



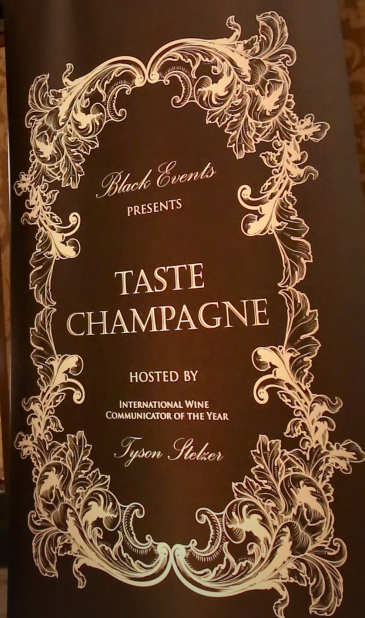
TASTE CHAMPAGNE

AUSTRALIA 2026

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. In the foreground on the right, there is a black sign with white text and a decorative border. The overall 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 2026

Taste Champagne is back!

Now in its 13th year and 40th, 41st and 42nd events, it's our great pleasure to invite you to partner with us to showcase your cuvées again in Sydney, Melbourne and Brisbane in 2026.

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

Sharron has returned from maternity leave and will once again be your main contact for Taste Champagne 2026!

We look forward to reigniting the biggest global champagne showcase with you in July and August 2026!



Tyson Stelzer & Sharron Turgeon.



What a series Tyson put on! No one else in this country could do what he does in that space.

He has built something amazing!

- Michael Anderson, Head of Auctions
and Secondary Market, Langton's

TASTE CHAMPAGNE AUSTRALIA 2026

SYDNEY

MONDAY 20 JULY 2026

AUSTRALIAN NATIONAL MARITIME MUSEUM

MELBOURNE

TUESDAY 28 JULY 2026

PLAZA BALLROOM

BRISBANE

MONDAY 3 AUGUST 2026

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 2026 cover all venue and event costs, and are outlined as follows:

Rates available until 21 February 2026 (Incl GST)

Trade, Media & Public Events	Sydney	Melbourne	Brisbane
All three cities	\$1,695	\$1,695	\$1,495
Two cities	\$1,945	\$1,945	\$1,745
Any one city	\$2,195	\$2,195	\$1,995

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

Examples

All 3 cities – trade & media and public events – total exhibitor rate	\$4,885
Sydney and Melbourne only – total exhibitor rate	\$3,890
Sydney only and trade & media event only – total exhibitor rate	\$2,695



