

Fact & Figures
of
International Exhibition
Drinks Industry/
Russian Wine Fair 2010
18th -20th of November
Moscow, Crocus Expo



www.drinksindustry.ru; www.wine-fest.ru



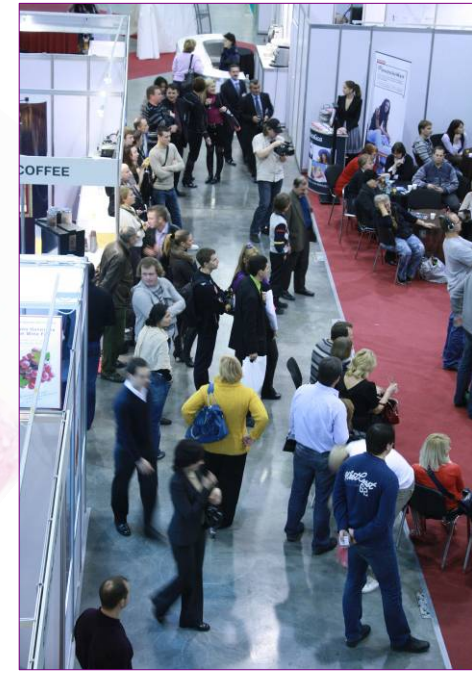
During three days from 18th to 20th of November the exhibition **Drinks Industry/ Russian Wine Fair 2010** was a site for international communication and business contacts of producers and distributors with potential partners from all over the world.

More than 3000 brands and samples of wine, alcohol and non-alcohol production was presented at the exhibition with total area 2500 sq. m.

Every day about 2000 specialists of alcohol and non-alcohol branch and lovers of wine attended the exhibition.

Business program included:

- Master-classes
- Professional Forum
- Degustation for Buyer's Wine Guide
- XIV International Professional Wine and Spirit Competition



Visitors of the exhibition

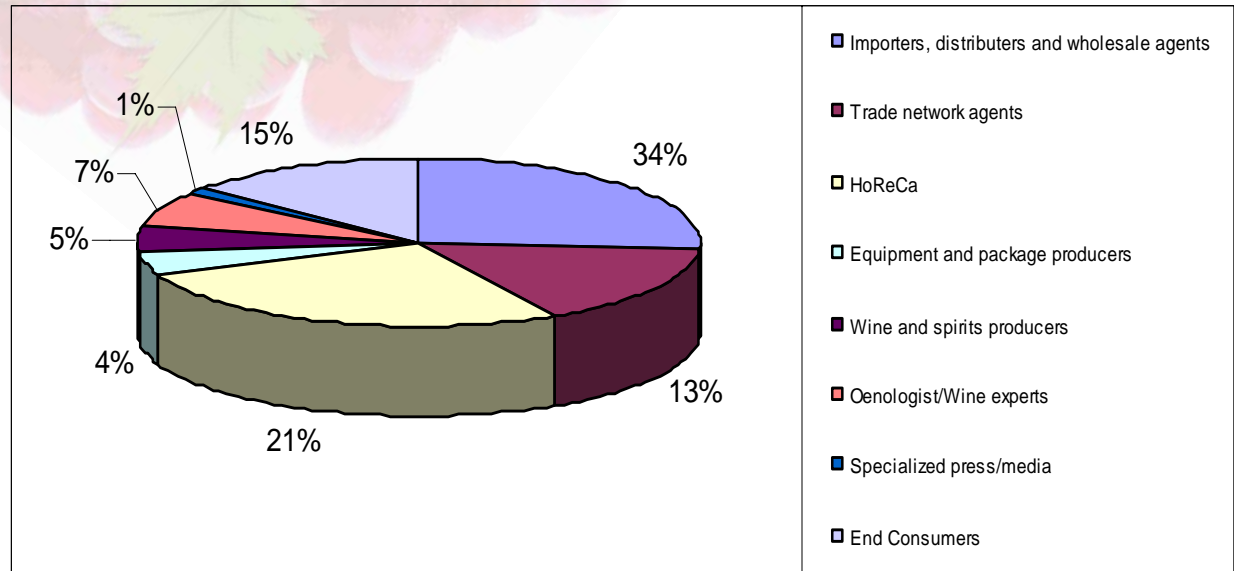


Drinks Industry / Russian Wine Fair 2010 provided with great opportunity for joining suppliers, representatives of trade chain and consumers. **The Exhibition was attended by 5 961 visitors.**

