




# TASTE CHAMPAGNE

AUSTRALIA 2023

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 tall, dark banner with gold lettering and decorative flourishes. The banner reads: "Black Events PRESENTS TASTE CHAMPAGNE HOSTED BY INTERNATIONAL WINE COMMUNICATOR OF THE YEAR Tyson Polker". The building's interior features high ceilings, large windows with decorative frames, and intricate carvings. The lighting is warm and ambient.

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 2023

Taste Champagne is back!

Now in its ninth year and three countries, it's our great pleasure to invite you to partner with us to showcase your cuvées in Sydney and Melbourne in August 2023.


In response both to the preference of the majority of exhibitors and to the level of support of our trade guests, Taste Champagne will focus exclusively on Sydney and Melbourne, at least for 2023.

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 August 2023!



Tyson Stelzer, Sharron Turgeon & 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 2023

SYDNEY  
MONDAY 7 AUGUST 2023  
FOUR SEASONS

MELBOURNE  
TUESDAY 15 AUGUST 2023  
PLAZA BALLROOM

## SCHEDULE FOR EACH DAY

From 11am	Agents bump in
1pm – 4:30pm	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.

So as to incentivise participation in spite of rising costs, we have kept the total cost to participate in both cities exactly the same as 2022, 2019 and 2018.

As always, there are significant incentives to participate in both trade & media and public events in both 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 2023 cover venue and event costs, and are outlined as follows:

## Rates available until 24 February 2023 (Incl GST)

Trade, Media & Public Events	Sydney	Melbourne
Both cities	\$1,320	\$1,320
Any one city	\$1,820	\$1,820

Trade & Media Events only (no public events)

Add \$500 per city

## Examples

*Both cities – trade & media and public events – total exhibitor rate* \$2,640

*Both cities – trade & media events only – total exhibitor rate* \$3,640





# TIMELINE

FRIDAY 24 FEBRUARY 2023

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

FRIDAY 24 FEBRUARY 2023

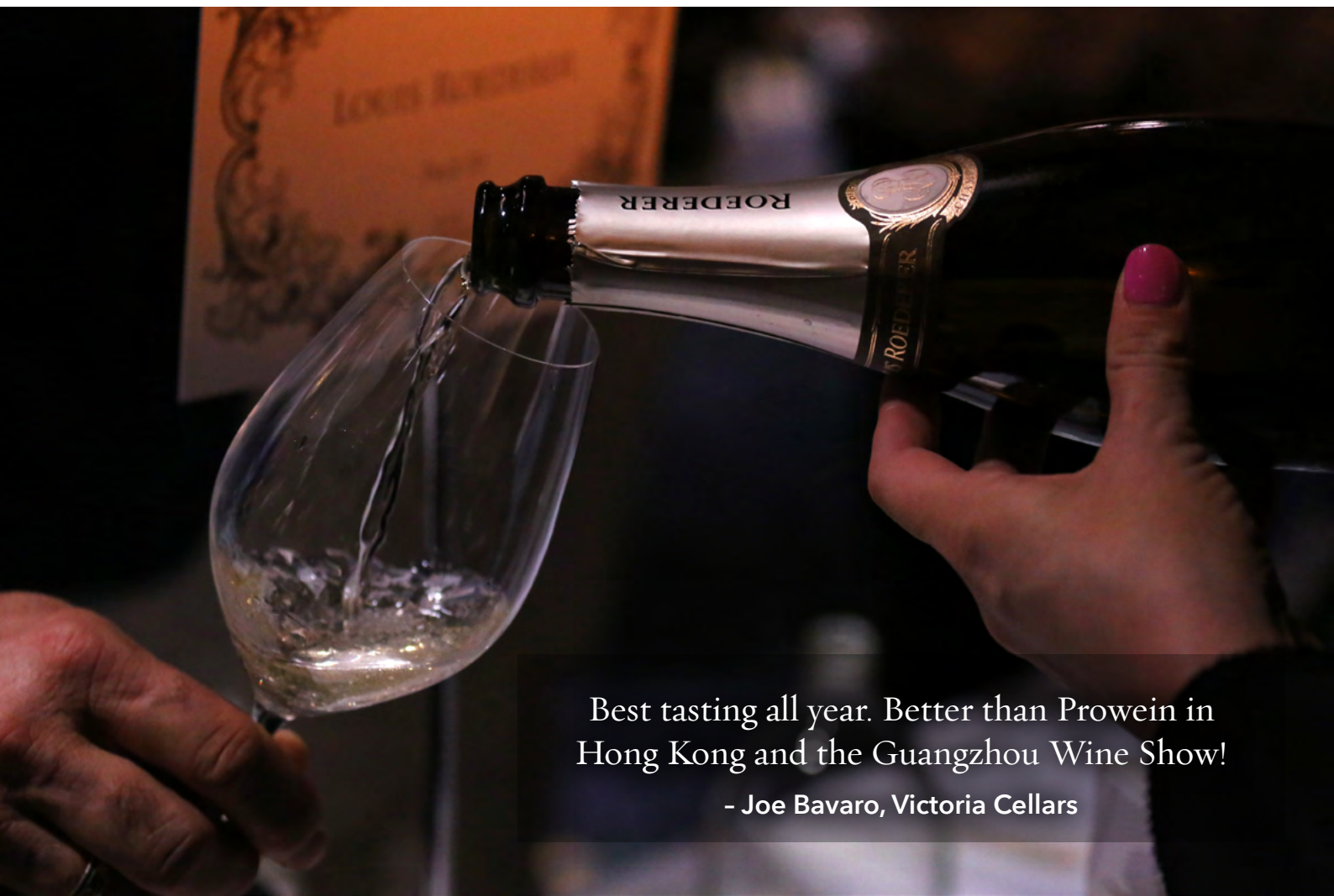
Deadline for exhibiting agents to confirm the cuvées that they will pour and their contact details for publication in the trade and public directories in the tasting book. This detail can be submitted on the [Registration Form](#).

