



Wine & Gourmet Taipei

台北葡萄酒展

2015 June 26-28

www.WineGourmetTaipei.com



歡迎加入「台北葡萄酒展」粉絲團
Join us! "Wine & Gourmet Taipei" Facebook fan page

f 台北葡萄酒展 Wine & Gourmet Taipei

Booths Design



經典型 Classic A
NTD 105,000 / 12 sqm



經典型 Classic B
NTD 105,000 / 12 sqm



基本型 Basic C
NTD 65,000 / 12 sqm



基本型 Basic D
NTD 65,000 / 12 sqm

淨空地 Space Only
每平方米新台幣4,875(不含水電)，至少購買24平方米以上
NTD 4,875 /sqm, a minimum size: 24sqm (Water & Electricity is not included).

※以上所有攤位價格(經典型AB基本型CD淨空地等)，均未含百分之五營業稅。
※ The above prices are all excluded 5% VAT.

※早鳥85折專案 優惠至2014年12月31日止
※15% Early Bird Discount Until December 31, 2014

Show Info

展出品項 Exhibit Profile

靜態葡萄酒 Still Wine
紅酒 Red Wine / 白酒 White Wine / 玫瑰紅酒 Rose Wine / 冰酒 Ice Wine / 其他 Others

汽泡葡萄酒 Sparkling Wine
香檳 Champagne / 氣泡酒 Sparkling / 其他 Others

強化與蒸餾葡萄酒 Fortified and Distilled Wine
波特酒 Port Wine / 雪利酒 Sherry / 白蘭地 Brandy / 其他 Others

特殊酒款 Others
清酒 Sake / 啤酒 Beer / 利口酒 Liquor / 其他 Others

葡萄酒品飲器具 Glassware and Accessories
酒杯 Wine Glasses / 酒瓶 Decorative Bottles / 醒酒瓶 Decanters / 酒瓶塞瓶蓋 Decorative Bottle Stoppers / 開瓶器 Corkscrews / 冰桶 Ice Pail / Buckets / 注酒器 Drop Catchers / Pouring spout / 調酒器 Bar Utensils (Barware, Cocktail Shakers Measuring Cups) / 其他 Others

葡萄酒保存設備 Storage and Equipment
酒櫃 Wine Refrigerators / 酒窖 Wine Cellar / 置酒架 Wine Racks / 恆溫設備 Bottle Coolers / 紅酒保鮮器 Wine Preservation / 量溫器 Wine Thermometers / 禮盒 Gift Package / 釀酒設備 Wine-Making Equipment / 其他 Others

美食 Gourmet
乳酪 Cheese / 生蠔 Oysters / 燻鮭魚 Smoked Salmon / 香腸 Sausage / 火腿 Ham / 麵包 Bread / 麵食 Pasta / 甜點 Dessert / 巧克力 Chocolate / 其他美食 Others

品飲智識&品味生活 Wine Knowledge & Lifestyle
酒類教育 Wine Education / 其他 Others

其它
媒體 Media / 公 / 協會組織 Trade Associations / 其它 Others

贊助機會 Sponsorship Opportunity

大師講座、Club Lounge、戶外旗幟、展覽提袋、展會禮贈品、樣品贈酒、參觀導覽手冊、票券廣告、展場牆面形象、官網 e-banner、飲用水等。

※更多優惠贊助方案歡迎洽詢聯繫窗口
※For more preferential sponsorship packages, please feel free to contact us.



展會基本資料 General Info

展名 | 台北葡萄酒展
地點 | 台北世貿三館
專業買主日 | 2015. 6. 26 (五) 2pm - 7pm
購票參觀日 | 2015. 6. 27-28 (六-日) 11am - 7pm

官網 | www.WineGourmetTaipei.com
售票網站 | 博客來
票價 | 入場門票單日500元，大師講堂250元起

支持單位 | 社團法人台灣侍酒師協會、中華民國酒類商業同業公會全國聯合會、台北市酒類商業同業公會、台北市進出口商業同業公會... 其他單位熱烈邀請中。

Name of the Event | Wine & Gourmet Taipei
Venue | Taiwan World Trade Center Hall 3
Professional Buyer's Day | June 26 (Fri.), 2015. 2pm - 7pm
General Public | June 27-28 (Sat.-Sun.), 2015. 11am-7pm

Official Website | www.WineGourmetTaipei.com
Box Office | www.Books.com.tw
Ticket | Daily \$500 (One Time Entry), Master Class \$250 per class

Supporting Associations | Taiwan Sommelier Association, ROC National Association of Wine Business, Taipei City Wine & Spirits Chamber of Commerce, Importers and Exporters Association of Taipei, and more...

