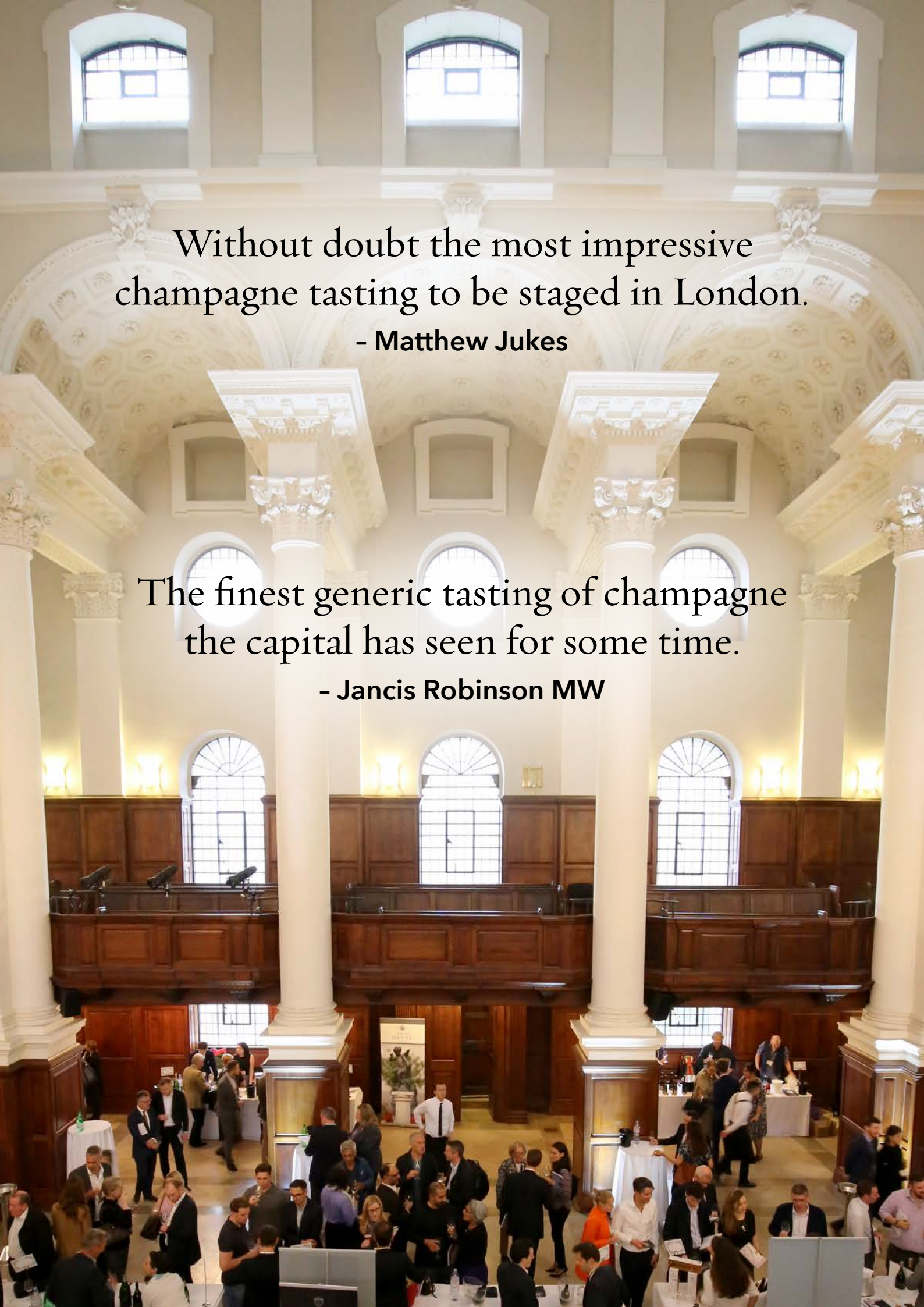


A photograph of a grand, ornate hall, likely a church or cathedral, with tall white columns and a large, multi-tiered chandelier hanging from the ceiling. The hall is filled with people, suggesting a large event or exhibition. The architecture features intricate carvings and a high ceiling.

TASTE CHAMPAGNE

LONDON 2022

EXHIBITOR PACK



Without doubt the most impressive
champagne tasting to be staged in London.

- Matthew Jukes

The finest generic tasting of champagne
the capital has seen for some time.

- Jancis Robinson MW



TASTE CHAMPAGNE

THE BIGGEST CHAMPAGNE EVENT SERIES IN THE NEW WORLD

WELCOME TO TASTE CHAMPAGNE LONDON 2022!


