

# SEOUL FOOD 2018

## Your Successful Business Partner

### SEOUL FOOD & HOTEL WINE CHALLENGE 2018

The first wine networking platform  
to lead domestic wine business, since 1983 SEOUL FOOD

On this May (1<sup>st</sup>-4<sup>th</sup>), SEOUL FOOD, with 36 years of tradition,  
will be presenting the 1<sup>st</sup> 'SEOUL FOOD & HOTEL WINE CHALLENGE 2018',  
held by KOTRA (Korea Trade-Investment Promotion Agency), UBM-Allworld,  
and KEM (Korean Exhibition Management)



#### SEOUL FOOD 2018

SEOUL FOOD 2018 has now been officially recognized as a global exhibition platform, which was established in 1983, and has been growing steadily since then. Exhibitors are offered countless business and networking opportunities in an exclusive business environment which is only accessible to qualified exhibitors and visitors who are currently active in the food industry. Programs including: Biz-Consulting, SEOUL FOOD Awards and Global Conference etc. can also be a great opportunity for exhibitors to achieve their business goals.

- **TITLE** SEOUL FOOD 2018
- **PERIOD** May 01 ~ 04, 2018
- **VENUE** KINTEX Exhibition Hall 1-5, 7-8, Goyang/Gyeonggi-do, Korea
- **SCALE** 76,121m<sup>2</sup>, 1,500 Exhibitors/ 3,000 Booths/ 55,000 Visitors
- **ORGANIZER** KOTRA(Korea Trade-Investment Promotion Agency)
- **CO-ORGANIZER** UBM-Allworld, KEM, KINTEX
- **PROGRAMS** 4<sup>th</sup> SEOUL FOOD AWARDS, Biz Consulting, Global Food Trend & Tech Conference, WINE CHALLENGE 2018, Job Fair, Culinary Challenge, Overseas Buyer Program

#### WINE CHALLENGE 2018

'SEOUL FOOD & HOTEL WINE CHALLENGE 2018' will make its debut at the SEOUL FOOD 2018. This event aims to play role of promoting and fostering wine market in Korea. Wine from overseas exhibitors will be awarded from the professional judging panels. Including domestic wine market, we are looking forward to boost the B2B wine networking platform as of this event.

- **TITLE** SEOUL FOOD & HOTEL WINE CHALLENGE 2018
- **PERIOD** May 01 ~ 04, 2018
- **VENUE** KINTEX Exhibition 4 Hall  
(SEOUL FOOD & HOTEL 2018), Goyang / Gyeonggi-do, Korea
- **ORGANIZER** KOTRA(Korea Trade-Investment Promotion Agency)
- **CO-ORGANIZER** UBM-Allworld, KEM
- **HOSTED WINE REVIEW**
- **SPONSOR** Korea Wine Association
- **PARTICIPANTS** Wine from SEOUL FOOD & HOTEL 2018 Exhibitors
- **APPLICATION** 19<sup>th</sup> March (Mon) ~ 13<sup>th</sup> April (Fri), 2018
- **EVALUATION** 1<sup>st</sup> May (Tue) ~ 3<sup>rd</sup> May (Thurs), 2018
- **BENEFITS**  
Award Ceremony, Wine Display & Tasting Event,  
1:1 Meeting Program



WINE REVIEW

SEOUL FOOD & HOTEL  
WINE CHALLENGE 2018



# WHY WINE CHALLENGE 2018?

- **High Growth Potential in Korean Wine Industry**

Multilateralization in wine imports and market segmentation in domestic wine demand

- Imported from 80 countries in 2014 to 100 countries in 2017
- Total profit from wine imports in 2017: \$210,041,000 USD \*Source: Korea Customs Service

- **Wine Promotion to 55,000 visitors from food-related business in the B2B specialized SEOUL FOOD 2018**

- **Exclusive exhibition with awarded wine tasting and award privilege**

- **Opportunity to expand to Korean wine market through 1:1 meeting with local wine importers**

- **Media Promotion through monthly <Wine Review>**



## WINE CHALLENGE EVENT LOCATION



### Hall 1~2

SEOUL FINE FOOD 2018  
SEOUL FOOD INGREDIENTS 2018  
SEOUL PREMIUM FOOD 2018  
SEOUL DESSERT & BEVERAGE 2018

### Hall 3~4

SEOUL FOOD & HOTEL INT'L PAVILION

### Hall 5

SEOUL FOODPACK 2018

### Hall 7~8

SEOUL FOODTECH 2018  
SEOUL HORECATECH 2018



# REGISTRATION FORM FOR SEOUL FOOD & HOTEL WINE CHALLENGE 2018

## Company Information

SEOUL FOOD 2018

Company Name			
Contact Person		(Mr/Mrs/Ms/Miss/Dr/Prof)	
Address			
City		Postcode	
Telephone		Fax	
E-mail			
Website			
Importing Company in Korea			

I certify that I am aware of the rules and conditions of the Seoul Food & Hotel Wine Challenge 2018, accept to observe them.

Date \_\_\_\_\_ Name \_\_\_\_\_

SEOUL FOOD & HOTEL WINE CHALLENGE 2018

(06168) 708, 6, SAMSEONG-RO 96-GIL, GANGNAM-GU, SEOUL  
 TEL +82-2-569-5004 FAX +82-2-569-7399 E-MAIL emma@kemallworld.com

# PRODUCT INFORMATION

## IMPORTANT

1. Participation Fee (per label) : USD 200

2. Please use 1 Entry form for each wine you enter.

\*Requested Number of Bottles : TOTAL 6 Bottles Per Label  
 : Tasting Wines for Challenge (Preliminary/ Final Round) - 4 bottles per Label  
 : Tasting Wines for B2B Tasting Event - 2 additional bottles per Label

\* Necessary Materials to Submit : Informations (Tasting Notes or Technical Sheets) on wines participating and your winery information.

\* Entry Number : \_\_\_\_\_ of \_\_\_\_\_ wines entered.

### 1. Wine Details

Winery				Category	
Wine Name					
Vintage		Non-Vintage: ( )	Alcohol Level		
Bottle Size	375 ml( ) 500 ml( ) 720 ml( ) 750 ml( ) 1000 ml( ) 1500 ml( ) Other( )				
Country		Region		Sub Region	
Official Quality Status	AOC( ) AOP( ) DO( ) DOC( ) DOCG( ) DOP( ) IGP( ) IGT( ) PDO( ) PGI( ) PBA( ) AMP( ) Quality Wine( ) VDP( ) VQA( ) Wines of Origin( )				
Wine Color	Red( ) White( ) Rose( )				
Wine Type	Still( ) Sparkling( ) Fortified( ) Botrytis( )				
Wine Style	Dry( ) Sweet( )				
Oaked	Oaked( ) Lightly Oaked( ) Un-Oaked( ) Other( )				

### 2. Grapes

Type	Mono( ) Blending( )		
Principle Grape		Percentage	%
Second Grape		Percentage	%
Third Grape		Percentage	%
Others			

### 3. Other information

Korean Importer			
FOB Price per Bottle(USD)			
Number of bottles produced			
Is this the first year of production for this wine, cuvee or vineyard	Yes( )	No( )	

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