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主辦單位 Organizer

開國有限公司 Kaigo Co., Ltd.
● Exhibition & Convention Expert
kaigo

Taiwan's Largest Wine Exhibition

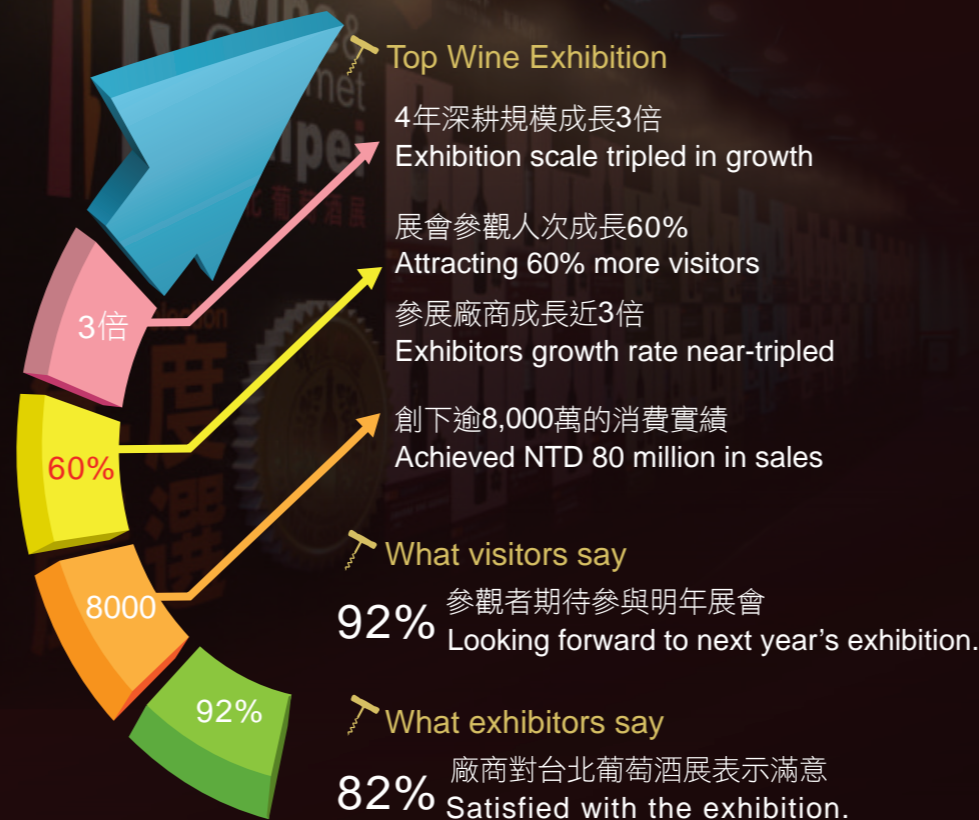
全台最大最專業的葡萄酒展會 產業交流 市場開拓 品牌露出 最佳平台

「台北葡萄酒展 Wine & Gourmet Taipei」已是國內唯一整合葡萄酒產業供應鏈的專業級展會，規模最大、參與人次最多，匯集眾多國內外知名葡萄酒代理商、國內外酒莊、專業酒櫃和各國頂級飲酒器皿等，更有多項特色美食共同展出，同時結合推廣葡萄酒文化教育的重量級大師講座課程與豐富活動等，是台灣最重要的葡萄酒相關業者、專業買主、消費者互動的專業級大型採購平台。

The upcoming 5th Wine & Gourmet Taipei is the only professional wine exhibition in Taiwan that integrates the entire supply chain of the wine industry, including local and international wine agents, wineries, etc.

According to the report and the 5 years prediction released by the International Wine and Spirit Research (IWSR), Taiwan's wine consumption has reached 1.76 million boxes (9 Liter per box), a totaled of 21 million bottles by 2012. An increase of 38.2% compared to 2008. That report also predicted that by 2017, Taiwan's wine consumption will increase by 25.7% with total spending amounting up to NTD 10 Billion.

Fast Facts



Comprehensive Planning



年度嚴選 WGT Annual Selection

展前與「社團法人台灣侍酒師協會」合辦WGT年度嚴選競賽，透過競賽結果推廣宣傳優質廠商及其酒款，提供消費者最佳採購指南，獲選酒款皆有專區陳列宣傳，是年度銷售保證，也是參展商不可錯過的行銷機會！Get another Medal for your Wine! This program is in collaboration with Taiwan Sommelier Association (TSA). Awardees will receive special publicity even before the start of the exhibition. This is a great opportunity to expose your company and brand to Taiwanese importers, distributors, wine agents, etc...

B2B最佳媒合平台
國、內外經銷代理、大量採購最專業服務，滿足業者買主多重需求，提供國外酒莊發表酒款，國內參展商與專業採購者試飲洽談，選酒採購一次到位。
Best Wine Sourcing Platform in Taiwan!

特殊酒款 Other Alcoholic Beverages

開拓特色酒款(非葡萄酒品項)提供更多元化的採購選擇，促進酒類市場意見交流，吸引更多愛酒人士與會參觀。
To provide a more diverse selection for our visitors.