After two years on ice Taste Champagne is back !

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 reigniting the biggest global champagne showcase with you in March 2022!



Tyson Stelzer & Jody Rolfe.



The venue was brilliant and it was a very well organised event. I will definitely be following up with producers for potential new listings.

- Rebecca Hull, MW, Champagne Buyer, Waitrose

TASTE CHAMPAGNE LONDON 2022

WEDNESDAY, 16 MARCH 2022

THE ROYAL HORTICULTURAL HALLS

THE LINDLEY HALL

ELVERTON STREET

LONDON, SW1P 2QW

SCHEDULE FOR THE DAY

WEDNESDAY 16 MARCH 2022

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



This is the BEST trade tasting I've ever been to.

- Karen Krizanovich, Editor at large, Civilian Global

TIMELINE

FRIDAY 22 OCTOBER 2021

Deadline for exhibiting agents to update the cuvées that they will pour and their contact details for publication in the trade and public directories in the tasting book.

To view your cuvées and directory information submitted for the 2020 event please download the [Tasting Book](#)

FRIDAY 18 FEBRUARY 2022

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

FRIDAY 18 FEBRUARY 2022

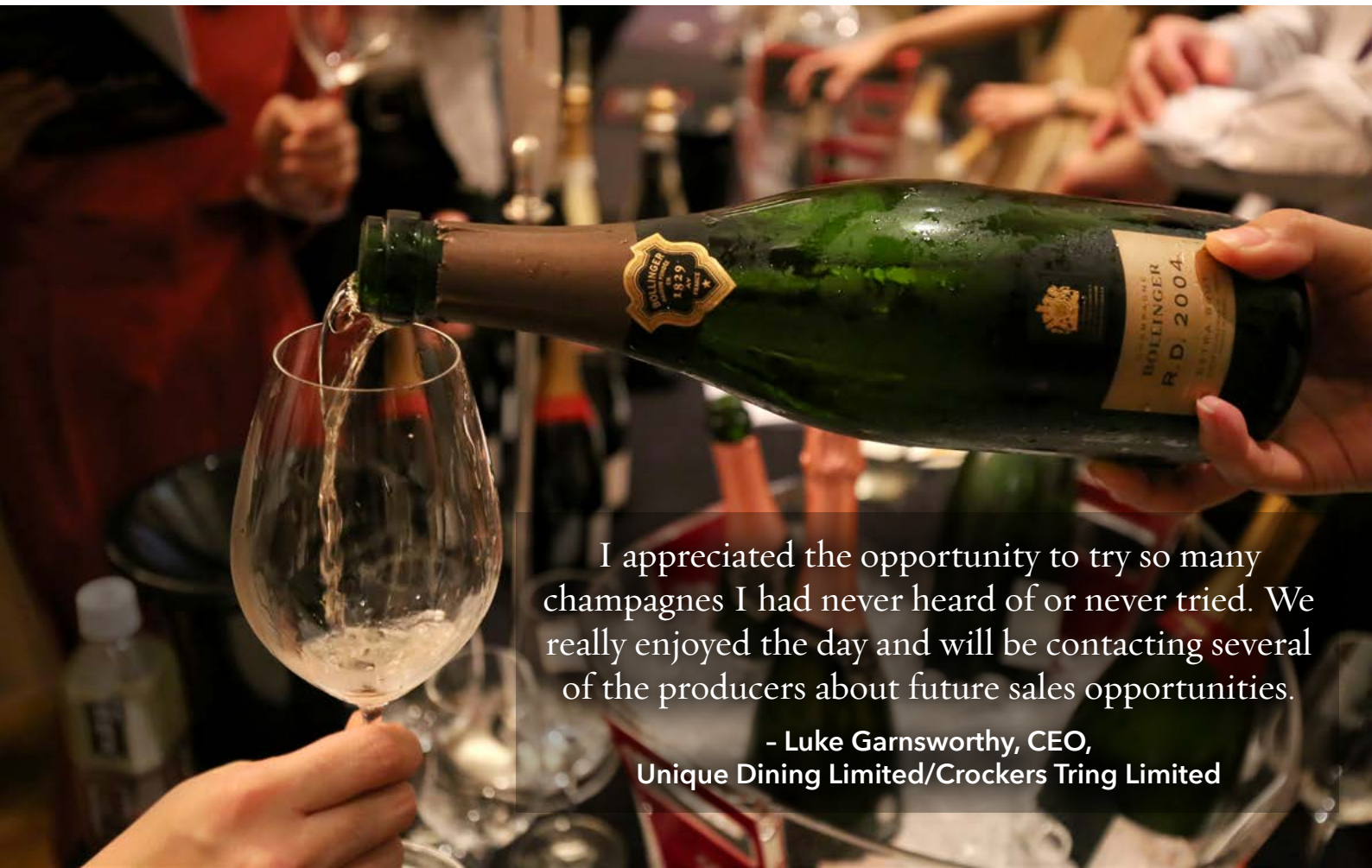
Deadline for exhibiting agents to confirm full names, company names and champagne house for all staff who will be manning their table.

