



Expo Vinis Brazil celebrates results of its 19th edition

*Focusing on content, fair brought lectures and
Premium tastings with current subjects about the sector*

With the participation of more than **430 exhibiting brands**, between **22 and 24 April**, **Expo Vinis Brazil** reasserted itself as the leading wine event in Latin America, taking more than **10 thousand visitors from 17 countries** to taste about **5.500 labels** of red, white, rosé and sparkling wines, and curious releases like the Invisible wine and prosecco beverages.

Held at a strategic moment for the segment when there is less industry events in Europe and the winter favors the growth in consumption of wines, the fair has maintained its main objective: bring together **industry professionals, sommeliers, buyers, importers, retailers and consumers** to an experiment that aims to democratize information, create business opportunities and discuss the wine in Brazil. In its 19th edition, the event also paid special attention to **consumers and entry-level professionals the world of wine**.

"In 2014 we implemented changes that have translated some of the expectations presented by companies and visitors that have **followed Expo Vinis Brazil** for almost 20 years and, along with the positive reception of last year, we realized the necessity of turning our attention to a public who need information. Therefore, in addition to keeping some of the proposed activities, we seek to **implement novelties that demonstrate the commitment of this event to continuous innovation and the ideal of this niche that shows more and more involved and interested in the wine universe**", says Ana Ishida, show manager of the event.

As well as free lectures and aimed at those who are just starting their way in the area, **Dr. Wine** project brought renowned professionals to provide free advice in assembling and evaluation of wine lists to companies that do not yet have this service.

"We had a significant amount of hospitality professionals and restaurants, which accounted for 15% of the public, and importers and distributors, totaling 16%, and 15% of distributors and wholesalers," says Ana Ishida. The retail sector accounted for 9% of the public of Expo Vinis, followed by specialists (10%), supermarkets/hypermarkets (7%), bars and bakeries (4%) and wine producers (3%).



In testimonials

gathered by the **Brazilian Wine Institute**, the ExpoVinis 2015 was mentioned as an ideal model for approaching this public so diverse in a configuration that allows the expansion of traditional markets, makes room for new markets, strengthen business relationships of the segment and expands the contact between consumers and producers.

As for importers who returned to participate in the fair, the quality of the public and the contact with the trade were the high points. "This is a unique opportunity to bring together the consumers and producers. With relevant and well-organized public, ExpoVinis Brazil is a reference in wine events," said **Orlando Rodrigues Pinto Junior**, representative of **Premium Wines**, one of the **major importers of Brazil**.

"We have the participation of 14 companies from the regions of Douro, Lisbon and Alentejo. For us, the Brazilian market represents a major share of investments in the production of wines of Portugal and the fair gives us the opportunity to demonstrate and establish that amount," said **Joana Vidinha**, responsible for the CAP internationalization projects - Confederation of Farmers of Portugal.

"This is the fifth time that we participate in the event, which always marks the beginning of our activities in Brazil. We lead for over ten years, the ranking of imported wines in the Brazilian market and the ExpoVinis is the ideal occasion to have contact with the trade and consumers from various parts of Brazil and the world," said **Alvaro Arriagada**, **Brazil manager of Wines of Chile**, association which represents the **Chilean wine industry**.

New wines. Prestigious wineries

Among the main wine-producing countries were present **Chile, Argentina, Uruguay, Germany, Spain, Portugal, Italy, France, Slovenia and South Africa**. Occupying one of the largest spaces of the event, the **Brazilian Wine Institute (Ibravin)** received 19 wineries presence in the domestic industry of wines such as **Casa Venturini Wines and Sparkling Wines, Gran Legado, Guatambu Wine Resort, Rio Sol, Perini Winery and Peterlongo Winery**.

Representative Association of the Chilean wine industry, the country that leads the ranking of imports to Brazil with **50% volume share**, **Wines of Chile** has brought to visitors three thematic tables, **Novelties, Altitud and Cool Climates**, which presented novelties such as wines made in the desert and labels from terroirs of the coldest regions of Chile.

In the now traditional **Espaço França**, besides knowing the small family farmers, known as Vignerons de Champagne, the public also tasted the **Cognac in versatile versions with juice, energy drinks and soda.**

Were highlighted also some little-known wines in the market and exotic launches such as the **'Invisible' wine importer Caves Santa Cruz**, which is made from the red grape Aragonês with a technique that makes it transparent.

Composing for one more year the list of exhibitors of ExpoVinis, the importer **Decanter** brought to the pavilion islands divided by colors. In one of them, the brand presented **the best Orange wines** in the world with a selection of labels made from ancient methods, which are to maintain the wine in contact with the skins for a long period, providing the unique color to the beverage.

From Brazil, one of the news came from the **Garibaldi Winery**, which launched during the event the first grape juice in **Treta Pak package more practical compared to glass bottles.** All-natural and without sugar, it can be consumed without restrictions.

"Besides being a business mediation channel between producers and buyers, ExpoVinis also acts as a **means of observation and launching trends in the world of wine**, bringing novelties from consumer profiles reflected by the national and international wine market movements "adds Ana Ishida.

The Master of Wine

One of the most anticipated attractions of the fair, landed in São Paulo **Brazil's only and first South American to conquer the coveted title of Master of Wine: Dirceu Viana Jr. - MW**, currently living in London and came to Brazil exclusively for composing the program of Premium lectures with the theme **'sales tools used in European countries: how to sell wine in a competitive market'**, highly relevant to the current economic environment in Brazil and the world.

