



# TASTE CHAMPAGNE AUSTRALIA 2021

## EXHIBITOR PACK



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 August 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 2 AUGUST 2021

FOUR SEASONS

BRISBANE

MONDAY 9 AUGUST 2021

LUMIERE FUNCTION VENUE

ADELAIDE

WEDNESDAY 11 AUGUST 2021

HER MAGJESTY'S THEATRE

PERTH

MONDAY 16 AUGUST 2021

BEAUMONDE ON THE POINT

MELBOURNE

MONDAY 23 AUGUST 2021

PLAZA BALLROOM

## 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

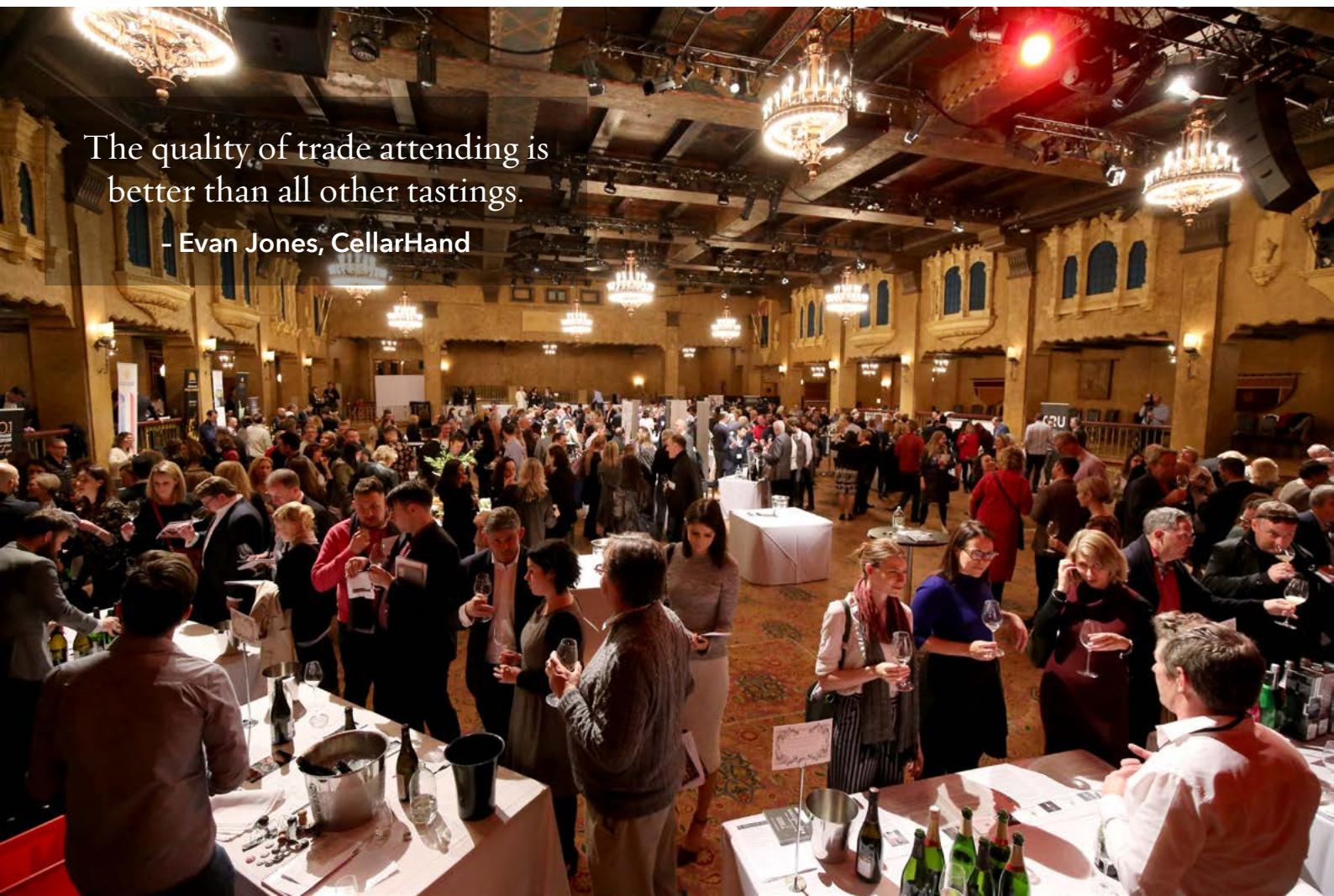
Public Tasting

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 2021 cover venue and event costs, and are outlined as follows:

## Rates available until 15 April 2021 (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)

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

Add \$500 per city

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

THURSDAY 15 APRIL 2021

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

THURSDAY 15 APRIL 2021

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 21 JUNE 2021

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

THURSDAY 1 JULY 2021

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

*\*\*Please note that we may need to cap the number of agents pouring on the day due to COVID-related capacity restrictions for each venue. We will communicate further with you on this closer to the time.*



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 Thursday, 15 April 2021.

## 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: Thursday 1 July 2021

*\*\*Please note that we may need to cap the number of agents pouring on the day due to COVID-related capacity restrictions for each venue. We will communicate further with you on this closer to the time.*



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 July 2021
Brisbane, Lumiere Venue	5 - 6 August 2021
Adelaide, TBC	9 - 10 August 2021
Melbourne, direct to TBC	9 - 13 August 2021
Perth, Beaumonde on the Point	18 - 20 August 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 16 August 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.

## RSAS & MELBOURNE PLAZA BALLROOM INDUCTION

For all agents exhibiting in Brisbane and Melbourne you will need to hold a current RSA for QLD and VIC. You will need to submit this to Jody prior to the event in electronic format.

For all agents exhibiting in Melbourne, Plaza Ballroom has made it mandatory to complete their online induction by all working onsite during the event. Jody will send through the link a month prior to 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

Care Park  
6 Pitt Street, Adelaide SA 5000

UPark Central Market  
60 Gouger Street, Adelaide SA 5000

### Public Transport

Easily accessible by [public transport](#). Including many buses along the major arterial road, Grote Street, the tram (stop at Victoria Square) and a [free bus service](#) that operates on a loop throughout the city and North Adelaide with stops on the corner of Grote Street and Victoria Square.

For more information visit [adelaide.metro.com.au](http://adelaide.metro.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

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