TUESDAY 1 FEBRUARY – WEDNESDAY 2 MARCH 2022

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

WEDNESDAY 16 MARCH 2022

Taste Champagne London.



I appreciated the opportunity to try so many champagnes I had never heard of or never tried. We really enjoyed the day and will be contacting several of the producers about future sales opportunities.

- Luke Garnsworthy, CEO,
Unique Dining Limited/Crockers Tring Limited

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.

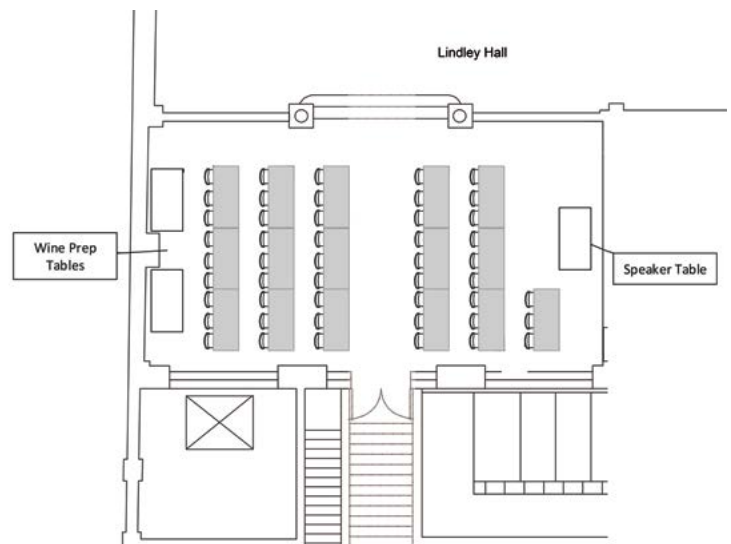
FORMAT

- Seated masterclass for up to 45 guests (classroom format)
- Up to 45 minute session for Trade & Media/ Up to 30 minute session for Public
- In the North Annex adjacent to the main hall
- Exhibitor's choice of topic and up to six cuvées
- Exhibitor's choice of guests to invite, or open to any Taste Champagne guests to register

**TRADE MASTERCLASSES
SOLD OUT
ENQUIRE NOW FOR
PUBLIC MASTERCLASSES**

INCLUSIONS

- Glassware hire - up to 6 cuvées
- Tablecloths
- Printing of tasting mat or booklet
- Pens
- 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)



AVAILABLE TIMESLOTS

Trade & Media: 11:15am – 12pm
12:45pm – 1:30pm
2:15pm – 3:00pm
3:45pm – 4:30pm

Public: 6:15pm – 6:45pm
7:15pm – 7:45pm
8:15pm – 8:45pm

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 1 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.



Tyson Stelzer has brought his world roadshow Taste Champagne to London for one day only and it is breathtaking. The professionalism is a level above and all the top agents are here. The accompanying literature is typically brilliant, too.

- Matthew Jukes

DETAILS TO CONFIRM BY 22 OCTOBER 2021

CUVÉE LISTING

Notify of any updates to cuvées and vintages you will pour at Taste Champagne London 2022.

SOCIAL MEDIA HANDLES & HOUSE LOGOS

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

TRADE DIRECTORY

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

PLEASE UPDATE JODY WITH CUVEES AND DIRECTORY INFORMATION
VIA EMAIL jodyrolfe@winepress.com.au BEFORE FRIDAY 22 OCTOBER 2021.

[VIEW 2020 TASTING BOOK](#)

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: Friday 18 February 2022

SENSIBLE WINE SERVICES

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

Deliveries must be made BY Wednesday 2 March 2022 and can be sent from Tuesday 1 February 2022.

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 [here](#) 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.

