

WELCOME TO TASTE CHAMPAGNE LONDON 2020!

Hot on the heels of the resounding success of our inaugural Taste Champagne London 2019, it's our great pleasure to invite you to partner with us to showcase your cuvées in 2020.

We commend all the details to you in this Exhibitor Pack and we welcome you to contact us with any queries.

We look forward to creating an even bigger and better Taste Champagne with you in 2020!

Tyson Stelzer & Jody Rolfe.

Jymu Stelyn Joh



TASTE CHAMPAGNE LONDON 2020

Wednesday, 24 June 2020

THE ROYAL HORTICULTURAL HALLS

THE LINDLEY HALL
ELVERTON STREET
LONDON, SW1P 2QW

SCHEDULE FOR THE DAY

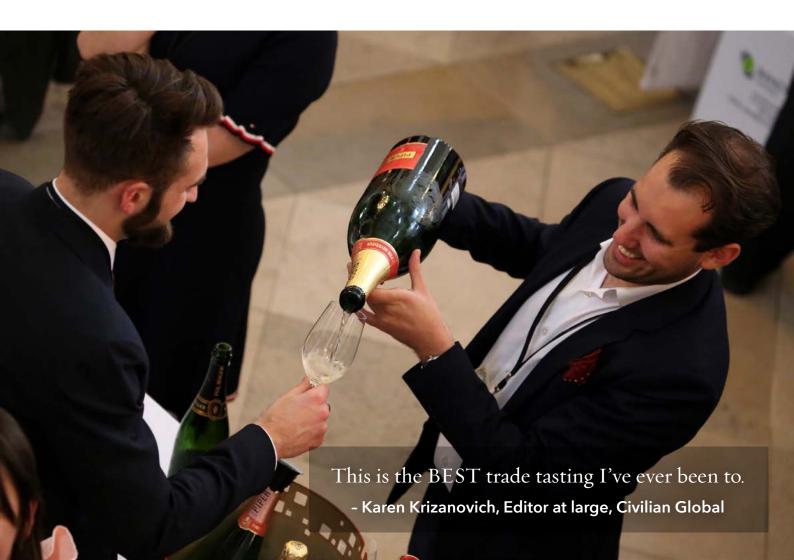
Wednesday 24 June 2020

From 9am Agents bump in

IIam – 5pm Trade & Media Tasting5pm – 6pm Break (food provided)

and set up for public session

6pm – 9pm Public Tasting 9pm – 10pm Agents bump out



TIMELINE - REVISED TIMINGS

Friday 22 November 2019

Deadline for exhibiting agents to confirm the houses that they will showcase. Please complete the <u>Registration Form</u>.

Friday 22 November 2019

Deadline for exhibiting agents to confirm the cuvées that they will pour and their contact details for publication in the trade and public directories in the tasting book. This detail can be submitted on the Registration Form.

Friday 29 November 2019

Payment of exhibitor fees due.

Monday 17 February 2020

Taste Champagne to advise expected numbers of guests and anticipated bottle requirements.

Monday 1 June 2020

Update - Exhibiting agents to confirm full names, company names and champagne house for all staff who will be manning their table.

Monday 25 May – Wednesday 10 June 2020

Delivery of stock and point of sale display material to Sensible Wine Services.

Wednesday 24 June 2020

Taste Champagne London.



MASTERCLASSES

We are pleased to introduce masterclasses at Taste Champagne London 2020.

Masterclass sessions are available to exhibitors showcasing at Taste Champagne on a first-in basis.

Four masterclass slots are available for trade & media and three for public guests during Taste Champagne London.

Please complete the Masterclass section in the Registration Form to indicate your interest and session time preferences.