Among them three quarters is: **34% – importers and wholesales agents, 21% - representatives of HoReCa, 13% - trading network agents.**

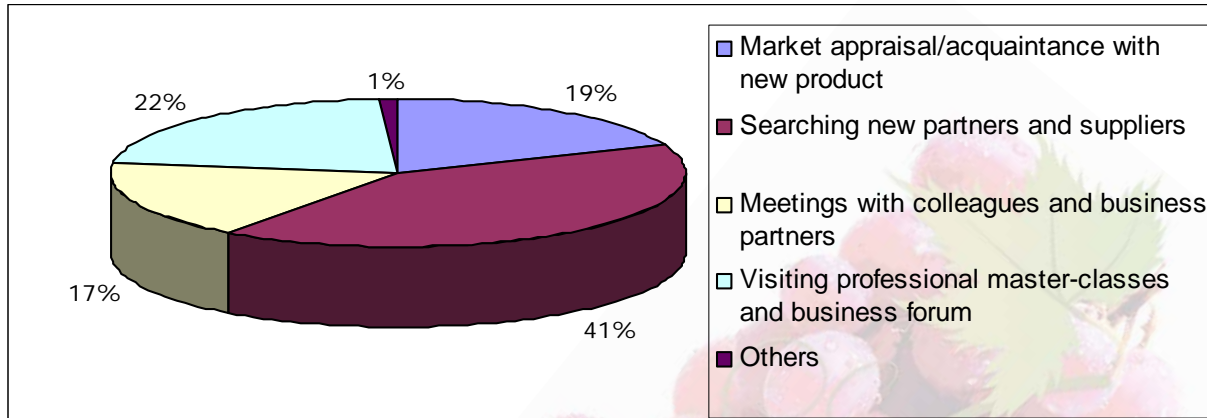
The largest and well-known import companies were among visitors of the exhibition such as: **Arsenal, EWS Eastern Wines & Spirits, VINOPOLIS, AgrosEco-M, Alianta Group, Bravo-D, Vagr Vina-Vita, Vasco CIS, Veld-21, WineLand, Vinexport, Garant-Trade M, Kin Group, DP-Trade, Eurotrade, Lexim, Luding, Marine-Express, MBG Impex, M-Vinicom, MegaVin, Mozel-M, Rosagroimport, Savva+, Radomila, Teatex Grand Group, Trinita, United Distributors, Ural Group, Fort, Exposervice, Yantarnaya grozd** and others.

Trade networks attended the exhibition are **X5 Retail Group, Azbuka Vkusa, Almi, Aromatnyi Mir, Auchan, Tander (Magnit)** and others.



Visitors of the exhibition

Aims of visiting:



Testimonials of visitors:

Nenashev Alexey, Vinopolis, Russia

I visited the exhibition the first working day and saw the official opening ceremony. I was pleased by market profile of Russian producers and representativeness of visitor's structure.

If you value time, money and quality and look for new contacts, then the exhibition Drinks Industry is for you!

Irzaev Alexander, Mozel-M, Russia

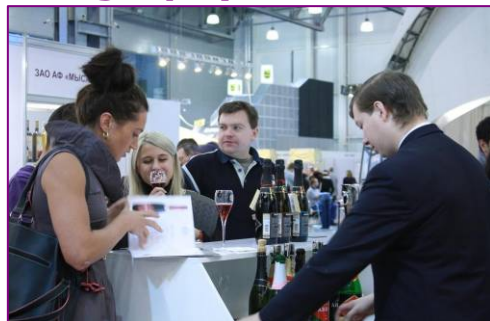
Exhibition turned out quite worth. Wish you good luck, achieve the best!

Denis Labza, Agricultural company "Zotaya Balka", Ukraine

Regarding exhibition I would like to note fundamental character of organizing event and its potential. I am sure that in some years the exhibition will become the most important event in alcohol and non-alcohol industry. I am looking forward to further contacts and future cooperation.

