




# TASTE CHAMPAGNE

AUSTRALIA 2021

EXHIBITOR PACK



The background image shows the interior of a grand, historic building with ornate architectural details. A woman with blonde hair, wearing a dark jacket and a name tag, is walking towards the camera. To her right is a large, dark sign with gold lettering and decorative flourishes. The sign reads: "Black Events PRESENTS TASTE CHAMPAGNE HOSTED BY INTERNATIONAL WINE COMMUNICATOR OF THE YEAR Tyson Holzer". The building's interior features high ceilings, large windows with decorative frames, and intricate carvings.

Taste Champagne is the highlight event  
of the year for the Australian wine trade.  
- David Stevens-Castro, Crowne Plaza Surfers Paradise

The calibre of wine trade that Taste Champagne  
now attracts is insane! It's become a significant  
industry networking opportunity.

- Amanda Yallop, Group Wine Director, Fink Group





# TASTE CHAMPAGNE

## THE BIGGEST GLOBAL CHAMPAGNE SHOWCASE

### WELCOME TO TASTE CHAMPAGNE AUSTRALIA 2021

Taste Champagne is back! Champagne is the beverage of celebration and we are delighted to join with you to reignite the biggest global champagne showcase.

Putting 2020 behind us, 2021 will be our year to support you in reconnecting with the trade, media and champagne-loving public to reaffirm the vital place of champagne in Australia. We want to assure you of our resolute commitment to you and to this category in the market.

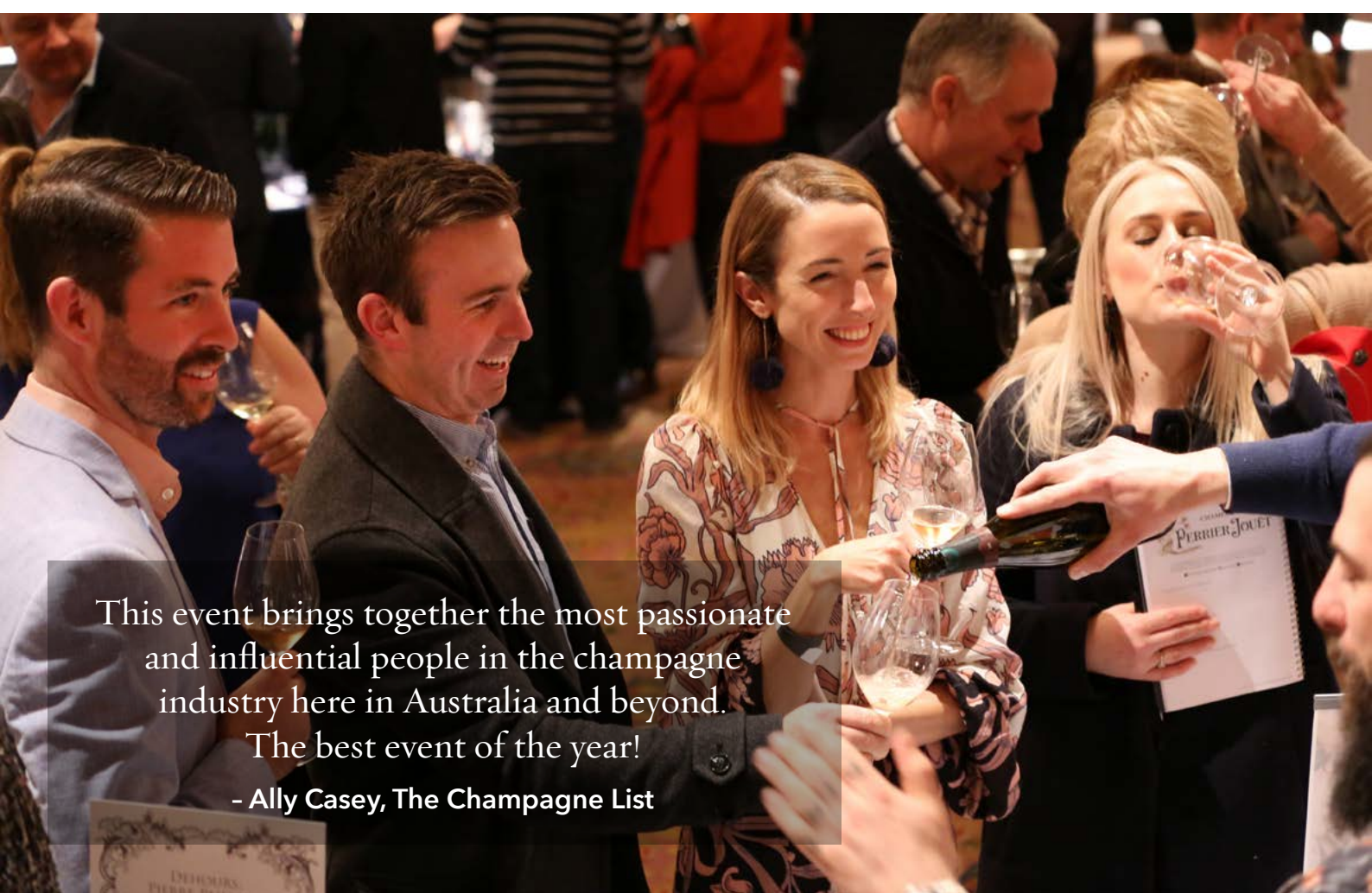
Now in its seventh year and three countries, it's our great pleasure to invite you to partner with us to showcase your cuvées in Sydney, Melbourne, Brisbane, Adelaide and Perth in May 2021.