FORMAT

• Seated masterclass for up to 45 guests (classroom format)

• TRADE MASTERCLASSES

INCLUSIONS

- **Tablecloths**
- Printing of tasting mat or booklet
- Spittoons
- Cracker plates
- Ice tubs
- Ice
- AV projection
- Staff to set up, pack down and pour (Sensible Wine Services)
- Taste Champagne staff coordination
- Guest booking (www.TasteChampagne.events)
- Guest check in on the day
- Promotion of your masterclass in all Taste Champagne invitations and promotions (if you wish)

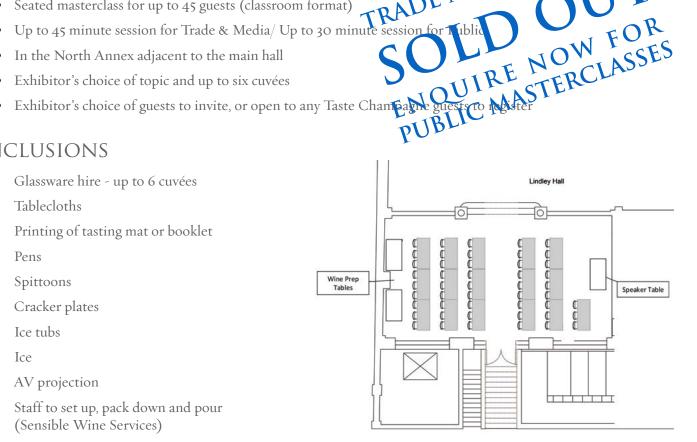


Trade & Media: 11:15am – 12pm Public: 6:15pm - 6:45pm 12:45pm - 1:30pm 7:15pm - 7:45pm 2:I5pm - 3:00pm 8:15pm - 8:45pm 3:45pm - 4:30pm

PRICING

Refer pricing structure on the following page for Taste Champagne Trade Masterclasses.

Taste Champagne Public Masterclass slots are available to exhibitors hosting Trade Masterclasses on a first-in basis. There is no cost to exhibitors for hosting a public masterclass. Taste Champagne will sell tickets to public masterclasses and will offset the cost of cuvées poured for the Public Masterclass by refunding exhibitors 50% of the wholesale value of the bottles opened.



PRICING STRUCTURE

Taste Champagne welcomes all champagne négociants, growers and coopératives to showcase their cuvées.

We have created a pricing structure as fair and inclusive as possible, so as to facilitate accessibility to small and large agencies and houses.

Taste Champagne welcomes exhibiting agents to show as many cuvées as they desire from as many houses as they wish.

In order to cover venue and event costs, the price to exhibit at Taste Champagne London 2020 is £1,000 per house.

As we are not based in the UK, no VAT is payable.

Payment is to be made by direct transfer in GBP by Friday I November 2019. Payment details will be included on your invoice.

MASTERCLASSES

The price per Trade & Media Masterclass session is £2,450.

Please refer previous page for masterclass details and inclusions.



DETAILS TO SUBMIT VIA REGISTRATION FORM

Please complete The Taste Champagne London 2020 <u>Registration Form</u> to confirm your involvement, including the following details:

CUVÉE LISTING

Submit the full list of cuvées you will pour at Taste Champagne London 2020.

If you require more time to confirm the final list, please note this on the <u>Registration Form</u>. Final confirmation of cuvées required by Friday, 15 November 2019.

Social media handles & House Logos

Please submit handles for Instagram, Facbook and Twitter for the house/s you are representing.

TRADE DIRECTORY

Please submit full contact details for the Trade Directory in the Tasting Booklet.

You can view last year's Trade Directory <u>here</u>.

FURTHER DETAILS TO SUBMIT

Information to be emailed directly to Jody Rolfe jodyrolfe@winepress.com.au by the deadline dates indicated.

STAFF ATTENDING AND MANNING THE EVENT

Please send through a full list of names (first names and surnames) and company of your staff who will be manning your table or assisting in any capacity at Taste Champagne.

We'll ensure that their names are included on the list at the door. We will also print name tags for them and include them in catering for the meal during break time.

Please advise Jody of anyone in your team who will require a GF, Vegetarian or Vegan meal and we will do our best to ensure their dietary requirements are catered for.