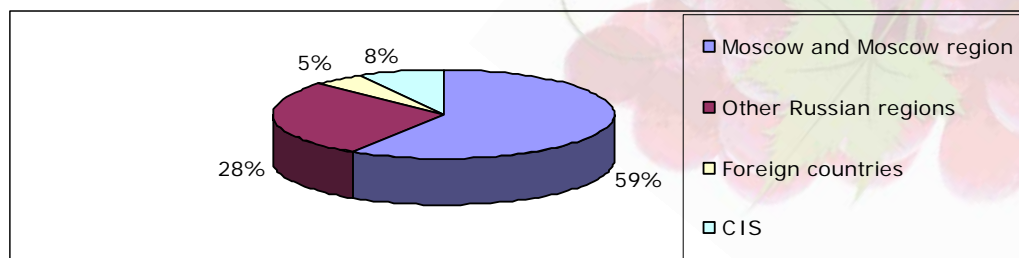
Visitors of the Exhibition

Geography of visitors:



Countries: **England, Armenia, Belorussia, Belgium, Chile, Croatia, France, Germany, Greece, Kazakhstan, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Serbia, Slovakia, Spain, Turkey, Ukraine, USA, Uzbekistan.**

Regions: **Belgorod, Ivanovo, Kaliningrad, Kaluga, Kemerovo, Krasnodar, Magnitogorsk, Moscow, Nizhny Novgorod, Omsk, Penza, Perm, Pskov, Rostov-on-Don, Saint-Petersburg, Samara, Saratov, Smolensk, Stavropol, Syktyvkar, Tver, Togliatti, Tomsk, Vladimir, Voronezh, Yaroslavl, Yekaterinburg.**



Testimonials of visitors:

Gaidarji Ilija, Bravo-D, Russia

I enjoyed this event. I met with our partners, acquainted with new products and attended very interesting master-classes. Organization was at the highest level. Stay on course!

Zvereva Ekaterina, Nordexport, Russia

The exhibition was interesting for specialists of branch just like for end consumers. I would like to underline warm atmosphere which didn't give to glance over and leave the exposition. Every producer tried to make an impression and prepared best samples of their products. 40-years-old cognac from "Novokubanskoe" was really something special! Striking producers from Azerbaijan are worth mentioning. Hope that the exhibition helps them to find its niche at Russian alcohol market. I would like to emphasize new company like "Russian Azov". Original design of bottles attracts attention from far away and flavour made glad.

Business program of the Exhibition



Master-classes

To know more about wine making refinements, about beginnings or revival of the soil cultivation or grape growing, appreciate the unique taste and aroma of wines and spirits from different all-over world winemaking regions: Greece, Bosnia and Herzegovina, Azerbaijan, Germany, Armenia, Chile, Krasnodar and Rostov regions (Tsimlyanskiye wines) – **master-classes** and tastings have united experts and numerous guests during three working days. Tastings were held by Russian and foreign wine experts: **Darrel Joseph, Dmitriy Fedotov, Eleonora Scholes, Robert Joseph, Vladimir Tsapelik.**

Eno-gastronomic tasting

One of the fair novelties was the eno-gastronomic tasting which helps to learn more about the presented product and how to find the most harmonious combination of wine with food that would emphasize advantages of each other. In 2010 company **"Caspian Coast"** from **Azerbaijan** presented its wines.



Fair Business Program

Round table On 18th of November 2010 the round-table discussion "Russian alcoholic market: present and future" was held.

The round-table discussion raised important questions about the prospects of the alcoholic market development in the light of the last changes in legislation.



Co-organizers were "Mosquality" (Moscow) and "Union of the Oenologists and Winemakers of Russia".

Moderator of the round-table was **Vadim Drobiz**, director of the Research Center of the federal and regional alcohol markets "Tsifrra".

Testimonials of visitors:

Sergeev Nikolay, X5 Retail Group N.V. , Russia

I think the event was organized on the rather high level. The organizers managed to create the necessary ground for successful, full and useful work and discussion devoted to many important problems. Nowadays is of great need that such events unite market figures and give opportunity to discuss, debate, offer new solutions and come to consensus about alcoholic drinks industry. I am sure that the exhibition "Drinks Industry / Russian Wine Fair 2010" proved one more time how important and necessary such meeting are. I would like to thank the fair organizers for their accurate work about the event and doing their best to gather all interested public together: producers, retail chains, state institutions, mass-media representatives.