FRIDAY 7 JULY 2023

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

FRIDAY 7 JULY 2023

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 2023 [Registration Form](#) to confirm your involvement, including these details:

## CUVÉE LISTING

Submit the full list of cuvées you will pour at Taste Champagne 2023.

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 24 February 2023.

## SOCIAL MEDIA HANDLES & HOUSE LOGOS

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

For 2021/2022 exhibiting houses, click [here](#) to view what was published in the 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 Sharron Turgeon [sharron@winepress.com.au](mailto:sharron@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 Sharron 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 7 July 2023



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

Sydney will be accepting wine stock and POSM direct to the venue pre-event. The shipping location for Melbourne will be confirmed closer to the event.

See below the schedule of delivery windows for each city:

Sydney, Four Seasons

TBC

Melbourne, TBC

TBC

You will need to provide Sharron 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 [sharron@winepress.com.au](mailto:sharron@winepress.com.au) prior to your delivery to the venue/s.

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

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 Sharron know if this will be the case.

Any wine stock arriving on the event day **MUST** be sent directly to the venue itself.



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 2022 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 Melbourne you will need to hold a current RSA for VIC. You will need to submit this to Sharron prior to the event in electronic format.

Also for Melbourne exhibitors, Plaza Ballroom has made it mandatory to complete their online induction by all working onsite during the event. Sharron 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 will open in 2023.

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 ticket sales will open in late 2022.

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

## SYDNEY

### Car park

Four Seasons on-site, covered parking  
1 hour \$29, 4 hours \$49, 4+ hours \$69

### Train

Circular Quay Station

## 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)

Brilliantly well organised at all levels.

- Ken Gargett







WE'RE HERE TO HELP

SHARRON TURGEON

EVENT MANAGER

+61 431 114 649

SHARRON@WINEPRESS.COM.AU

TYSON STELZER

EVENT HOST

+61 402 821 230

STELZER@WINEPRESS.COM.AU

CRAIG McDONALD

BLACKEVENTS

INFO@TASTECHAMPAGNE.COM.AU

WWW.TASTECHAMPAGNE.EVENTS

