

HKTDC Hong Kong International Wine & Spirits Fair 2018

A World of Exquisite Wine and Spirits

香港貿發局香港國際美酒展2018 呈獻環球佳釀



美酒業矚目盛事，香港貿發局香港國際美酒展昂然邁進第十一屆。今年美酒展匯聚了來自33個國家及地區超過1070家參展商、行業組織展示環球佳釀，是業界一年一度的盛事。

As one of the greatest wine events in town, the HKTDC Hong Kong International Wine & Spirits Fair returns for its 11th edition. This year, over 1,070 exhibitors from 33 countries and regions, are showcasing fine wine and spirits from around the world.

今年的美酒展吸引了世界各地的葡萄酒產區、酒類商會及政府組織等設立展館，包括Bettane + Desseauve、法國商務投資署、加拿大食品出口協會、德國聯邦食品農業和消費者保護部、意大利商務專員公署及Veronafiere等。另外，中國內地的四川省貿促會、浙江省商務廳及寧夏賀蘭山東麓葡萄酒產業園區管委會辦公室、捷克共和國葡萄酒協會、日本的岐阜縣及新潟縣酒造組合和秘魯展館均首次組織地區展館。

今年美酒展更多元化，除了首設「橄欖油專區」，讓入場人士加深對橄欖油的認識之外，還增設了「有機佳釀試酒區」。

品嚐環球各地的佳釀更是美酒節的重頭戲之一，今年除了有在第10屆巴黎評酒會最高分的Clos Du Val Estate Cabernet Sauvignon紅酒；法國的Bleu de Mer的長相思白酒(Sauvignon Blanc)、柔滑醇厚的梅洛紅酒(Merlot)及由歌海娜(Grenache)和神索(Cinsault)混釀的玫瑰酒；楮野川純米大吟釀光明；火龍肉桂威士忌力嬌以及Edel蘋果酒。各款佳釀有待各位逐一品嚐。三天展覽期間，大會安排了約70項精彩活動，當中包括十多場試酒會、品酒大師課程、雞尾酒調配示範和專題研討會。亞洲知名葡萄酒大師Debra Meiburg將繼續出任本年度酒類行業會議的顧問及主持與知名講者們，就主題「全球葡萄酒業的未來發展」發表真知灼見。

另外，今年度「亞洲葡萄酒學院」亦載譽歸來，葡萄酒大師李志延及Sarah Heller將會講授課程。

Pavilions from various wine-producing regions, trade organisations as well as government organisation will take part in Wine & Spirits Fair this year, including Bettane+Desseauve, Business France, Canadian Food Exporters Association, Federal Ministry of Food, Agriculture and Consumer Promotion and Veronafiere etc. There will be new pavilions from the China Council for the Promotion of International Trade Sichuan Council, the mainland's Department of Commerce of Zhejiang Province as well as General Office of Administrative Committee of Grape Industry Zong of Helan Mountain's East Foothill Wine Region, Czech Grape and Wine Producer Association, Gifu Prefecture and the Niigata Sake Brewers' Association from Japan, and the Peru Pavilion.

Enhancing the diversity of the exhibits, the World of Olive Oil zone is on its debut, showcasing top varieties of olive oil. The Organic Wine and Spirits Tasting Corner also makes its debut.

To enjoy global fine wines also is the maincast of the event. Clos Du Val Estate Cabernet Sauvignon, which received the highest rank in the 10th anniversary of the Judgment of Paris Tasting. Bleu de Mer also launches three different wines, including Sauvignon Blanc, Merlot and Rose blended with grenache and cinsault. TATENOKAWA Junmai Daiginjo "ZENITH Dewasansan", Fireball Cinnamon Whisky Liqueur and Edel Cider, visitors will have the chance to have a try. Some 70 fabulous wine events will be held during the three-day fair, including grand tastings, master classes, more than ten wine tastings' sessions, cocktail demonstrations and seminars. This year, Asia's renowned Master of Wine, Debra Meiburg, will again serve as the advisor and moderator of the Wine Industry Conference and shares the latest industry news with the top-notch speakers.

HKTDC and Hong Kong Polytechnic University School of Hotel and Tourism Management(SHTM) co-organise the Asia Wine Academy again this year, Jeannie Cho Lee MW and Sarah Heller MW will host the intensive courses.



亞洲葡萄酒學院 Asia Wine Academy

由香港貿易發展局及香港理工大學酒店及旅遊管理學院(SHTM)共同籌辦，以SHTM的國際葡萄酒管理碩士學位為框架舉辦的亞洲葡萄酒學院本年度載譽歸來。由著名葡萄酒大師李志延及Sarah Heller授課，集中品試法國及意大利經典佳釀並對比新興地區的高品質美酒。

Course A

Seeking Greatness - Decoding Wine Quality I
美酒探秘 - 解構葡萄酒品質之謎 I

Damiano Barolo Cannubi	2011	Italy
Poderi Gianni Gagliardo Langhe Nebbiolo DaBatiè	2017	Italy
Zenato Valpolicella Classico Superiore DOC	2015	Italy
Zenato Amarone della Valpolicella Classico DOCG	2013	Italy
Famille Fabre L'Instant Rose IGP	2017	France
Gonzalez Byass Leonor Palo Cortado Sherry	NV	Spain
Chateau Doisy-Vedrine	2009	France
Almasy Collection 394 Furmint	2017	Hungary