Business Program of the Exhibition

Within the framework of business program was:

- XIV International Professional Wine and Spirit Competition under patronage of L'Organisation Internationale de la Vigne et du Vin" (L' O.I.V)
- International Degustation Contest for best beer and non-alcoholic drink
- Meeting of the judges for "Buyer's Wine Guide" (periodical reference book – guide for natural quality wines presented on the Russian market)
- **Business Forum** (for experts in drinks industry, promotion and sale of different kinds of drinks)



- **Awarding ceremony of best alcoholic brands: Gold National Prize for quality in 2010.** The winners are: vodka Dixon (company "Shushenskaya marka"); rum Aniejo ("Luding") and vodka Crystal ("Moscow plant "Kristall").

- **Awarding ceremony of the Independent Wine Club, among nominations:** "Best Merchant of the year» (company "DP-Trade"); "Breakthrough of the year" – 2 sparkling wines from "Abrau Durso" - Imperial Cuvee L'Art Nouveau brut 2008 and Premium Cabernet red semi-sweet, 2007; "Wine event of the year" – gold medal for Russian wine "Donskaya Chasha" on Mundusvini degustation contest (Winery Vedernikov, Rostov region).

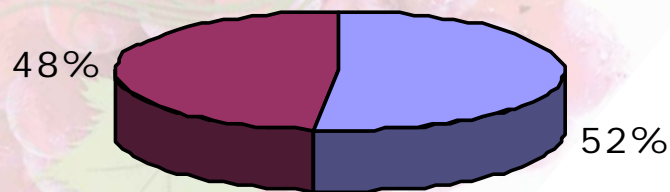


Participants of the exhibition



Participants of the exhibition were producers of wines, spirits, beer, non-alcohol production, technologies and equipment companies from Russia and 12 countries. First of all it was leader of wine-making branch in Russia Krasnodar region and producers from Stavropol, Rostov region, Udmurtiya, Smolensk region, Moscow region and Saint-Petersburg. Foreign exposition was presented by such countries as Azerbaijan, Argentina, Armenia, Bosnia and Herzegovina, Bulgaria, Chile, Finland, Germany, Greece, Kazakhstan, Romania, USA.

Geography:



- Russian Companies
- Foreign Companies

Testimonials of the exhibitors **Nadir Ismailov, VINAGRO (Gekgelskiy zavod), Azerbaijan**

I have a good impressions after the exhibition. Here I have seen many high quality visitors whom you can rarely meet at the exhibitions.

Tastings with degustation of our wines was organized well. We participated first time however our wines and spirits would be presented at Russian market soon. They are some sorts of wine and one type of vodka. We got very profit offers from representatives of Moscow regions and Saint-Petersburg. We already have distributor and we have passed their contacts to all interested in deliveries.

Goran Banyaz, MB Impex, Bosnia and Herzegovina

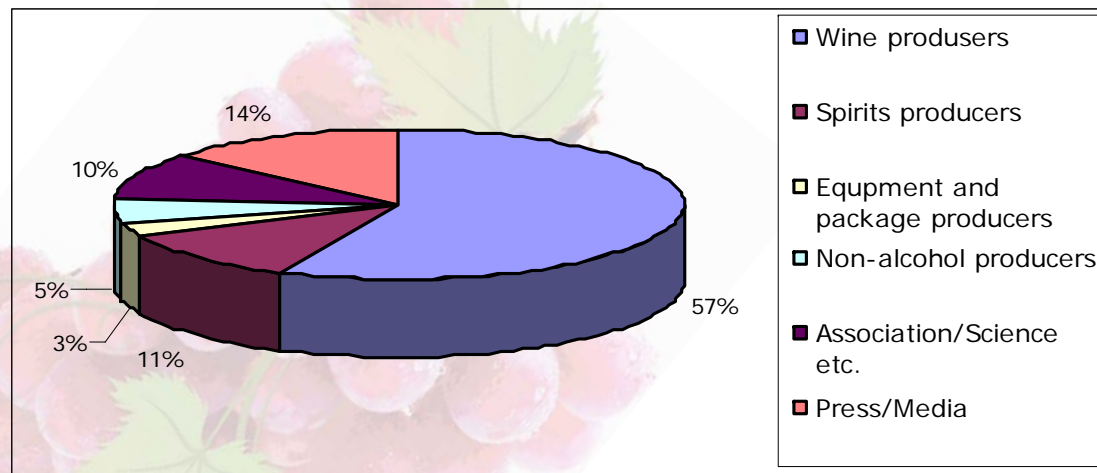
We had lot of contacts for which we believe to have prospects. First of all we met with representatives from Murmansk, Ukraine, others region of Russia.

