

## THE WORKSHOP CONCEPT



Wine Pleasures Workshops bring together small to medium sized wine producers who do not usually take part in the large wine & food trade fairs with buyers (importers, wholesalers, agents/brokers and retailers), with the aim of establishing business relationships between them.

Over two and a half days, buyers hold personalised and productive, pre-arranged meetings and tastings with carefully selected wineries in a private meeting environment.



Buyers are hosted at Wine Pleasures Workshops according to their geographical location (only 4-6 Buyers from any one country) and providing they meet our selection criteria.

Buyers appreciate the Wine Pleasures Workshops because they can find new wine suppliers not normally present in the large trade fairs, meet the winemaker in a highly personalised setting, taste the latest vintages, discuss imports, prices and timescales, discover new products and attractive labelling and packaging, and appreciate the excellence in price-quality.

## APPOINTMENTS: HOW IT WORKS

The Wine Pleasures appointment system offers buyers direct and total control over the types of winery – and designation of origin - they arrange to meet during the event.

### 1. Leading up to the workshop

Before the workshop buyers are supplied with details and profiles of participating wineries and viceversa. Buyers and cellars then begin to mutually schedule appointments according to the workshop timetable.

### 2. During the workshop

On the first day of the event there will be a seminar relevant to the workshop title eg Wines from Spain followed by a self-pour, no talking tasting of the wines represented at the workshop without having to exchange vapid pleasantries with producers. After, additional appointments may be scheduled through personal contacts between buyer and cellar.

Buyers registering an accompanying person from the same organisation are able to schedule parallel appointments throughout the event, thereby doubling the effectiveness of their participation.

## WORKSHOPS 2009/10

**Buyer meets OLD WORLD Cellar**  
(10 – 12 November 2009)  
Royalton Hotel, Shanghai, China.

**Buyer meets IBERIAN Cellar**  
(10 – 12 February 2010)  
Hotel Barceló Montserrat, San tEsteve de Sosrovires (Barcelona), Spain.

**Buyer meets Italian Cellar**  
(17 – 19 May 2010)  
Treviso, Italy

## BUYER MEETS OLD WORLD CELLAR (10 – 12 November 2009)

### THE EVENT

The Wine Pleasures Workshop Buyer meets Old World Cellar takes place annually in Shanghai. It is "the" workshop for small to medium sized Old World wineries (primarily from France, Italy, Portugal & Spain) interested in exporting their wines.

At the workshop, international wine buyers hold pre-scheduled business meetings and tastings with Old World wineries of potential interest. These meetings have the dual objectives of discovering and selecting new limited production wines and of cultivating new professional relationships.

The Wine Pleasures Workshop Buyer meets Old World Cellar gives buyers the opportunity to discover new wine suppliers not normally present in the large trade fairs, meet the winemaker in a highly personalised setting, taste the latest vintages, discuss imports, prices and timescales, discover new products and attractive labelling and packaging, and appreciate the excellence in quality - price. All this in a cost-effective, one stop opportunity to do so by meeting face to face in China with a wide range of quality wine-makers concentrated in one convenient and enchanting venue for just two and a half days.



### THE VENUE

The Wine Pleasures Workshop: Buyer meets Old World Cellar 2009 will take place at the **Royalton Hotel, Shanghai**. This hotel affords a perfect setting for the Wine Pleasures Workshop event. The Royalton Hotel is located in the heart of the west district of Shanghai, close to business and retail centers and just five minutes walk to three metro lines and only 5 stops to the Bund. The hotel is easily accessible from the Inner Ring Road, Zhongshan W. Rd and the Yan An Highway.

### THE PROGRAMME

#### Tuesday, 10 November, 2009

15.00 - 17.30 Registration of participants  
17.30 - 19.00 Seminar: Wines from the Old World  
19.00 - 20.30 Wine tasting & time for scheduling extra appointments  
21.00 Dinner in the hotel

#### Wednesday, 11 November, 2009

09.00 - 10.00 Workshop opens  
10.00 - 13.00 1-1 meetings with wineries  
13.00 - 15.30 Lunch & free time  
15.30 - 18.30 1-1 meetings with wineries  
21.00 Dinner in the hotel

#### Thursday, 12 November, 2009

09.00 - 10.00 Workshop opens  
10.00 - 13.30 1-1 meetings with wineries  
14.00 - 15.30 Lunch & end of workshop

The only cost is the Registration fee of 65 Euros per person. T. +34 93 897 7048

Further information and an application form: [www.wpworkshop.com](http://www.wpworkshop.com)

## BUYER MEETS IBERIAN CELLAR (10 – 12 February 2010)

### THE EVENT

The Wine Pleasures Workshop Buyer meets IBERIAN Cellar takes place annually in Spain. It is "the" workshop for small to medium sized Portuguese & Spanish wineries interested in exporting their wines. With some 50 wineries taking part from 22 Designations of Origin and 40 buyers from 15 countries at the last edition in 2009, it is Spain's most prestigious wine workshop event of its kind.