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 partnering with you in 2021 to celebrate champagne in Australia once again!



Tyson Stelzer, Jody Rolfe & Craig McDonald.



This event brings together the most passionate and influential people in the champagne industry here in Australia and beyond.

The best event of the year!

- Ally Casey, The Champagne List



# TASTE CHAMPAGNE AUSTRALIA 2021

SYDNEY

MONDAY 3 MAY 2021

FOUR SEASONS

MELBOURNE

MONDAY 17 MAY 2021

PLAZA BALLROOM

BRISBANE

MONDAY 10 MAY 2021

LUMIERE FUNCTION VENUE

PERTH

MONDAY 24 MAY 2021

BEAUMONDE ON THE POINT

ADELAIDE

WEDNESDAY 12 MAY 2021

FESTIVAL CENTRE

## SCHEDULE FOR EACH DAY

From 11am	Agents bump in
1pm – 5pm	Trade & Media Tasting
5pm – 6pm	Break (food provided) and set up for public session
6pm – 9pm	Public Tasting
9pm – 10pm	Agents bump out

The quality of trade attending is  
better than all other tastings.

- Evan Jones, CellarHand



# PRICING STRUCTURE

Taste Champagne welcomes all champagne négociant houses, 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.

We are pleased to announce further refinement to the pricing structure this year so as to incentivise participation through discounted rates to exhibit in Adelaide, Perth and Brisbane. We have kept the total cost to participate in all five cities exactly the same as 2019 and 2018.

As always, there are significant incentives to participate in both trade & media and public events and in all five cities.

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

Taste Champagne rates are all inclusive and there are no hidden or additional expenses. See page 10 for a full list of inclusions.

The prices to exhibit at Taste Champagne 2020 cover venue and event costs, and are outlined as follows:

## Rates available until 27 November 2020 (Incl GST)

Trade, Media & Public Events	Sydney	Perth	Adelaide	Brisbane	Melbourne
All five cities	\$1,195	\$920	\$920	\$1,020	\$1,195
Any four cities	\$1,235	\$960	\$960	\$1,060	\$1,235
Any three cities	\$1,265	\$990	\$990	\$1,090	\$1,265
Any two cities	\$1,320	\$1,045	\$1,045	\$1,145	\$1,320
Any one city	\$1,395	\$1,120	\$1,120	\$1,220	\$1,395

## Trade & Media Events only (no public events)

Add \$500 per city

## Shared Boutique Table – Trade, Media & Public (Per half table and up to 4 cuvées)

Deduct \$320 per city

## Examples

All five cities – trade & media and public events – total exhibitor rate	\$5,250
All five cities – trade & media events only – total exhibitor rate	\$7,750
All five cities – shared boutique table – total exhibitor rate	\$3,650





# TIMELINE

FRIDAY 27 NOVEMBER 2020

Deadline for exhibiting agents to confirm the houses that they will showcase. Please complete the [Registration Form](#).

