




# TASTE CHAMPAGNE

AUSTRALIA 2025

EXHIBITOR PACK



The background of the image shows the interior of a grand, historic building. The architecture is highly ornate, featuring intricate carvings, a large arched window with a grid pattern, and a balcony with decorative railings. A woman with blonde hair, wearing a dark jacket and a name tag, is walking through the space. To the right, a tall, dark sign with gold lettering and decorative flourishes is visible. The lighting is warm and ambient, highlighting the architectural details.

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 2025

Taste Champagne is back!

Now in its 12<sup>th</sup> year, it's our great pleasure to invite you to partner with us to showcase your cuvées in Sydney, Melbourne and Brisbane in 2025.

We are pleased to announce two new venues – Doltone House Hyde Park in Sydney and Hotel Grand Chancellor in Brisbane.


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

Sharron will be taking leave in 2025 to welcome a new baby and Tyson will be your main contact.

We look forward to reigniting the biggest global champagne showcase with you in July and August 2025!



Tyson Stelzer & Sharron Turgeon.



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, Moët Hennessy Private



# TASTE CHAMPAGNE AUSTRALIA 2025

SYDNEY

MONDAY 21 JULY 2025

DOLTONE HOUSE HYDE PARK

MELBOURNE

TUESDAY 29 JULY 2025

PLAZA BALLROOM

BRISBANE

MONDAY 4 AUGUST 2025

HOTEL GRAND CHANCELLOR

## 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.

As always, there are significant incentives to participate in both trade & media and public events in all three 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 9 for a full list of inclusions.

The prices to exhibit at Taste Champagne 2025 cover all venue and event costs, and are outlined as follows:

## Rates available until 21 February 2025 (Incl GST)

Trade, Media & Public Events	Sydney	Melbourne	Brisbane
All three cities	\$1,595	\$1,595	\$1,395
Two cities	\$1,845	\$1,845	\$1,645
Any one city	\$2,095	\$2,095	\$1,895

Trade & Media Events only (no public events) Add \$500 per city

## Examples

All 3 cities – trade & media and public events – total exhibitor rate	\$4,585
Sydney and Melbourne only – total exhibitor rate	\$3,690
Sydney only and trade & media event only – total exhibitor rate	\$2,595



# TIMELINE

FRIDAY 21 FEBRUARY 2025

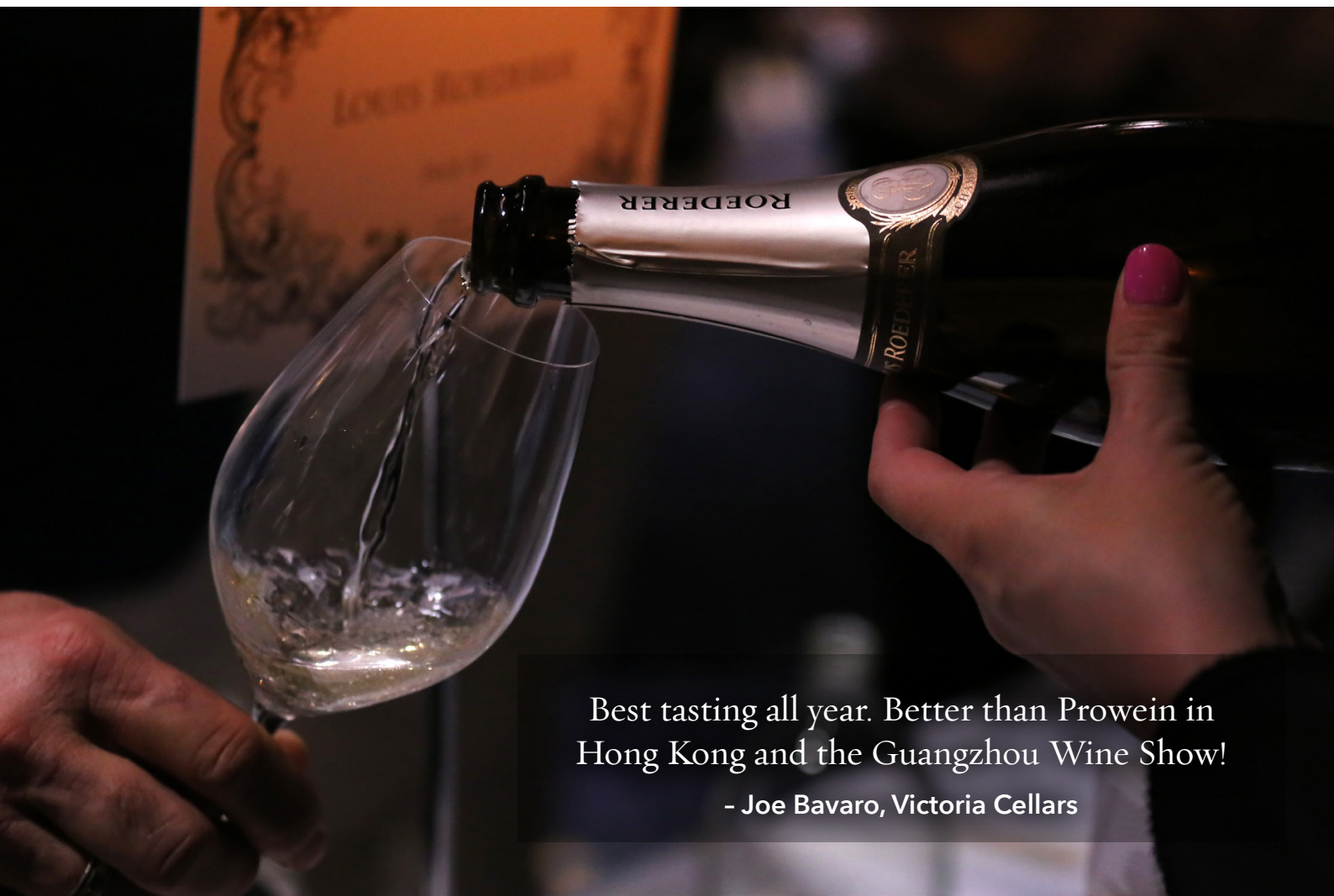
Deadline for exhibiting agents to confirm the houses that they will showcase. Please complete the [Registration Form](#).