At the workshop, international wine buyers hold pre-scheduled business meetings and tastings with Portuguese & Spanish wineries of potential interest. These meetings have the dual objectives of discovering and selecting new limited production wines and of cultivating new professional relationships.

The Wine Pleasures Workshop Buyer meets Iberian Cellar gives buyers the opportunity to discover new wine suppliers not normally present in the large trade fairs, meet the winemaker in a highly personalised setting, taste the latest vintages, discuss imports, prices and timescales, discover new products and attractive labelling and packaging, and appreciate the excellence in quality - price. All this in a cost-effective, one stop opportunity to do so by meeting face to face in Spain with a wide range of quality wine makers concentrated in one convenient and enchanting venue.

### THE VENUE

The Wine Pleasures Workshop: Buyer meets Iberian Cellar 2010 will take place at the **Hotel Barceló Montserrat, Sant Esteve de Sosrovires (Barcelona)**. This hotel affords a perfect setting for the Wine Pleasures Workshop event.

The Barceló Montserrat\*\*\*\* is a hotel in natural surroundings between the Mediterranean sea and the mountains of Montserrat, recently built in the modernist style typical of the Penedés region.

### THE PROGRAMME

#### Wednesday, 10 February, 2010

15.00 - 17.30 Registration of participants  
17.30 - 19.00 Seminar:  
19.00 - 20.30 Wine tasting & time for scheduling extra appointments  
21.00 Dinner in the hotel

#### Thursday, 11 February, 2010

09.00 - 10.00 Workshop opens  
10.00 - 13.00 1-1 meetings with wineries  
13.00 - 15.30 Lunch & free time  
15.30 - 18.30 1-1 meetings with wineries  
21.00 Dinner in the hotel

#### Friday, 12 February, 2010

09.00 - 10.00 Workshop opens  
10.00 - 13.30 1-1 meetings with wineries  
14.00 - 15.30 Lunch & end of workshop

The only cost is the Registration fee of 65 Euros per person. T. +34 93 897 7048  
Further information and an application form: [www.wpworkshop.com](http://www.wpworkshop.com)

## BUYER MEETS ITALIAN CELLAR (17 – 19 May 2010)

### THE EVENT

The Wine Pleasures Workshop Buyer meets Italian Cellar gives buyers the opportunity to discover new wine suppliers not normally present in the large trade fairs, meet the winemaker in a highly personalised setting, taste the latest vintages, discuss imports, prices and timescales, discover new products and attractive labelling and packaging, and appreciate the excellence in quality - price. All this in a cost-effective, one stop opportunity to do so by meeting face to face in Italy with a wide range of quality wine makers concentrated in one convenient and enchanting venue for just two and a half days.



At the workshop, international wine buyers hold pre-scheduled business meetings and tastings with Italian wineries of potential interest. These meetings have the dual objectives of discovering and selecting new limited production wines and of cultivating new professional relationships. Both buyers and cellars are carefully selected by Wine Pleasures in order to ensure that both parties will find what they are looking for.

### THE VENUE

The Wine Pleasures Workshop Buyer meets Italian Cellar will take place in Treviso (Veneto) (hotel pending), Italy.

### THE PROGRAMME

#### Monday, 17 May, 2010

15.00 - 17.30 Registration of participants  
17.30 - 19.00 Seminar: Wines from Italy.  
19.00 - 20.30 Wine tasting & time for scheduling extra appointments  
21.00 Dinner in the hotel

#### Tuesday, 18 May, 2010

09.00 - 10.00 Workshop opens  
10.00 - 13.00 1-1 meetings with wineries  
13.00 - 15.30 Lunch & free time  
15.30 - 18.30 1-1 meetings with wineries  
21.00 Dinner in the hotel

#### Wednesday, 19 May, 2010

09.00 - 10.00 Workshop opens  
10.00 - 13.30 1-1 meetings with wineries  
14.00 - 15.30 Lunch & end of workshop

The only cost is the Registration fee of 65 Euros per person. T. +34 93 897 7048  
Further information and an application form: [www.wpworkshop.com](http://www.wpworkshop.com)