TIMELINE

FRIDAY 20 FEBRUARY 2026

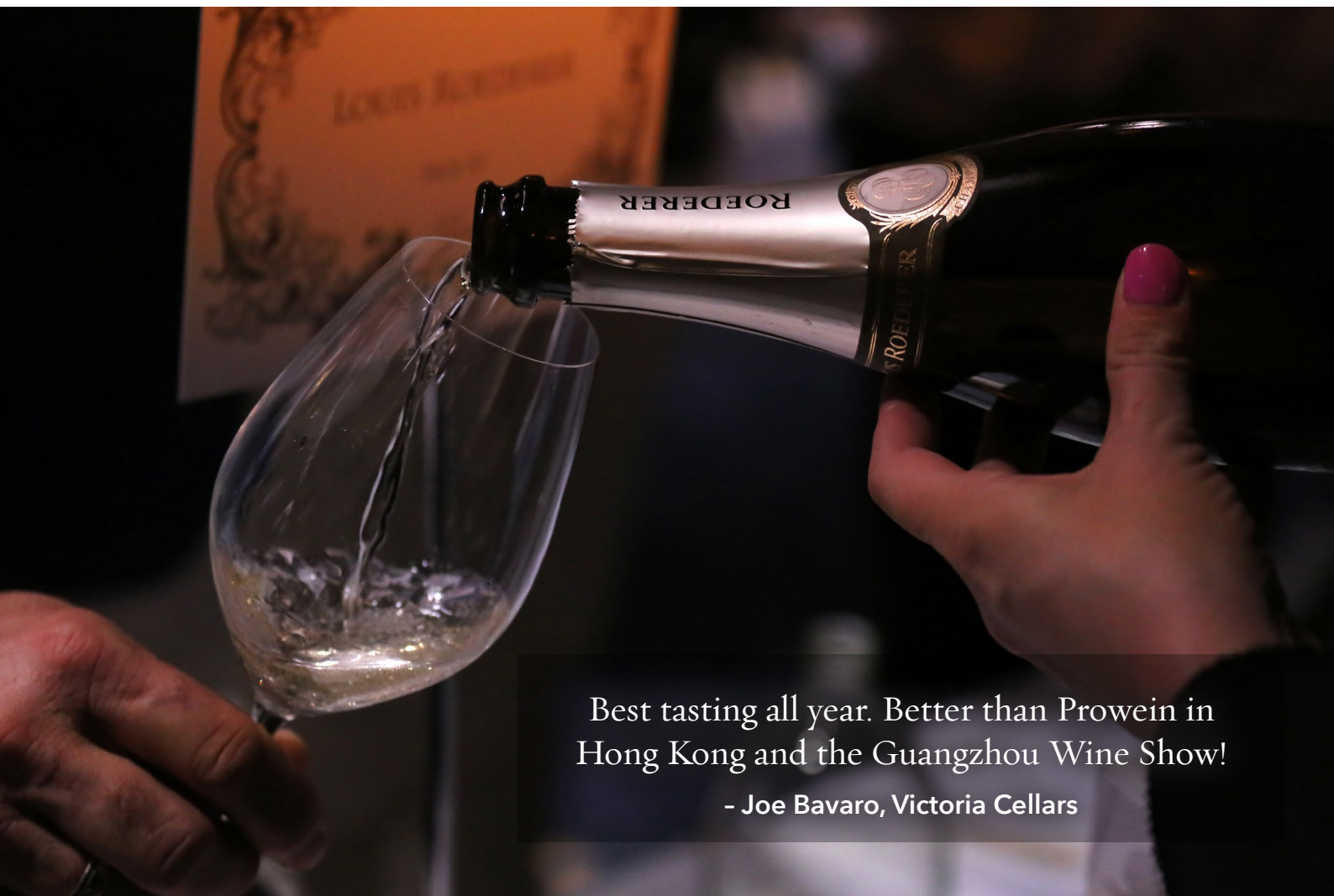
Deadline for exhibiting agents to confirm the houses that they will showcase. Please complete the [Registration Form](#).

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 19 JUNE 2026

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 2026 [Registration Form](#) to confirm your involvement, including these details:

CUVÉE LISTING

Submit the full list of cuvées you will pour at Taste Champagne 2026.

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 20 February 2026.

SOCIAL MEDIA HANDLES & HOUSE LOGOS

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

For 2025 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 by Friday 20 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 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 19 June 2026.



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, Australian National Maritime Museum	TBC
Melbourne, TBC	TBC
Brisbane, Hotel Grand Chancellor	TBC

You will need to provide Sharron 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 sharron@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 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 2025 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 Sharron 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 2026.

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 2025..

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

STAR CASINO CAR PARK

55 Pirrama Rd, Pyrmont
(7am - 630pm)

Validate ticket at venue for cheaper rates

WILSON PARKING - HARBOURSIDE CAR PARK

100 Murray St, Pyrmont

Validate ticket at venue for cheaper rates

BUS

The 389 from Bondi Junction stops at Pyrmont in front of the Star.

For route and timetable

information, call 131 500 or visit

www.transportnsw.info

TRAIN

20 minutes walk from Town Hall Station or connect with the L1 Light Rail at Central Station to arrive just across the road from the museum.

ACCOMMODATION

Ibis Sydney Darling Harbour is the closest hotel and just a few minutes' walk from the venue.

MELBOURNE

PARKING

WILSON PARKING

172/192 Flinders Street

www.wilsonparking.com.au

CITY SQUARE CAR PARK

202/208 Flinders Lane

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

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