



ALBRECHT

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PRESS RELEASE – Final report

Wine fair FORUM VINI remains a favourite amongst consumer fairs

In spite of unfavourable weather, 9,734 visitors came to see the 317 German and international exhibitors at FORUM VINI from 9th to 11th November. Also in its 23rd edition, the international show strongly underlined its position as one of the most successful consumer fairs for wine.

For the first time, the trade visitors' day FORUM VINI Preview with 81 exhibitors took place on the day before the start of the fair. 341 visitors from the gastronomy –amongst them also representatives from the top-level gastronomy – as well as wholesale and retail trade attended the event. After this successful debut, the new trade visitors' day will be extended next year.

After many visitors had filled the halls already on Friday, the number of visitors on Saturday almost reached the capacity limit. On Sunday (despite weather caprices) as many visitors as the year before could be counted.

The visitors –predominantly consumers but also trade visitors – enjoyed their shopping spree and provided for an upbeat mood amongst most exhibitors, new as well as regular participants:

Wine of all qualities and provenances were in demand and ordered on the spot respectively. Some exhibitors with direct sale had to replenish their stands due to the enormous demand after the second day.

The high number of new exhibitors and products provided for some surprises even for regular visitors of FORUM VINI:

Danish wine and sparkling wine of the top price segment could be sold as well as artful Swedish chocolates or Romanian top quality wine.

Germany and Austria showed that next to excellent white wines, they have been producing remarkable red wines for a long time.

For the first time, Sopexa presented themselves, as well as ViniPortugal, whose appearance was very impressive: Just as Franconian and Austrian wineries successfully have done it for years with their joint presentations, now eight importers presented their range of Portuguese wines on a spectacular stand. Respectively, the interest was very high and in the future, further increasing international popularity of this wine country can be anticipated.

Stands which offered the chance to taste and buy delicatessen, regional specialties and chocolates were again very popular. Snacks, biological juices and coffee from a Munich based coffee roaster were successfully offered and also provided for some refreshment in between the wine tastings.

One attraction was again the ancillary programme:

The special tasting in cooperation with the magazine "weinwelt" of the Meininger publishing house proved again to be a visitor magnet, more than 200 white and red wines which had been judged by the jury could be tasted.

Almost all of the 24 seminars with various topics were fully booked – a thrilling platform for the presentation of wines, regions / countries, products and trends.



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FORUM VINI
www.forum-vini.de

During the exhibition, a lot of new customers from Germany and abroad – producers, retailers as well as organisations - showed their interest in participating next year. Next to the traditionally high share of regular exhibitors, we particularly expect new joint presentations at the 24th FORUM VINI next year.

Date: FORUM VINI PREVIEW
Thursday, 6th November 2008
Atrium M,O,C,

24th FORUM VINI
Friday, 7th – 9th November 2008
M,O,C, Events Center, Lilienthalallee 40
Munich, Germany

Information: www.forum-vini.de

Statistics FORUM VINI 2007:

Exhibitors	Countries														Total
	A	ARG	BG	CH	D	DK	F	GR	HU	I	P	SA	SWE		
Wineries/Producers Wine, Sparkling wines, Spirits	42	3	1	1	97	1	12	1	1	31	-	1	-	191	
Retail / Importers Wine, Sparkling wines, Spirits	-	-	-	-	78	-	-	-	-	1	-	-	-	79	
Delicatessen, Specialties	1	-	-	-	18	-	-	-	-	3	-	-	-	22	
Chocolates, Confectionery	-	-	-	-	7	-	-	-	-	-	-	-	1	8	
Accessories/ Cellar equipment	-	-	-	-	5	-	1	-	-	-	-	-	-	6	
Publishing houses	-	-	-	-	4	-	-	-	-	-	-	-	-	4	
Seminars / wine schools	-	-	-	-	3	-	-	-	-	-	-	-	-	3	
Organisations	1	-	-	-	2	-	-	-	-	-	1	-	-	4	
Total	44	3	1	1	214	1	13	1	1	35	1	1	1	317	

Visitors:

FORUM VINI Preview: 341
FORUM VINI : 9,734
Total: 10,075