

‘VINEXPO ACADEMY’ TO OFFER TOP-FLIGHT TASTINGS, CONFERENCES AND MASTER CLASSES AT ASIA’S BIGGEST WINE & SPIRITS EXPO

China Wine Forum makes its debut with a China wine tasting, showing of the documentary ‘Red Obsession’ and Specialists’ Panel Debate

[Hong Kong, April 29, 2014]– Visitors to the upcoming Vinexpo Asia-Pacific 2014 in Hong Kong can expect an even greater line-up of top-flight tastings, conferences and master classes at the show’s ‘Vinexpo Academy’ during the May 27-29 expo. An eclectic programme of 54 premium events features 30 seated tastings, five standing tastings, 15 conferences and four Vinexpo master classes. Guided tastings highlight the best appellations and vintages of France, including Burgundy, Beaujolais, Saint-Emilion and Bordeaux, as well as Chile, Italy, China, Switzerland, Argentina and South Africa. At the conferences, professional specialists in finance, law, importing and marketing will address a range of issues and trends from the future of the Chinese market to vineyard investment and wine auctions. Prestigious speakers and tasting guides include leading Masters of Wine, oenologists, winemakers, sommeliers and consultants such as Paolo Basso, Jeannie Cho Lee, Hubert de Boiard, Li Demei, Michel Rolland, Simon Tam, Debra Meiburg and Nelson Chow sharing their knowledge, expertise and insights. Not to be missed at Vinexpo Asia-Pacific 2014! Four master classes will deliver diplomas to attendees certifying their knowledge and skills in tasting. Well-known Master of Wine Jeannie Cho Lee is delivering three of the master classes, focussing on matching wine with three Asian cuisines: Korean, Shanghainese and Thai. Paolo Basso, voted Best Sommelier of the World 2013, will present a blind tasting of eight exceptional wines selected from exhibits at Vinexpo Asia-Pacific. Also not to be missed is the exclusive Saint-Emilion *Grands Crus Classés* Cup; a retrospective of one of Italy’s greatest wines, Masseto; and unique tastings of Lanson champagnes, Burgundy *Grands Crus* and medal-winning wines from the “Beautiful South” of Argentina, Chile and South Africa. China Wine Forum Makes its Debut! For the first time at Vinexpo Asia-Pacific, a “China Wine Forum” invites visitors to take part in three unique events: a Chinese wine tasting with Li Demei and Lin Libo of *Revue du Vin de France* China; and a private showing of the documentary *Red Obsession* about China’s appetite for acquiring great chateaux of Bordeaux, followed by a debate with the director. A conference and debate on the future of the Chinese market will feature specialists and key players in the market such as Judy Leissner of Grace Vineyards, Don St Pierre Jr of ASC Fine Wines, Dixon Yuan of Yesmywine and Simon Tam of Christie’s. The entire Academy programme is on line, please visit: <http://asiapacific.vinexpo.com/en/visiting-vinexpo-asia-pacific/programme/>

About Vinexpo Created in 1981, Vinexpo has established itself over the years as the largest exhibition for wine and spirits professionals in the world. It is held in Bordeaux, France every odd-numbered year where it attracts around 48,000 professional visitors from 140 countries and 2,400 exhibitors, who represent 45 producing countries. Meanwhile every even-numbered year, Vinexpo’s subsidiary, Vinexpo Overseas, organises the exhibitions Vinexpo Asia-Pacific and Vinexpo Nippon. In 1998, the first Vinexpo Asia-Pacific was held in Hong Kong, followed in 2000 and 2002 by two exhibitions in Tokyo. Since 2006, Vinexpo Asia-Pacific has been held in Hong Kong every two years and has become a major event on the professional wine and spirits trade calendar in the Asia region. Vinexpo Asia-Pacific 2014 will be held from May 27 – 29 in Hong Kong. *Journalists! It’s time to order your badge online in the press corner: <http://asiapacific.vinexpo.com/en/press/order-your/>*

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