Deadline: Monday I June 2020

SENSIBLE WINE SERVICES

SWS will be accepting wine stock and POSM pre-event.

Deliveries must be made BY Wednesday 10 June 2020 and can be sent from Monday 25 May 2020.

You will need to provide Jody with a box count to forward onto SWS for double checking. If you are hosting a masterclass session, please include masterclass stock with your box count and note your allotted session time. Please email this to jodyrolfe@winepress.com.au prior to your delivery to SWS.

Please use the SWS delivery template label provided <u>here</u> when sending your boxes/items.

For your table number, please visit the floor plan here.

All leftover stock and items that cannot be taken with you on the evening will be collected by Sensible Wine Services and available for collection by you the following day.

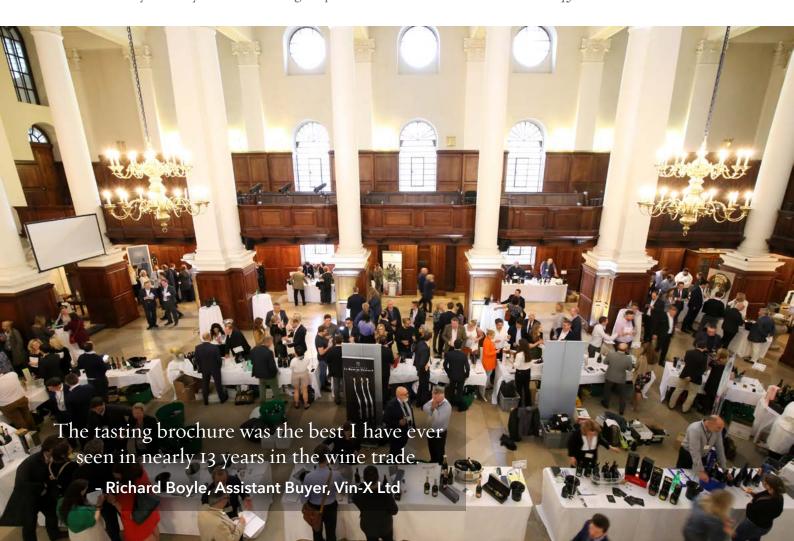
Please contact Graham (graham@sensibelwine.com) or Sam (sam@sensiblewine.com) or call the office 01622 832640 to advise when you wish to collect your returns so they can be ready for collection.

You will need to let them know that you are from Taste Champagne Event 24 June and provide your table number and company name.

Sensible Wine Services pick up address is:

Sensible Wine Services Unit 10, Dana Trading Estate, Transfesa Rd, Paddock Wood, Kent, TN12 6UT Tel: 01622 832640

If you would like your items to be delivered onwards to you this will be at your own cost. Please contact Graham and his team directly should you wish to arrange a quote for this service. **Please note SWS only forward on to a UK address.



WHAT'S PROVIDED?

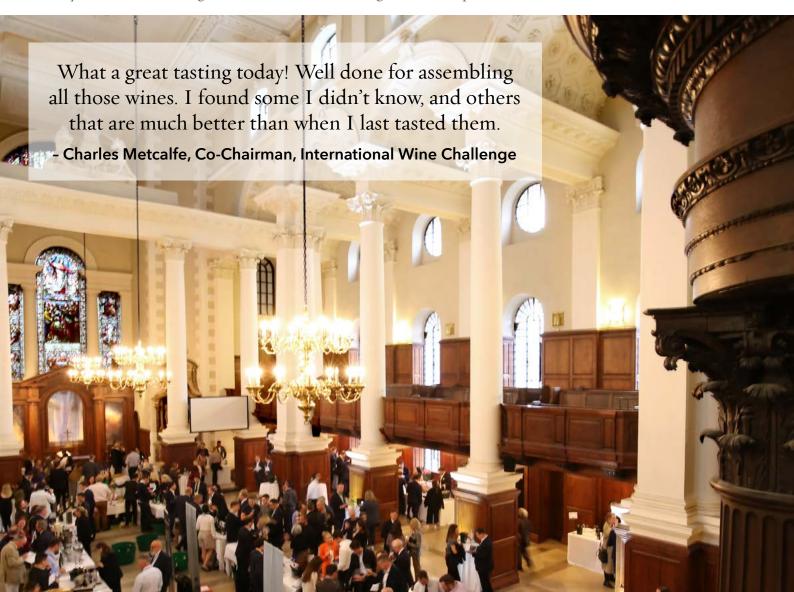
- Table (6ft)
- Tablecloth (white)
- Riedel Riesling Vinum Glasses
- Comprehensive printed tasting book. View the tasting book here.
- Pull-up banner featuring your house logo
- Ice and tub to keep cuvées chilled throughout the day/evening (placed underneath your table)
- Ice will be provided for you to add to your display bucket that you bring.
- Sparkling and still water
- Spittoon on your table (larger ones positioned around the room)
- Name tags for all of your staff manning your table
- Sandwiches and rolls for agents staying on for the public event (served in the break, 5pm-6pm)