FRIDAY 27 NOVEMBER 2020

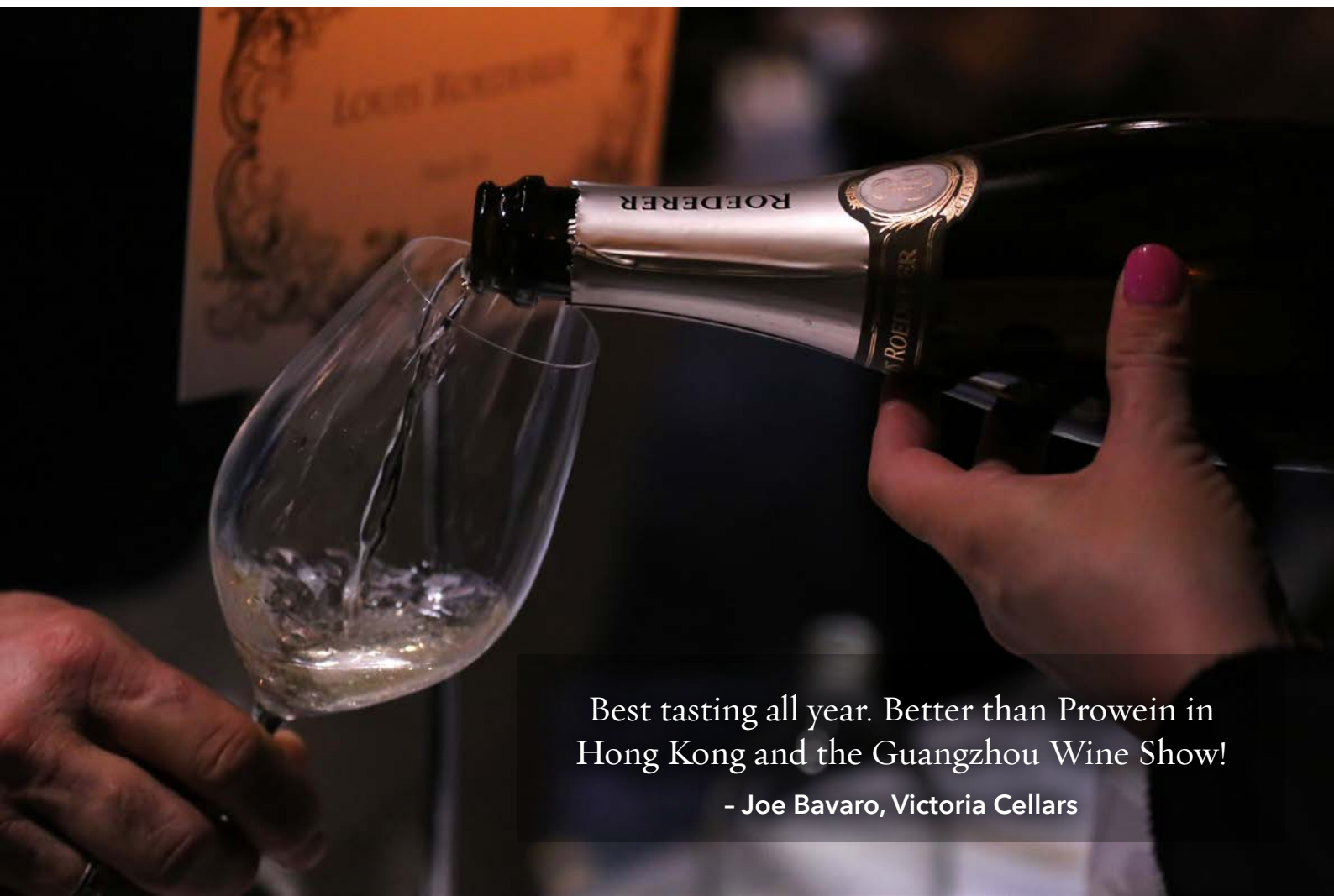
Deadline for exhibiting agents to confirm the cuvées that they will pour and their contact details for publication in the trade and public directories in the tasting book. This detail can be submitted on the [Registration Form](#).

MONDAY 22 MARCH 2021

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

TUESDAY 30 MARCH 2021

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



Best tasting all year. Better than Prowein in Hong Kong and the Guangzhou Wine Show!

- Joe Bavaro, Victoria Cellars

# DETAILS TO SUBMIT VIA REGISTRATION FORM

Please complete the Taste Champagne 2021 [Registration Form](#) to confirm your involvement, including these details:

## CUVÉE LISTING

Submit the full list of cuvées you will pour at Taste Champagne 2021.

If you require more time to confirm the final list, please leave this section blank on the [Registration Form](#). Final confirmation of cuvées required by Friday, 27 November 2020.

## SOCIAL MEDIA HANDLES & HOUSE LOGOS

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

For 2019 exhibiting houses, click [here](#) to view what was published in the 2019 Tasting Book. Please provide any necessary changes.

## TRADE AND CONSUMER DIRECTORIES

Please submit full contact details for these Directories in the Tasting Book.

You can view last year's Directory listing [here](#).

# FURTHER DETAILS TO SUBMIT

Information to be emailed directly to Jody Rolfe [jodyrolfe@winepress.com.au](mailto: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: Tuesday 30 March 2021



This is the one tasting that all trade look forward to, and it shows. The range is simply incredible.  
- Michael Anderson, Commercial Manager, Loom Wine Group

# DELIVERIES TO THE VENUES

Each venue, with the exception of Melbourne, will be accepting wine stock and POSM pre-event.

See below the schedule of delivery windows for each city:

Sydney, Four Seasons	29 - 30 April 2021
Brisbane, Lumiere Venue	6 - 7 May 2021
Adelaide, Festival Centre	10 - 11 May 2021
Melbourne, direct to BlackEvents	11 - 14 May 2021
Perth, Beaumonde on the Point	19 - 21 May 2021

You will need to provide Jody with a box count to forward onto the venue/s for double checking. This will help ensure your stock has been received. Please email this to [jodyrolfe@winepress.com.au](mailto:jodyrolfe@winepress.com.au) prior to your delivery to the venue/s.

