

Wine Prague 2019



FINAL REPORT

The largest wine event of the year confirmed its position in the Czech Republic and in Europe

Wine Prague 2019 in numbers:

8265	visitors
192	exhibitors
102	domestic wine producers
45	foreign exhibitors from 12 countries
23	domestic wine merchants and other companies
11	professional seminars



After three days full of tastings and business meetings, the Wine Prague 2019 international wine trade fair closed its gates on Thursday, 30 May and once again confirmed its role as the largest and most important wine event in the Czech Republic and as an important wine trade fair in Central and Eastern Europe.

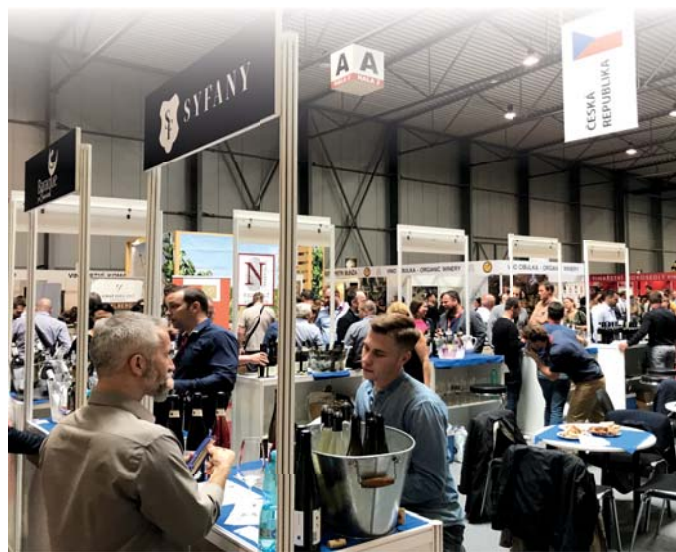
The 5th annual Wine Prague 2019 took place at the "PVA EXPO PRAHA" Letňany from 28 to 30 May. All three days of the trade fair were dedicated to wine, its cultural promotion, education and, above all, a great number of business meetings. The entire exhibition space was conceived in a single hall this year, so that the trade fair was more compact and accessible. The organisers learned from the variations of last year's weather and, even though this year's trade fair enjoyed pleasant weather, the air conditioning units installed especially for this event ensured an optimal environment in the trade fair hall.

A total of 192 exhibitors and 8265 visitors participated in the International Wine Prague 2019 trade fair. An attractive accompanying programme also awaited the visitors this year, with a total of eleven tastings and seminars that concerned both domestic and foreign wines. For example VOC Modré Hory, the Union of Oenologist, the conducted tastings under the direction of VDP, independent winemakers of France, Hungarian winemakers and above all, the Consorzio Valpolicella were great attractions.

What was said about the fair:

■ "We perceived this year's Wine Prague trade fair positively. Since we participate in the trade fair every year, we are able to appreciate its upward trend. It saved us a lot of time holding various tastings and travelling from place to place; we invited our clients to our stand, where the opportunity we had to present our portfolio of wine. This year there was a noticeable shift in the structure of visitors and top private clients. We were very pleased that it enabled us to get several new customers. It was pleasant for us to have the opportunity to hear an immediate reaction to our work. We are a family winery and it is important for us to be in direct and personal contact with our customers."

Jan Cibulka
VINO CIBULKA



The Consorzio Valpolicella not only brought extraordinary, wines to Prague for a conducted tasting, but also 11 prestigious winemakers, whose presentations aroused well-deserved attention. Wine Prague 2019 brought a considerable number of opportunities for the developing of business relations and optimising portfolios, especially for wine merchants and professionals from gastronomy. That was ultimately seen in the positive evaluation of the fair by exhibitors and visitors.

Many restaurateurs, sommeliers, F&B managers and, of course, wine merchants including the purchase managers of perhaps all the important supermarkets and hypermarkets participated in the Wine Prague 2019 trade fair and we should not forget about the number of other offered products and services that are directly connected with wine and gastronomy.

Wine Prague 2019 was organized again by the company Yacht, s. r. o., with many years of experience organising successful exhibitions and trade fairs. The main media partner and co-organiser of this professional celebration of wine has been, from the beginning, the magazine WINE & Degustation. The Wine Prague 2019 trade fair is organized with the support of the Wine Fund of the Czech Republic, main partners are the sommeliers of the Czech Republic, Crystalex, which is also the main supplier of tasting glasses and for the third time, the trade fair's strategic partner was mineral

■ “The Czech Republic is a smaller market, but the knowledge of wine is growing with consumers, just like the demand for quality wines. Events like the Wine Prague trade fair are extremely important from the perspective of market stimulation. Wine Prague is a smaller trade fair, but the participation of the Consorzio helped to present the area of Valpolicella to professionals and consumers here. The Consorzio and the winemakers believe in this market, and that is why we supported small winemakers with their entry to the Czech market. And after the end of the trade fair it appears that the winemakers are satisfied with the Wine Prague trade fair.”

Nicola Padovano, Manager for International Relations & Events for Consorzio Valpolicella

■ “For us the Wine Prague trade was once again meant a place for personal meetings with our business partners and this was also



water Korunní, which was, as the only mineral water certified as the water fitting to be paired with wine, the exclusive supplier of water for the Wine Prague 2019 fair.

This year, the Wine Prague trade fair once again confirmed its privileged position Czech wine events for the successful presentation of the wines the professional public. Preparations of the Wine Prague 2020 already started. Some very interesting and prestigious companies and associations as well as entire national delegations have already declared their interest in Wine Prague 2020. The sixth annual trade fair will be opening its gates on 12th May 2020.

K o n t a k t :

Daniel Guryča, Director of Wine Prague | daniel@wineprague.com

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a great opportunity to present our new brands in vintages of the wine we import, that is very important for us. We were also happy to present developing co-operation with the Réva Rakvice winery that is now a part of our company."

Michal Hauner
Sales Director of BUDAmont

■ "We have been participating in the Wine Prague fair as exhibitors from the first year. We consider it to be the top platform in the Czech Republic, where we can present VINO-JET, a professional system for storing of still and sparkling wines, to professionals in gastronomy. We have gotten many satisfied customers from the visitors of the fair over the years. Thanks to the team of organizers and their ability to listen to all the options we are planning to participate in the upcoming years as well."

Marek Kopecký
Vinojet

■ "We dedicated a huge amount of work to the quality and structure of the visitors this year. There were finally a few less visitors compared to 2018, but on the other hand the quality of visitors was much higher, because we managed to invite considerably higher number of important professionals from restaurants and also wine merchants."

Michal Šetka
President of Wine Prague