


ERT

EMERGING REGIONS TASTING
WEDNESDAY 2ND SEPTEMBER 2015
FLOOR 42 AT THE LEADENHALL BUILDING, LONDON



SHOWCASE
YOUR WINES
TO KEY
DECISION
MAKERS

EMERGING REGIONS TASTING

It is no secret that the UK trade has been looking further afield in an attempt to expand their wine portfolios in order to offer the consumer interesting, diverse, high quality and great value wines.

Emerging Regions Tasting is a targeted event providing specialist importers and producers from lesser-known regions around the world the opportunity to present their wines to a high quality audience of independent and multiple on-and off-trade buyers.

This exciting event offers a unique proposition as the only tasting showcasing wine regions of the globe yet to be discovered by the UK market. Taking place under one roof, in the course of one day, it offers a definitive and time efficient one-stop-shop to buyers looking to add new and interesting wines to their portfolios.

Some regions exhibiting have a presence here already, however the UK market will still be a junior proposition for them and as such they can offer exciting wines for buyers seeking something new and different. The Emerging Regions Tasting will also be open to producers of wines from new regions of established wine producing countries, an example being the Bierzo region of Spain.



Why exhibit?

- Promote your products to key decision makers from the on- and off-trade sectors
- Generate new sales leads
- Meet and network with new and existing contacts
- Raise awareness to the UK about new quality wine producing regions

90% of last year's exhibitors said the Emerging Regions Tasting met their objectives



THE DATE OF THE EMERGING REGIONS TASTING IS:
Wednesday 2nd September 2015, Floor 42 at The Leadenhall Building, London

emergingregionstasting.com @emergingregions #ERT2015
To find out more contact lisa.bullen@wrbm.com

WHO VISITS EMERGING REGIONS TASTING

The Emerging Regions Tasting attracts key decision makers including sommeliers, wine buyers, owners and managing directors from a mixture of pubs and bars, restaurants, multiple retailers, direct retailers and independent wine merchants, all looking for interesting and diverse wines to add to their wine lists.

90%

of visitors said the Emerging Regions Tasting met their objectives

75%

of visitors intend to visit the 2015 event



Don't just take our word for it:

"I've tasted some great varieties I've never tasted before. It's been a really fascinating and enjoyable day, I've learnt a lot."

Nina Johannessen, Manager, Spirited Wines

"I go to a lot of tastings but this is very interesting seeing new varieties from emerging regions."

Simon March, Director,
Evington's Wine Merchants

"I've been in the industry for 10 years and didn't know about many of varieties here today, it's been an educational day."

Christopher Jaubert, Owner,
Chateau Bone Wine

PACKAGES

The Emerging Regions Tasting is open to producers, importers, distributors, agencies and generics representing wines from emerging regions across the world.

Exhibitor Package

Tasting table: (includes tablecloth, water, biscuits, ice, spittoons and lunch pack)

4ft table: to present up to 10 wines - £1004 + VAT

6ft table: to present up to 15 wines - £1171 + VAT

10ft table: to present up to 25 wines - £1519 + VAT

12ft table: to present up to 30 wines - £1926 + VAT

Please note that tables are limited and so will be allocated on a first come, first served basis.

As part of your exhibitor package you will also receive the following marketing benefits:

- Mention on twitter when you book your stand at ERT
- Mention in eshots to a database of over 10,000 contacts, promoting your presence at the event
- Your logo and company profile on the ERT website
- Your logo, company profile and wine list in the official tasting brochure
- An email signature for you to use to promote your presence at ERT
- An electronic invitation to send out to existing and potential clients inviting them to ERT

Masterclass Package

45 minute masterclass session to present up to 6 different wines - £1,100 + VAT

