



Media Invitation 採訪邀請

To Assignment Editor:

Hong Kong International Wine & Spirits Fair Set For November *Fair Highlights and Wine Tasting on Offer at Pre-Event Press Conference*

13 October 2016 – Organised by the Hong Kong Trade Development Council (HKTDC), more than 1,000 exhibitors from 34 countries and regions will take part in the Hong Kong International Wine & Spirits Fair from 10 to 12 November at the Hong Kong Convention and Exhibition Centre (HKCEC). The fair will showcase a wide variety of liquor and beverage products, wine accessories and equipment, as well as friends of wine including bakery and dairy products. Wine investment and services such as wine education will also be spotlighted.

Special wines and spirits on display at the fair will include Orange Wine from Bulgaria, whose orange hue is attributed to an old winemaking technique; Hevron Heights' Armagedon, which is made from grapes grown on the 950-metre-high Judean Mountains in Israel; canned Fiction White Chardonnay by Andrew Jones, the award-winning winemaker, as well as special wines and spirits from France, Italy, Australia, Argentina, Japan and more. For the first time at the fair, Slovenia's Ministry of Agriculture, Forestry and Food will set up a pavilion to showcase special wines from the country and offer wine tasting.

The eighth edition of the Cathay Pacific Hong Kong International Wine & Spirit Competition Award Presentation Ceremony will take place on the first day of the fair. Meanwhile, the last day of the fair will be open to the public with a range of exciting events including the Hong Kong Inter-University Wine Competition and master classes.

A press conference featuring about 30 participating exhibitors will be held **next Thursday (20 October)** to introduce fair highlights and preview some of the products. A mini whisky bar with a wide array of spirits and cocktails will be on show.

You and your representatives are cordially invited to attend the press conference, sample the products and interview the exhibitors. Details are as follows:

- Date:** 20 October (Thursday)
Time: 3pm-4:30pm
Venue: Room S221, HKCEC
Speakers: Sophia Chong, Assistant Executive Director, HKTDC
Debra Meiburg, Master of Wine & Director, Cathay Pacific Hong Kong International Wine & Spirit Competition
Language: The press conference will be conducted in Cantonese and English

Media Enquiries

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