Among the issues brought to ExpoVinis Brazil in crowded Premium Tastings, stood out the competitions 'Biodynamic Wines', led by the awarded Chilean sommelier **Hector Riquelme** and **'Top Ten Winners'**, conducted by the renowned consultant **Jorge Lucki.**

Didú Russo, journalist and coordinator of the FECOMERCIO Wine Committee, mediated an important debate for the segment: **'Updating and analysis of the taxes on wine in Brazil and its impact on the development of the sector'**, which had the participation of lawyers and union representatives and wine industry associations in Brazil.

Top Ten 2015

Brazil's most awaited wine contest, the **Top Ten** elected the best wines of the 19th edition of the event in the categories National Sparkling Wine, Imported Sparkling Wine, National White Wine, White Wine, Rosé Wine, National Red Wine, New World Red Wine, Old World Red Wine (divided into subcategories 'Iberian Peninsula' and 'Italy, France and others') and Fortified and Sweet Wines.

In an official ceremony held on the first morning of the fair, the ten winners were announced, elected by a jury of important names in the world of wine including the award-winning Chilean sommelier **Hector Riquelme**, besides the famous **Jorge Carrara** (Prazeres da Mesa magazine and Basílico website), **José Maria Santana** (GOSTO magazine), **José Luiz Borges Alvin** (ABS-SP), **Ricardo Farias** (ABS-RJ), **Marcio Oliveira** (VinoTícias website), **José Luiz Pagliari** (SENAC-

SP), **Manoel Beato** (Chief-sommelier of Fasano), **Celito Guerra** (Embrapa-RS), **Roberto Gerosa** (Blog do vinho), **Tiago Locatelli** (sommelier of the group Varanda) and **Mario Telles Junior** (ABS-SP).

TOP TEN EXPOVINIS BRAZIL 2015

CATEGORY	WINE	PRODUCER	IMPORTER
National Sparkling	Aracuri Brut Chardonnay 2013	Aracuri Vinhos Finos	-
Old World Red II	A Sirio Rosso IGT 2007	Azienda Agricola Sangervasio	Barrinhas Importer
New World Red	Renacer Malbec 2011	Bodega y Viñedos Renacer	-
Imported White	Casas del Toqui Terroir Selection Sauv. Blanc Gran Reserva 2014	-	Bodegas de Los Andes Comércio de Vinhos
Rosé	Saint Sidoine Côte de Provence Rosé 2014	Cellier Saint Sidoine	-
Fortified and Sweet	Alambre Moscatel de Setúbal 20 Anos José Maria da Fonseca	-	Decanter
Old World Red I Iberian Peninsula	Pêra Grave Reserva Tinto 2011	-	Luxury Drinks Portugal
Imported Sparkling	Champagne Georges de la Chapelle Nostalgie	Champagne Georges de la Chapelle	-
National White	Vigneto Sauvignon Blanc 2014	Pericó Winery	-
National Red	Valmarino Cabernet Franc Ano XVIII 2012	Valmarino Winery	-



Blog Hunter

For the **third time in ExpoVinis Brazil**, a group of **leading Brazil's wine bloggers** met to **elect the Best Red, the Best White and the Best Sparkling wines** of the event at a cost of up to R\$ 50.00 a bottle.

The challenge is to "hunt" in the fair the best possible labels to compete in three categories, blindfolded taste them and publicize the results still during the event to promote the visibility of these winners to that consumer seeking for excellent **cost-benefit options**.

Traditionally formed by **20 bloggers**, this year, the jury of the **Wine Blog Hunter** got over **10 wineblogger names** selected by prior registration on the event website.

This year's winners were the **Brazilians Garibaldi Chardonnay (the Best Sparkling, R\$ 30)** and **Aurora Reserva Chardonnay 2014 (the Best White, R\$ 40)**, and the **Spanish Clos de Torribas Reserva Tempranillo 2008 (the Best Red, R\$ 49.90)**.

Business Roundtables

In addition to bringing the news of the wine sector, ExpoVinis has a key role in negotiations between producers and buyers, through the **Business Roundtables**, one of the most important activities of the event, responsible for enabling contact between exhibitors and the main distribution channels of wine.

With meetings scheduled by the organizers of the fair according to the demand and the profile of the exhibitors and interested buyers, this edition was attended by Latin American buyers, **Italian Quality** (Chile), **Il Vino Rosso** (Colombia), **Selección Club Del Vino / La Cave** (Mexico), **Comercial Whisky House** (Paraguay), **Mona Lisa International** (Paraguay) and **La Viniteca** (Peru).

Attracted by business expectations generated by the fair, this year **ExpoVinis** was attended by **big importers such as Decanter, Casa Flora, Premium, and Adega Alentejana**, which mainly focus on investments in small and medium entrepreneurs from all over Brazil, mainly interested in aggregate news to their businesses.

About the Comexposium

The group Comexposium was created from the fusion of two of the biggest players of the sector of fairs in France – Comexpo and Expositum. This partnership was born from a commitment made between their respective shareholdings, the Chamber of Industry and Commerce of Paris, and Unibail-Rodamco, generating business of 223 million Euros it occupies a leading position and has a portfolio of 138 events. It is the biggest event organizer in France and the fifth biggest group in Europe.

The fairs organized by Comexposium – SIAL, Sima, Intermat, Cartes, among others – Are leaders in their segments and represent excellent opportunities of making business and contacts. The

company is also one of the main names in the area of commercial fairs of consume (Salon de l'Agriculture, Foire de Paris, in Salon du Cheval), thanks to its unique capacity of making events with strong media impact attracting many visitors.

The events organized by the group covers 17 different activity sectors and its unique knowledge about the changes and evolution of each sector guarantees the support to different strategic necessities of its clients. In international development, search for new markets, communication or customer loyalty. For further information www.comexposium.com.