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 20 JUNE 2025

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

Deadline for exhibiting agents to confirm full names, company names and champagne house for all staff who will be manning their table and a digital copy of their up to date RSAs.



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 2025 [Registration Form](#) to confirm your involvement, including these details:

## CUVÉE LISTING

Submit the full list of cuvées you will pour at Taste Champagne 2025.

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 21 February 2025.

## SOCIAL MEDIA HANDLES & HOUSE LOGOS

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

For 2024 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 Tyson Stelzer [stelzer@winepress.com.au](mailto:stelzer@winepress.com.au) by Friday 21 February.

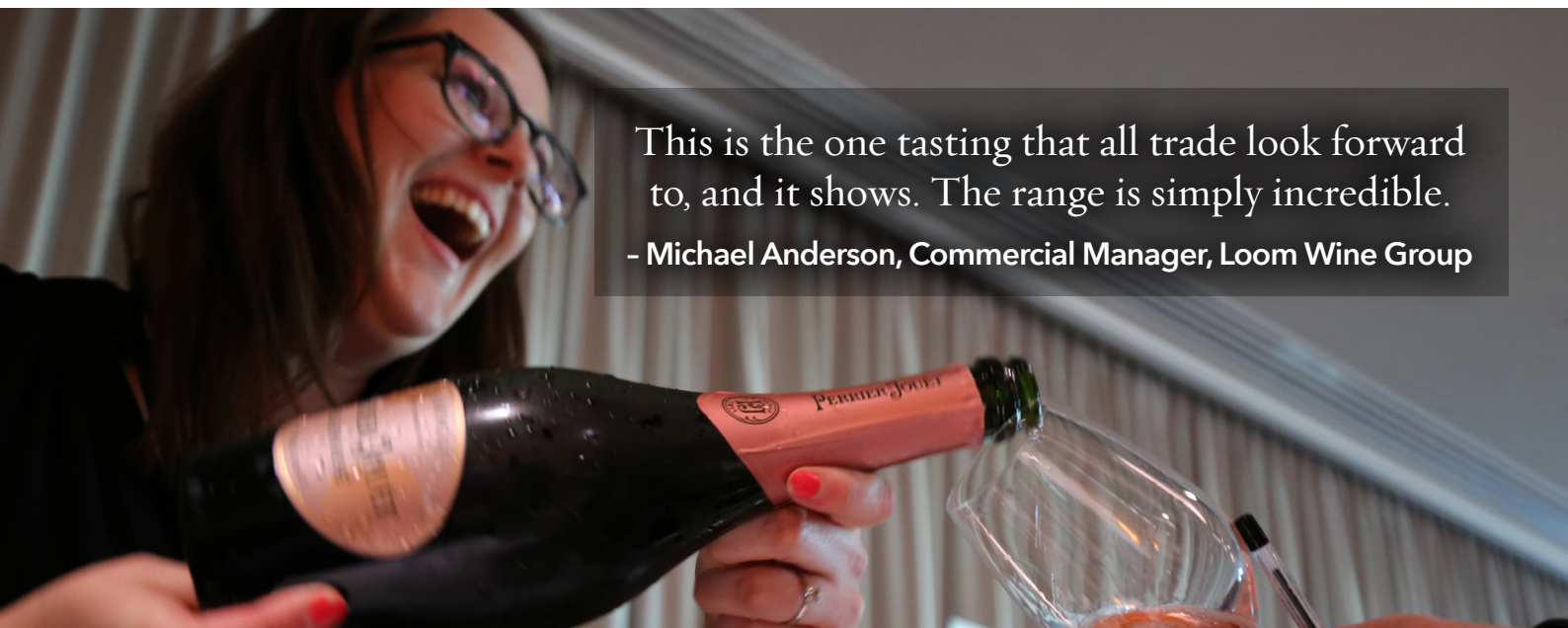
## STAFF ATTENDING AND MANNING THE EVENT

