

To assignment editors:

Reminder

Tasting on menu as Hong Kong International Wine & Spirits Fair opens

Exquisite brands from around the world will be revealed at a media tour

9 January 2023 – The 14th edition of the Hong Kong International Wine & Spirits Fair (special edition), organised by the Hong Kong Trade Development Council (HKTDC), will run on 10 and 11 January (Tomorrow and Wednesday) at the Hong Kong Convention and Exhibition Centre (HKCEC). Wine tasting sessions will comeback following a three-year pause during the COVID-19 pandemic. The event aims to help the wine and spirits industry expand business networks and capture global opportunities as economic activities return to normal.

More than 100 exhibitors from different countries and regions – including Argentina, Australia, Hong Kong, Italy and Japan – will showcase a variety of specialty wines and spirits from around the world. The fair will feature six international group pavilions from wine-producing regions, trade organisations, as well as governmental bodies to promote their quality wine and spirits. In particular, the National Taxation Agency Japan and Japan's Fukuoka Prefecture will present different tastes of Japanese *sake*, wine and *shochu*. The Hong Kong Craft Beer Association will debut, introducing a range of bespoke malts for the first time after participating in the Food Expo organised by the HKTDC in August this year.

In addition to the popular well-known wines, spirits, *baijiu*, Japanese *sake* and beers, the six international group pavilions will feature diverse specialty wines and spirits, including *sake* from Taiwan, certified kosher Czech whiskey **Trebitsch**, high-end *baijiu* from Mainland China which is served to state guests, certified vegan Japanese *sake* **Arrive** and red *sake* aged in oak barrels. Visitors can also find Australian red wine **2018 Classic Cabernet Sauvignon**, praised by famous sommelier Jane Faulkner along with local beers that have won international awards, and prize-winning wines from North Macedonia.

The two-day fair will also feature exciting special events, including exhibitors sharing sessions, industry seminars, and wine tasting events, allowing exhibitors to communicate with industry insiders and buyers.

We cordially invite you or your representatives to attend the **media tour** and cover the fair. Details are as follows:

Date:	10 January (Tuesday)
Time:	2:00 pm to 3:00pm
Gathering Time:	1:45 pm
Venue:	Meeting Rooms S221-S227 and S421-S428, HKCEC
Gathering point:	HKTDC Media Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai
Speaker:	Byron Lee , Associate Director of Marketing & Buyer Engagement, HKTDC
Language:	Cantonese (questions in English and Putonghua are welcome)

Wine & Spirits Fair schedule

Date:	10-11 January (Tuesday and Wednesday)
Venue:	Meeting Rooms S221-S227 and S421-S428, HKCEC
Opening hours:	10-11 January 11:00am-7:30pm Only for registered trade visitors aged 18 and above
Media registration counter:	Meeting Room S200, Expo Drive Entrance, HKCEC
Media Centre:	Expo Drive Entrance, HKCEC (G/F, New Wing)

Websites

Wine & Spirits Fair: <http://hkwinefair.hktdc.com>

Product highlights and photo download: [Click here](#)

Media enquiries

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The 14th HKTDC Hong Kong International Wine and Spirits Fair *Major Events*

Wine tasting sessions and other events will be held during the fair. Please see details as follows:

10 January (Tuesday) – Only for registered trade visitors aged 18 and above
Miss SAKE Hong Kong Inauguration Ceremony
Time: 12:00nn – 1:00pm
Venue: Meeting Room S228, HKCEC
Hong Kong Wine Industry Outlook 2023 (With Hong Kong Wine and Spirits Association)
Time: 3:30pm – 4:30pm
Venue: Meeting Room S228, HKCEC
Taking off: A Flight of Craft Beer (With Craft Beer Association Hong Kong)
Time: 6:00pm – 7:00pm
Venue: Meeting Room S228, HKCEC
11 January (Wednesday) – Only for registered trade visitors aged 18 and above
Insider's Guide to Wine Authentication (With Hong Kong General Chamber of Wine & Spirits)
Time: 2:00pm – 3:00pm
Venue: Meeting Room S228, HKCEC
"Mystic Island Winery" - An Exceptional Chinese Vineyard (With Wine & Spirits · 酒誌)
Time: 3:30pm – 4:30pm
Venue: Meeting Room S228, HKCEC