



LE B+D GRAND TASTING HONG KONG

Your best wines at the doorstep of Asia

Monday 27th of May 2024 • Hong Kong Convention and Exhibition Centre

**bettane +
desseauve**

VINEXPO
ASIA

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Practical information

Bettane+Desseauve

Group of wine experts and critics, media, wine guide publisher, events organiser, content producer : B+D is all of the above, and much more. Since 2004, our ambition is to reveal, share and help the greatest wineries shine around the world.

Concept

The day before **Vinexpo Asia**, come and meet wine lovers and *aficionados*. Bettane+Desseauve welcomes you from 11:00 am to 9:00 pm for a unique B+D Grand Tasting at the HKCEC.

Targeted public

Hong Kong is gradually regaining its commercial dynamism after three years of Covid. French wines accounted for 60.8% of wine imports in the first half of 2023 alone.

Your wines are already imported in Hong Kong? Increase your visibility within a public of wine aficionados and trade by benefiting from the Bettane+Desseauve guarantee.

You are not yet exporting to Hong Kong?

Discover the challenges of the Asian market and meet the public that will make you the next sought-after winery. As a key hub for the wine and spirits sector in Asia, Hong Kong remains a prime destination for developing your export presence.





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Registration

Conditions

- Starred domaine in our annual *Nouveau Bettane+Desseauve guide* and/or wines rated 90/100+
- 3 to 5 wines (6 bottles per wine minimum)
- For wines that have not been rated by our tasting team, samples should be sent to Paris office.
- Attendance of the owner, brand ambassador or local contact (staff available upon request)

The exhibition space

Individual and similar table for all exhibitors.

Included in the registration

- Table with glassware, corkscrew, spittoons, ice...
- 5 invitations

Upon request

- Translator
- Sommelier





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Additional options & prices

Masterclass

Present your wines according to a specific thematic during a prestigious masterclass.

Co-hosted with a B+D expert, this masterclass will be an opportunity to taste your most iconic vintages with an audience limited to 50 people.

Masterclasses reserved for estates rated at least 3 stars in the Nouveau Bettane+Desseauve.

Subject to availability.



1h



50 pax.



4 to 5 wines

Wine Reels

In addition to your registration, opt the **Wine Reels**, an innovative **video** produced by B+D (between 60 to 90 seconds), royalty-free and available for diffusion on all your social media platforms.

Each visitor will have the opportunity to discover your 3 wines in detail thanks to a QR code redirecting them to a dynamic presentation, translated and subtitled in English.



Prices (excl. VAT)

Individual table

2 400 €

Masterclass (1h)

2 990 €

Wine Reels video (1 wine)

1 500 €