

IFOWS

News report on 6th India International Food & Wine Show



IFOWS - India international Food and Wine Show described as "The mother of all Food and Wine Shows"



114 participants from 14 countries participated in the 6th edition of IFOWS India International Food & Wine Show and its spectacular concurrent events. The show attracted 5085 visitors from India and 10 other countries. An analysis of visitor data shows that 65% of IFOWS visitors were high level decision makers and the visitor mix included 25% hoteliers and restaurateurs, 12% importers, and 7% consultants and technologists. A further 12% represented wholesalers, bonded warehouses and distributors. Italy, France South Africa, USA, Hungary and Spain attracted maximum number of participants and occupied maximum exhibition space.

Leading national and International trade promotion bodies like SUSTA -USA, WOSA - South Africa, Brunello Di Montalciano, and Hungarian Wine Association gave their full support to the show with the foreign bodies organizing exhibitor participations at the event. Of special interest was the inclusion of Hungary with its fabled Tokai wines. A major highlight of the 6th edition of IFOWS was the participation by industry majors in India including the likes of Pernod Ricard India Pvt. Ltd., The UB Group and Chateau Indage.

The Indian food and beverage community actively participated in the show and its concurrent events during the three days as IFOWS once again lived up to its reputation of providing quality platform for the industry. This year's show provided an excellent mix of products with wines, other alcoholic drinks and a wide range of food products from the participating countries.

IFOWS - More than just an exhibition!

As always, not only was IFOWS the perfect platform to showcase the best of food, wine and other drinks, it also presented a rich repertoire concurrent events including exclusive wine tasting sessions, conferences, live cooking demo sessions, 5th edition of IFOWS Culinary cup, IFOWS Sommelier Training & Competition as well as Vinality India -the third edition of the Vinality stop in India. Sticking to its tradition, IFOWS presented a powerful combination of a trade show and a rich programme of concurrent events highlighting the gastronomic traditions of various participating countries. A total of 14 events were organized over three days and were attended by professionals, media and special invitees.

Highlights of the 6th edition

5th IFOWS Culinary Cup

The star attraction of the show was once again the fifth edition of the IFOWS Culinary Cup, India's most popular chef competition offering a unique opportunity for chefs from all across the country to showcase their talent. As many as 50 top chefs from leading hotels and stand alone restaurants participated in the competition that was judged by most qualified team of judges including India's top chefs like Manisha Bhasin, Mathew Cropp, leading food critics Sabina Sehgal Saikia and chef Ravi Tej Nath, Som Shankar, Narendar Singh. Chef Saurabh of The Claridges hotel, New Delhi was adjudged the winner by the jury and walked away with the first prize of a fully paid trip (inclusive of return air ticket, boarding and lodging for five days) to attend Vinality the world's largest wine show to be held in Verona, Italy from 3-7 April 2008.

IFOWS Sommelier Training & Competition Programme

IFOWS was the pioneer to start first ever sommelier training programme in India. Starting with the 6th edition, this will be a regular feature of the show. The first edition of the programme was organized as part of India International Food & Wine Show. The course was organized in association with "Associazione Italiana Sommelier", Italy's

national Sommelier Association and conducted by Master Sommelier Roberto Bellini. The course content was formulated with the idea of providing basic knowledge to the participants useful in their profession. It was divided in three sessions and covered topics like: storing wine in cellar, opening a bottle of sparkling wine, opening and decanting of bottles of still wine, decanting, reading and interpreting information given on the wine label, importance of glasses, serving of wine at the right temperature, panorama of International vine varieties, introduction to wine Tasting etc

IFOWS exclusive Food & Wine Tastings

A series of food and wine tastings, workshops, seminars were organized which included a Vinality walk around tasting, seminar on famous Brunello di Montalciano, Seminar of guided tasting of wines from Sicily, introduction to the world of wines by a globally renowned wine, food and travel writer Michele Shah initiated wine enthusiasts to the world of wines with her wine tasting session, tasting of South African wines paired with Indian food conducted by Andre Morgenthal from WOSA, Know your wine a session on wine appreciation by Master Sommelier Roberto Bellini from Italy.

IFOWS Culinary Affaire

Another star attraction of the show was IFOWS Culinary Affaire -live cooking demonstrations by leading national chefs like Chef Giuliano Tassinari of Olive Beach Restaurant on Continental cuisine, and a culinary demonstration of Southern US cuisine by SUSTA Brand Ambassador Chef Vaishali Sud. It attracted wide audience especially wine and food enthusiasts, upcoming chefs, students of culinary institutes and was a great success.

L'APERITIF

The 6th edition of IFOWS India International food & Wine Show witnessed the launch of l'Aperitif: The IFOWS news magazine. This is a special news magazine which not only captures the spirit of IFOWS, but offers a priceless perspective of the burgeoning market for wines, fine foods and other FMCG products in the Indian sub-continent.

Culinary Awards Night and Dinner: A spectacular evening dedicated to celebrated chefs of India and facilitating the winners of the 5th IFOWS Culinary Cup and first in series IFOWS Sommelier Training and Competition Programme followed by exquisite dinner. The guest list included some of India's leading chefs, celebrities and IFOWS participants.



World's Leading food & beverage producers choose IFOWS

Highlights of IFOWS 2008 were: Inauguration by Italian Minister for Agricultural Policies Mr. Paolo De Castro, Mr. Giovanni Mantovani, Director General of VeronaFiere and Indian Minister for food processing, Subodh Kant Sahai.

Major Sectors Covered

Food

Bakery and confectionery products, Biological food products, Cheese and other dairy products, Condiments, Fresh and preserved fruit and vegetable products, Olive and other edible oils, Packaged foods, Preserved foods, fried snacks, Ready to eat and cook food products.

Beverages

Coffee and Tea, Mineral water (with or without gas), Other non-alcoholic beverages with or without gas, Wines and spirits of all types

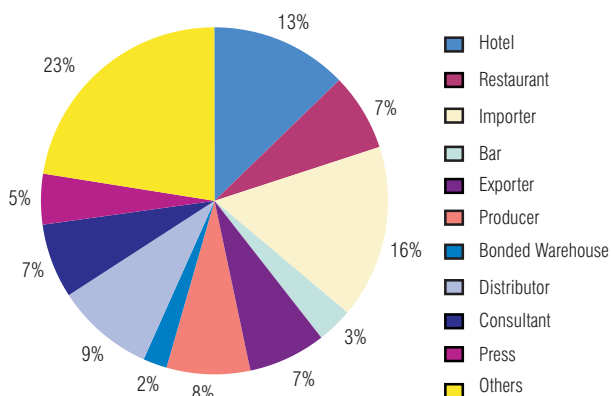
Accessories, Equipments and Technology

Accessories and articles for the cellar, bars and restaurants, Machinery and equipment for vine growing, cellar and wine collection, Services for the food and drinks industry & Trade press

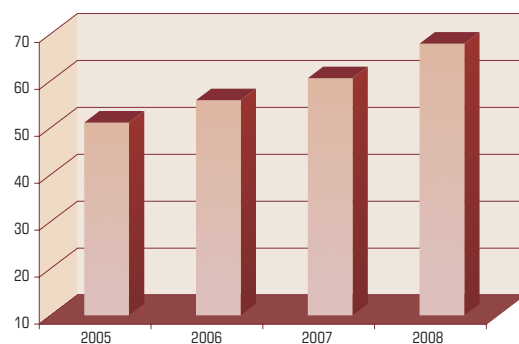


IFOWS IS GROWING... AND HOW!

"65% of IFOWS visitors were top level decision makers!"



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It's a **LEMS** event

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