We are particularly grateful to Asti Group Company because at every step we see very professional level of organization.



Participants of the exhibition

Sphere participants' activity:



Testimonials of exhibitors:

Alexey Pomerancev, Avrora (Chateau le Grand Vostock), Russia

It is not first time taking part in the Drinks Industry/ Russian Wine Fair. The exhibition was succeed for us. We had many important negotiations with our partners about deliveries both government structures and trade network. Traditionally at the stand we did great work with end consumers. We consider this work very important because we present our products in Moscow region.



Vladimir Catrinescu, Igristye vina (Cotnari, Romania)

At the exhibition we presented brand Cotnari from Romania, it will be launched at Russian market next year in the march. At the exhibition we were planning to find importers and companies who are in charge of certification and state registration. Regarding exhibition: we have got all we had expected. All our plans were done.

Participants of the Exhibition

Testimonials of participants

Valeriy Troichuk, Millerovski vinzavod (Vinodelnya Vedernikov Wines), Russia

The exhibition was more likely image for us. We see the process how the exhibition becomes significant wine forum with presentse international wine experts. There was an opportunity to met with our colleagues from other wine regions after long time at the exhibition. Here we met with our partners from Moscow region. Those Russian companies which were keeping up with our activity after the exhibition are ready to start long-term cooperation.



Marchel Kolebaba, Caspian Coast Winery and Vineyards, Azerbaijan

The exhibition was interesting, visitors was in sufficient quantity, interesting events took place. Effective contacts were with representatives from Russia, Kazakhstan, Ukraine. In the first place we are interested in Russian market because our products are not presented there. It is the first exhibition for us and we are planning to delivery our wines next year. I am grateful for such beautiful exhibition which Asti Group Company has organized. I would like to wish good luck and great success!

Natalia Lejepekova, Fanagoria Winery, Russia

Our company participates at the exhibition Drinks Industry/ Russian Wine Fair every year because this exhibition is very important for wine-making branch. The first two days are opened for professional visitors and practice shows the third day are visited by end-consumers to make acquaintance with our products.

Certainly we had new contacts but only after the exhibition we can estimate profit of this contacts. I would like to underline wide geography of visitors, our stand was visited be representatives from USA, Kazakhstan, Ukraine and different regions of Russia. I think the exhibition was a success.



95% of exhibitors have positive estimate of their participation at the exhibition Drinks Industry / Russian Wine Fair 2010 and had already booked stands for the next edition in 2011. Among them are wine producers from Krasnodar and Rostov region, Azerbaijan, Germany, Greece, Romania and those countries which didn't have an opportunity to participate in 2010 because of economic reasons (Croatia, Hungary, Macedonia, Spain, Ukraine).

We offer you to join the most powerful and successful companies at Russian market!

We would like to invite you to take part at the **International Exhibition "Drinks Industry / Russian Wine Fair 2011"** – the best place for international producers to enter the Russian market, to find out new business contacts, to encourage your partners, to investigate the market for building the correct strategy.

Dates: 17th – 19th of November 2011

Venue: IEC Crocus Expo, Moscow, Russia

Organizing committee gives you the special conditions if:

- You fill in application form till February 01, 2011
- You are an organizer of national pavilion with total area 96 sq m

Please contact us:

Тел.: + 7 (495) 797 6914, факс: + 7 (495) 797 6915, e-mail: info@drinksindustry.ru

See you at the International Exhibition

DRINKS INDUSTRY / RUSSIAN WINE FAIR 2011!



Спасибо за внимание!

Grazie per la Loro attenzione!

Vielen Dank für Ihre Aufmerksamkeit!

Thank you for your attention!

Gracias por su atención!

Merci de votre attention!

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