美食專區 Food Area

提供各式佐酒美食及休息專區讓參觀消費者享受便利與舒適的餐飲服務，藉以創造更長時間的參觀與消費。
Food is wine's best friend!
Visitors can enjoy restaurant quality gourmet that matches your wine.

尊榮品酌專區 Club Lounge

設置專屬品酒空間，邀請VIP貴賓並限定席次參與，藉由贊助時段讓業者發表精選、獨家限定酒款，刺激高單價產品消費，開創頂級消費商機。
The Club Lounge allows visitors to taste wines in a unique and relaxed atmosphere. Vintage & Premium Wines will be displayed and introduced to invited VIP guests – the ideal platform to get together with potential customers.

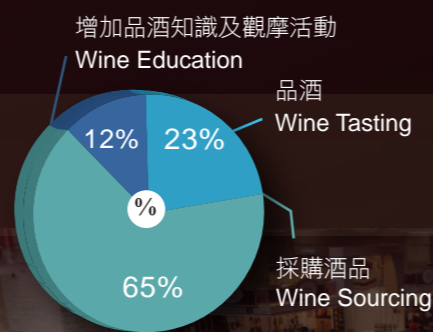
大師講座 Master Class

結合酒類教育推廣機構及葡萄酒專業講師，針對葡萄酒產業的發展趨勢，及品飲智識文化，從入門到進階設計為葡萄酒迷量身訂做不同的主題課程。今年為年度嚴選獲選酒款開關時段，讓業者直接針對指名品飲人士，更深入推廣，提升銷售成效。
Share your wine knowledge and introduce your wine to a selective group of connoisseurs, sommeliers and wine collectors at one of the Master Classes. (Interested exhibitors can apply.) Diversified wine topics will bring visitors to a new level of wine knowledge. Discover the secrets of "WINE"!

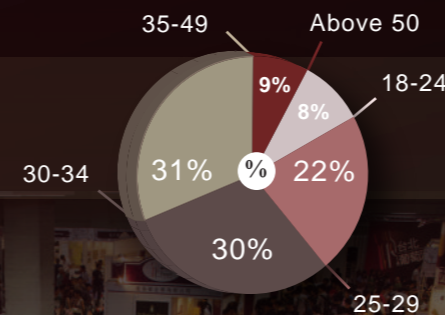


2014參觀者統計數據 Visitor Survey

主要參觀目的 Main Purpose of Visit



參觀者年齡 Visitors by Age



Integrated Marketing 整合行銷

數位酒窖 Online Cellar

提供365天24小時線上產品展示曝光，是喜愛葡萄酒的專業人士不可或缺的搜尋資料庫及葡萄酒採購平台。

The Online Cellar search database is designed for wine lovers to find specific wine and wine professionals to find new selections of wine.

展會前中後波段宣傳

Year Round Publicity - Before, During and After the Exhibition

定期發布展會訊息於台北葡萄酒展宣傳平台以及各大入口網站，使展覽曝光度持續延燒吸引更多消費者關注。

Free UNLIMITED Publicity

This service is provided year-around on demand starting after registration.

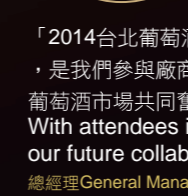
Do not miss this great opportunity to show off your products!

REGISTER NOW!

Believe in the Best 相信最好 選擇第一



山發國際股份有限公司第三度參與，再次感受展覽內容豐富多元、質與量不斷創新進步，現場交易熱烈，是全台最值得推薦與參與的葡萄酒年度盛會。
After attending WGT for the third time, we highly recommended this exhibition. This is the annual wine event that you do not want to miss.
總經理General Manager /周立德Edward Chou
山富貿易股份有限公司(原山發國際) Sun Favorite Co., Ltd.



「2014台北葡萄酒展」再次創下了來賓人潮與場內交易新紀錄，其質與量的提升，是我們參與廠商難忘的經驗，本公司將在未來繼續與該團隊合作，為國內葡萄酒市場共同奮鬥、共創雙贏！
With attendees increase both in quality and quantity, we look forward to our future collaboration with the WGT team.

總經理General Manager /鄭淵銘Ryan Cheng

緯昶國際貿易有限公司 Weal Eternity International Trading Co., Ltd.



參與全台規模最大最專業的葡萄酒展，成功的將本公司新進品牌澳洲五星級酒莊SIRROMET，介紹給台灣的葡萄酒愛好者，在此展透過展覽銷售與一般消費者做全方位的接觸，確實達到品牌宣傳與酒款促銷的目的。
WGT has been truly successful for our company. As a new brand in the field, WGT has successfully introduced our new product SIRROMET to the Taiwanese market.

總經理General Manager /黃信杰Nick Huang

裕詮皇家貿易Achain Royal Trade Business Co., Ltd.