Please use and download the delivery template labels provided [here](#) when sending your boxes/items.

All leftover stock and items will need to be either taken with you after the event or will need to be packed, labelled thoroughly and collected the next day. Please note that venues are unable to hold stock for more than two days and may discard any uncollected items.

Wine stock and POSM can be brought in with you on the day – please let Jody know if this will be the case.

Applicable to Melbourne event only: *any wine stock arriving on the event day, Monday 17 May, MUST be sent directly to Plaza Ballroom.*



This event assists me in making more champagne flow through my bars and restaurants.

- Simon McCarthy, Owner, Clapham Junction Wine Bar



# WHAT'S PROVIDED?

- Table (Standard trestle size)
- Tablecloth (white)
- Riedel Riesling Glasses
- Comprehensive printed tasting book featuring your logo, cuvées, social handles and contact details. View the 2019 tasting book [here](#).
- Ice and tub to keep cuvées chilled throughout the day/evening (placed underneath your table)
- Ice will be provided for you to add to any display buckets that you bring.
- Antipodes 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 presenting and keeping bottles cold on your table
- Your own branding display materials and POS displays, as you desire, such as printed materials, banners, dummy bottles, etc
- 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.



The one event all year which I MUST attend.  
It's brilliant, and keeps getting better every year!

- Stilly Merianos, Retail Area Manager, Red Bottle



# TRADE & MEDIA INVITATION

Registrations are now open.

Trade and media can apply for registration at <https://tastechampagne.com.au/for-mediatrade/>

We will notify you when the Trade & Media Invitation is available for you to send out to your key trade & media contacts.

# PUBLIC INVITATION

Public tickets are on sale.

Public can purchase tickets at <https://tastechampagne.com.au/about/for-consumers/>

We will notify you when the Public Invitation is available 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](#).



It's great to see so many cuvees I've never tasted or heard of before. I ordered as much as I could get my hands on within hours of the tasting, to ensure that I didn't miss out.

- Amanda Yallop, Quay Restaurant



# TRANSPORT INFORMATION TO VENUES

## ADELAIDE

### Car Park

Wilson Car Parking

Access discounted rates at Wilson Adelaide

Central car park, 225 North Terrace.

Weekend days & week nights after 5pm: \$750 flat rate

Mon-Friday enter before 5pm: \$14.50 flat rate

To access the discounted pricing parking must be pre-booked via the Wilson Parking [website](#)

Use the promo code AFCPARK

Booking fee applies

Book early! Discounted parking allocation is limited

Contact BASS with any queries on 131 246

Wilson Parking bookings are not available more than 3 months in advance.

### Public Transport

Tram (stop at Railway Station)

Free Bus Service - operates on a loop throughout the city & North Adelaide with stops on the corner of King William Road & North Terrace.

For more information visit

<https://www.adelaidemetro.com.au/>

## SYDNEY

### Car park

Four Seasons on-site, covered parking

1 hour \$29, 4 hours \$49, 4+ hours \$69

### Train

Circular Quay Station

## BRISBANE

### Car park

Lumiere, Ground Floor,

2 Durong Street, Newstead QLD 4006

Street parking available - BCC paid parking

## MELBOURNE

### Car Park

Wilson Parking, 172/192 Flinders Street  
[wilsonparking.com.au](http://wilsonparking.com.au)

City Square Car Park, 202/208 Flinders Lane  
[melbourne.vic.gov.au](http://melbourne.vic.gov.au)

### Train

Flinders Street Station

### Light Rail

Town Hall/Collins Street stop  
(intersection of Swanston & Collins St)

## PERTH

### Car Park

Ample onsite City of Perth car parking is available.  
\$4 per hour or \$12 after 6pm.

### Public Transport

Easy access by train, bus and ferry.

Free bus #24 from St George's Terrace.

### Walking

Pedestrian link to the new Perth Stadium.



Brilliantly well organised at all levels.

- Ken Gargett



# WE'RE HERE TO HELP

## JODY ROLFE

EVENT MANAGER

+61 419 710 886

JODYROLFE@WINEPRESS.COM.AU

## TYSON STELZER

EVENT HOST

+61 402 821 230

STELZER@WINEPRESS.COM.AU

## CRAIG McDONALD

BLACKEVENTS

200 NORMANBY RD

SOUTHBANK VIC 3006

INFO@TASTECHAMPAGNE.COM.AU

[WWW.TASTECHAMPAGNE.EVENTS](http://WWW.TASTECHAMPAGNE.EVENTS)

