowledge will facilitate your discussion with trade visitors. **For new wines / Paid service**



Arranging an own interpreter is highly recommended to facilitate more productive discussions with buyers. (cf. Exhibitor Manual)

Marketing Package

Media Coverage & Interviews

by one of the most influential Wine magazines in Japan

THE WINE KINGDOM covers products and company profiles by doing an interview with exhibitors during the show for its local magazine.

Maximize the performance of your participation even after the show!

For new wines / Paid service



Fulfilling Supporting Programmes

Seminars

Targeting various trade visitors such as importers, wholesalers, retailers, hotels & restaurants, organizers, marketing specialists and exhibitors hold a series of tasting seminars and lectures.



Lecturers from 2021 edition

Japanese Cuisine "和食・Washoku" x Wines

The Japanese cuisine "Washoku" was registered to the list of UNESCO intangible heritage in 2014, and it has become even more popular these years as one of the major cuisines in the world.

Matching wines to specific cuisines is one of the strategic methods to cultivate new markets. THE WINE KINGDOM will help you understand and experience the harmony of wine and Japanese food. Wine & Gourmet Japan is the information base of this new world trend for exhibitors and visitors.



WGJ Label Awards 2023

Appearance matters for selection!

The trade visitors vote and select three best looking labels. The result will be covered in THE WINE KINGDOM Magazine and THE WINE KINGDOM facebook.

Label Awards 2021 Result

- 1 | **Koppu**
Abadia de Sabores [Portugal]
- 2 | **AMAZE**
Cooperativa Vinicola Garibaldi Ltda [Brazil]
- 3 | **Trastena Raspberry Rose**
Trastena [Bulgaria]



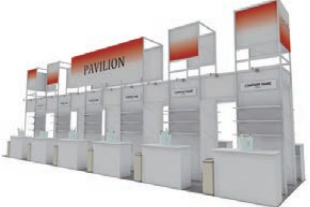




Wine Sparkling wine Spirits Whisky Sake Beer Coffee Oliveoil Gourmet Food

Book Your Preferred Exhibit Package Now!



	Standard Package	Wine Package	Pavilion (for group organizers only)
			
	JPY 69,300*/m ² (min. 9m ²)	JPY 71,500*/m ² (min. 9m ²)	JPY 71,500*/m ² (min. 36m ²)
Space	✓	✓	✓
Booth construction	✓	✓	✓
Basic furniture & Power supply	✓	✓	✓
Ice & Cooler		✓	✓
Country Tower design			✓

Raw Space	JPY 49,500*/m ² (min. 18m ²)	Order your own stand construction
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Business Plus

A remote participation package



JPY 643,500*/complete unit (= 6m²)

A special package for the exhibitors who can not participate in the fair physically. Exhibition staff with wine knowledge will operate your booth and help promote your products and communicate with local distributors.

✓	Space
✓	Booth construction
✓	Basic furniture & Power supply
✓	Ice & Cooler
✓	Communication Tools
	1 x Exhibition sales staff
	1 x iPad
	1 x WiFi > Online meeting & Video Conference available!
	1 x Post sales report with a list of visitors at your booth

Marketing Package

MP1 Media Coverage & Interviews by THE WINE KINGDOM



JPY 55,000*

MP2 Banner insertion in the official online exhibitor catalogue & search



JPY 55,000*

*Consumption tax (10%) is included in the prices above.

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