Day 1 (8 November 2018) 11:30am-1pm or 或

Day 3 (10 November 2018) 11am-12:30pm

費用Tuition: HKD 350* (現場正價: HKD495)



Lecturer 講者:
Sarah Heller 葡萄酒大師 MW

課程分為兩部份共1.5小時。首部份將涵蓋酒款品質如何受葡萄酒風格、釀酒地區和釀製方法影響。學員可於試酒環節內品試四款葡萄酒，讓學員從中明白酒款品質如何取決於葡萄酒風格。次部份則教授提升品酒能力的方法。導師將重溫各種品酒技巧，助學員成為更優秀出色的品酒師。學員隨後會以半盲品形式品試兩組意大利精選佳釀，從中學習鑑別兩款葡萄酒中較佳的一款，更準確辨別影響葡萄酒品質的各項因素。或

Conducted by Sarah Heller MW, the one-and-a-half-hour course will be divided into 2 sessions. Session 1 will address the concept of wine quality as it relates to wine style. Tasting will include four wine types – rosé, oaked white, dry fortified and sweet – to educate participants on how quality parameters differ, depending on the style, grape variety, winemaking traditions and consumer expectations. Session 2 will focus on how to assess wine and develop a more precise sense of how quality is understood in different contexts, in this case Italian wine. The participants will partially blind taste four Italian wines in two pairs to identify the higher quality wine in each pair.

Course B

Seeking Greatness - Decoding Wine Quality II
美酒探秘 - 解構葡萄酒品質之謎 II

Chateau Lascombes	2014	France
Chevalier de Lascombes	2014	France
San Pedro Altair	2014	Chile
Cloudy Bay Pinot Noir	2016	New Zealand
Domaine Faiveley Nuits-Saint-Georges Premier Cru Les Damodes	2014	France
Domaine Faiveley Bourgogne Rouge	2015	France
AR Lenoble Intense "mag 14"	NV	France
Bellavista Alma Gran Cuvee Franciacorta DOCG Brut	NV	Italy

Day 2 (9 November 2018) 2:30pm-4pm or 或

Day 3 (11 November 2018) 4pm-5:30pm

費用Tuition: HKD 350* (現場正價: HKD495)



Lecturer 講者:
Jeannie Cho Lee
李志延葡萄酒大師 MW

此精讀課程以半盲品形式品試經典法國佳釀與世界各地的美酒，藉此分析並了解法國佳釀的風格。8款葡萄酒將會按照其風格及酒款，分成三組進行品試。導師將重溫各種品酒技巧，學員可從中了解酒款品質如何受葡萄酒風格和釀酒地區影響，並學習葡萄酒最終品質與葡萄栽培方式及釀製方法之間的關聯。

This intensive wine tasting course focuses on understanding classic French wine styles along with fine wines of comparable quality and style found around the world. All wines will be tasted partially blind – participants will know the wines but not the order. The tasting session will be divided into three different flights according to their theme or style. This course aims to review the techniques for becoming a better wine taster, understand how quality is defined differently by region and style, and learn how viticultural and winemaking decisions impact final wine quality.

*同時報讀兩個課程 (A+B) 可享優惠價HKD 690。

歡迎18歲以上業內人士參加，公眾人士可選擇11月10日課程。
成功報名亞洲葡萄酒學院課程之人士，均可獲得美酒展公眾日(11月10日)入場門票乙張及Lucaris名貴水晶酒杯乙隻(總值HKD310) (Lucaris名貴水晶酒杯只限11月10日換領，數量有限，先到先得)。

查詢及報名：梁思穎小姐 電話Tel: 2240-4161 電郵Email: jess.sw.leung@hktdc.org



報名表格



課程內容

美酒展最後一天開放予公眾人士購票入場，參與多場美酒活動和欣賞專業人士調配雞尾酒等多項活動，提升對酒類認識及品酒能力。

今屆展覽亦設有第十屆「國泰航空香港國際美酒品評大賽」，將頒發各個最合適亞洲人口味的美酒獎項，當中包括「亞洲美食與美酒配對大獎」及「綠色美酒獎」等。

Last day of the Wine & Spirits fair is open to public, wine lovers by ticket admission are welcome to enjoy wine tastings, master classes, whisky and cocktail demonstrations as well as seminars to enrich their wine knowledge and appreciation.

The 10th Hong Kong International Wine & Spirit Competition will be given out a number of awards, including Asian Food and Wine Pairing trophies and the Green Wine Awards.



Hong Kong International Wine & Spirits Fair 香港國際美酒展

日期: 2018年11月8-10日(星期四至六)

地點: 香港會議展覽中心

11月8-10日 開放予業內人士入場。(預先登記買家免費入場，即場登記入場費：每位港幣100元)

11月10日 開放予公眾人士購票入場 (即場購票每位港幣200元，憑票免費附送Lucaris水晶酒杯乙隻，數量有限，送完即止。)

*只限18歲或以上人士

展會期間尚有多項研討會及活動，可瀏覽網頁及報名：<http://hkwinefair.hktdc.com/ex/event-to>

Date: 8-10 November 2018 (Thu to Sat)

Venue: Hong Kong Convention & Exhibition Centre
Admission: 8-10 November 2018 (Thu-Sat): Trade Only

(No Admission charge for pre-registered Trade Buyers. Admission fee HK\$100 per person for on-site registered trade buyers.)

10 Nov 2018 (Sat): Open to public by ticket admission

*Aged 18 or above only

More event information, please visit <http://hkwinefair.hktdc.com/ex/event>

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