WHAT DO I NEED TO BRING?

- Display bucket/s for keeping bottles presented and cold on your table
- Your own branding display materials and POS displays, as you desire, such as printed materials, dummy bottles, etc.
- Please do not bring a pull-up banner or any other kind of floor-standing banner. We will provide this for you.
- Dummy bottles and gift boxes for our main room display (if possible please)

CHAMPAGNE SALES TO THE PUBLIC

We welcome you to sell direct to the public. You can of course take orders and process transactions on the night. However, since our event and venue are not licensed for wine sales, customers are not legally allowed to take wines away with them on the night. Please instead make arrangements to ship to them after the event.



TRADE & MEDIA INVITATION

Registrations will open in October 2019.

Trade and media can apply for registration at http://tastechampagne.events/london-trade-and-media/.

Click <u>here</u> to download the Trade & Media Invitation for you to send out to your key trade and media contacts. (To come in October 2019. You will be notified when available.)

PUBLIC INVITATION

Public tickets will be available for sale in October 2019.

Public can purchase tickets at http://tastechampagne.events/london-public/.

Click <u>here</u> to download the Public Invitation for you to send out to your public clientele and champagne loving friends and family.

We invite you to follow us on Facebook, Twitter and Instagram.

REFRESHMENTS

A pop-up café will be operating on the Mezzanine Level. You will be able to purchase coffee, tea, sandwiches and an array of snacks between 10am and 5pm.



Great buzz, passionate winemakers and an interesting mix of big names and smaller producers. Overall quality was fantastic.

Hurrah for the Champenois!

 Ian Churchill, Sommelier & Operations Director, Unique Dining/Crockers Tring

TRANSPORT INFORMATION TO VENUE

TUBE

If travelling by Tube visit http://www.rhhonline.co.uk/visit to view the walking directions. Select your arrival station once in the site.

Parking

METER

Directly in front of the building, meter parking is available at £2.40 per hour, Monday to Friday 8.30am-6.30pm (4 hours' maximum stay, no return within I hour). There is also an option to pay by phone.

Parking is free in the pay & display bays on Vincent Square on weekends.

Parking is also permitted on single yellow lines outside of controlled hours (after 6.30pm and weekends).

For further parking information please visit the City of Westminster website.

OFF STREET

RHH are pleased to offer all clients discounted parking with Q-Park. The Q-Park Victoria car park (map) is located just a short distance from RHH. Discounts of 10% are available on pre-bookings. To receive your discount please visit www.q-park.co.uk. Go to the London Arneway Street car park page, click on Pre-Booking and enter the promotional code RHS when making your booking.

For Blue Badge Holder information please visit website.

CYCLES

Santander Cycles hire is available in London with two docking stations close by. These are available 24 hours a day, all year round. The two closest docking stations are on Vincent Square and Greycoat Street, immediately outside the Lindley Hall.

To find out more visit the TFL website.



WE'RE HERE TO HELP

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WWW.TASTECHAMPAGNE.EVENTS