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 Tyson 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 20 June 2025



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 and Brisbane 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.

The schedule of delivery windows for each city will be announced closer to the event dates and delivery labels will be shared [here](#):

Sydney, Doltone House Hyde Park	TBC
Melbourne, TBC	TBC
Brisbane, Hotel Grand Chancellor	TBC

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

Please use and download the delivery template labels [linked at this page](#) 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 Tyson 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 2024 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 venues 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

For all agents exhibiting in all states you will need to hold a current RSA for the relevant state. This is now a legal requirement for each venue in Brisbane, Sydney and Melbourne.

You will need to submit RSAs for each of your pouring staff to Tyson one month prior to the event in electronic format.



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



# TRADE & MEDIA INVITATION

Registrations will open in 2025.

Trade and media can apply for registration [here](#).

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 2024.

Public can purchase tickets [here](#).

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](#) and [Instagram](#).

Brilliantly well organised at all levels.

- Ken Gargett





# TRANSPORT INFORMATION TO VENUES

## SYDNEY

### PARKING

**SECURE PARKING PICCADILLY**  
137 Castlereagh St (02) 8912 4900  
[www.secureparking.com.au](http://www.secureparking.com.au)

**HILTON PARKING**  
255 Pitt St (02) 8912 4900  
[www.secureparking.com.au](http://www.secureparking.com.au)

**DOMAIN CAR PARK**  
2 St Marys Road (02) 9232 6165  
[www.domaincarpark.com.au](http://www.domaincarpark.com.au)

**CATHEDRAL STREET PARKING**  
2 Cathedral St (02) 9380 8850  
<http://www.enacon.com.au/>

### BUS

Bus services run along Elizabeth Street. For route and timetable information, call 131 500 or visit [www.transportnsw.info](http://www.transportnsw.info)

### TRAIN

St James Station is 160m (2 minutes walk). Trains run from Central Station to St James regularly and operate 24 hrs per day, 7 days a week.

### ACCOMMODATION

Sheraton Grand Sydney Hyde Park is next door to Doltone House.

## MELBOURNE

### PARKING

**WILSON PARKING**  
172/192 Flinders Street  
[www.wilsonparking.com.au](http://www.wilsonparking.com.au)

**CITY SQUARE CAR PARK**  
202/208 Flinders Lane  
[www.melbourne.vic.gov.au](http://www.melbourne.vic.gov.au)

### TRAIN

Flinders Street Station

### LIGHT RAIL

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

## BRISBANE

### PARKING

**HOTEL GRAND CHANCELLOR**  
On-site parking is \$20 per day

### BUS

Buses stop directly in front of the venue.

### TRAIN

Roma St Station is 10 minutes walk  
For more information about public transportation services, visit <https://translink.com.au/>.



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





WE'RE HERE TO HELP

TYSON STELZER

EVENT HOST

+61 402 821 230

STELZER@WINEPRESS.COM.AU

CRAIG McDONALD

BLACKEVENTS

INFO@TASTECHAMPAGNE.COM.AU

WWW.TASTECHAMPAGNE.EVENTS