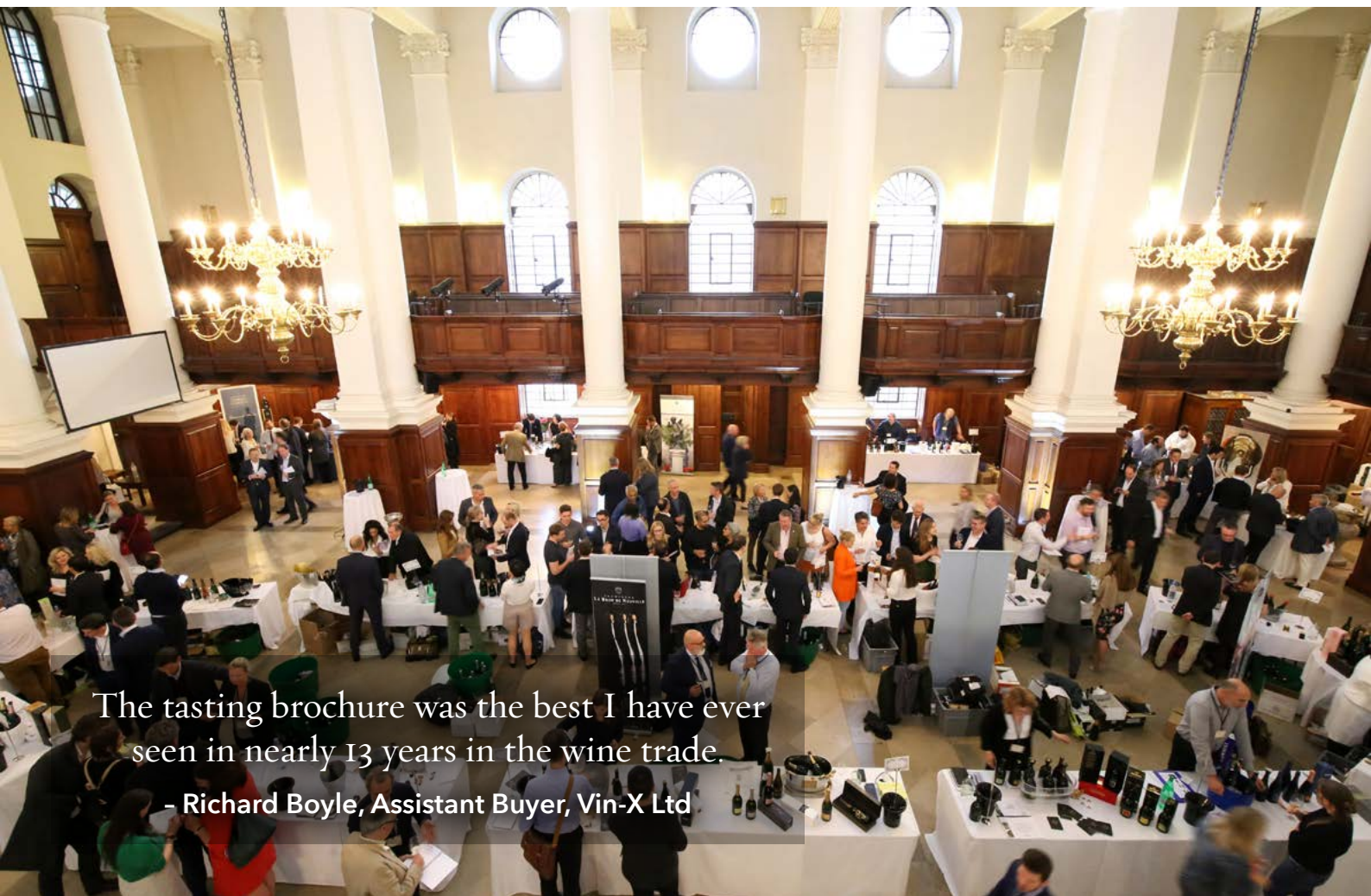
Please contact Graham (graham@sensibelwine.com) or Sam (sam@sensiblewine.com) or call the office 01622 832640 to advise when you wish to collect your returns so they can be ready for collection.

You will need to let them know that you are from Taste Champagne Event 16 March 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.*



The tasting brochure was the best I have ever
seen in nearly 13 years in the wine trade.

- Richard Boyle, Assistant Buyer, Vin-X Ltd

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.

What a great tasting today! Well done for assembling all those wines. I found some I didn't know, and others that are much better than when I last tasted them.

- Charles Metcalfe, Co-Chairman, International Wine Challenge



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 [here](#) 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 [here](#) 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.rhonline.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 1 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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