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Shanghai New International Expo Centre

Press Release

Wine & Spirits: the Chinese El Dorado

At the beginning of a new decade, all eyes turn towards China and its tremendous growth run-up, particularly amazing for Wine and Spirits industry.

China became last year, according to IWSR, the world's biggest market for Spirits.

As the world's fastest growing market for wine consumption (estimated at 1.7 billion liters in 2009), China will become in 2012 the 6th biggest world consumer market with a sales volume valued at more than 2.7 billion USD. The wine market is already prosperous in China, but still highly promising since the annual consumption is only 0.5 liter per Chinese people, compared with the world level at 7.5 liters. There is a bright future for Imported Wine and Spirits. According to China customs, the annual growth rate of imported wine is around 30% in 2009 and estimated to be up to 280 million liters in 2010. China's wine consumption is estimated to be up to 1.2 billion liters in 2010.



However, this amazing potential is reappraised by three major breaches in the approach of the Chinese market.

The distribution of brand knowing and showing is still not adapted to the cultural specificities of such a commercial approach.

The dissemination of Wine culture and learning is not yet popularized neither professionally organized.

The marketing policies are still not based on experimental observations.

As the 1st Wine & Spirits exhibition in mainland China, and conscious of this potential and challenges, SIAL China 2010 has decided, for its 10th anniversary to keep its focus on this sector through two main events: Best Buy China and the Wine innovation Forum.



SIAL China aims to provide a face-to-face platform for wine producers, distributors, retailers, consumers, hospitality buyers and all who are interested in the wine industry.

The Wine & Spirits industry was already the biggest area in the 2009 show: 175 Wine and Spirits exhibitors (key account, wine cooperatives and independent wine producers) coming from 17 countries met more than

12,000 visitors interested in this sector.

The Chinese consumer is very price-conscious especially with foreign products. At the Worldwide competition: **Best Buy China 2010**, a jury of Chinese market specialists will identify the wines sold by SIAL China exhibitors that offer the best price/quality value.

The Chinese consumer is looking for better education and access to the Wine culture. SIAL China gives to exhibitors the opportunity to present their wine through an interactive informational display. It presents 3 aspects of the worldwide markets (geographical origin, varietals area and top brands). The **Wine Innovation Forum** offers the opportunity to disseminate Wine Culture and popularize Wine knowledge in order to expand Wine market in China.

Tasting is the best channel to disseminate and discover the Wine culture. That is why SIAL China will implement **tasting rooms** to let visitors meet exhibitors, and move closer the new products to the Chinese market.



About SIAL China:

SIAL China is the most important trade fair for Food, Beverage & Hospitality in mainland China. Producers and traders from all over the world meet up here with all the key players of Food & Beverage.

Within this sector, SIAL China is recognized as the number one platform for launching new products on the Chinese market.

May 19-21, 2010 - 10th anniversary!

More information on www.sialchina.com

Contact: Justine_desbarbieux@exposium-shanghai.com