

Taste Champagne

Australia 2027

Exhibitor Pack

LUXlife
Global Excellence Awards 2026
Taste Champagne
Best Global Champagne Tasting Event 2026
winner



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



Welcome to Taste Champagne Australia 2027

It's our great pleasure to invite you to join us to showcase your cuvées at Taste Champagne for our 43rd, 44th and 45th events in Melbourne on Tuesday 3 August, Sydney on Monday 9 August and Brisbane on Monday 16 August 2027.

We are very proud to announce that Taste Champagne has just been awarded the winner of Best Global Champagne Tasting Event 2026 in the LUXlife Champagne Education Excellence Awards! Thanks to you and your support over 13 years and 42 events!

We are pleased to announce a new Sydney venue of NSW Parliament House for 2027.

We commend all the details to you in this Exhibitor Pack and we welcome you to complete our Registration Form to confirm your involvement by Friday 5 March 2027.

In conversation with you, our exhibitors, we have chosen dates two weeks later than recent years, in order to both accommodate exhibitors and guests who travel to Europe in July, and to better align our timings with our trade guests' buying schedules.

As per our correspondence in May, we remain committed to refining Taste Champagne to best support your growth in Australia into the future. The resounding positive feedback that we received from exhibiting agents and trade & media and public guests following our 2026 events has reaffirmed our confidence in the important role that Taste Champagne continues to play in the Australian champagne market.

We are fully aware of the cost pressures that you are facing in the current environment, and for this reason we have made the decision to uphold our 2026 pricing for 2027.

We encourage you to offer retail orders during the public sessions. Some houses have been able to fully offset their costs in every state in this way. If you're not set up to fulfil orders yourself, you are welcome to team up with a retail partner to faciliate orders from your table on the night. While we aren't set up for guests to take bottles on the night, orders can be placed for later delivery.

Please don't hesitate to contact Event Manager Sharron Turgeon with any queries.

We are very much looking forward to working with you in 2027 to again make Taste Champagne the ultimate showcase for your cuvées!

Warm regards,

Tyson Stelzer & Sharron Turgeon.

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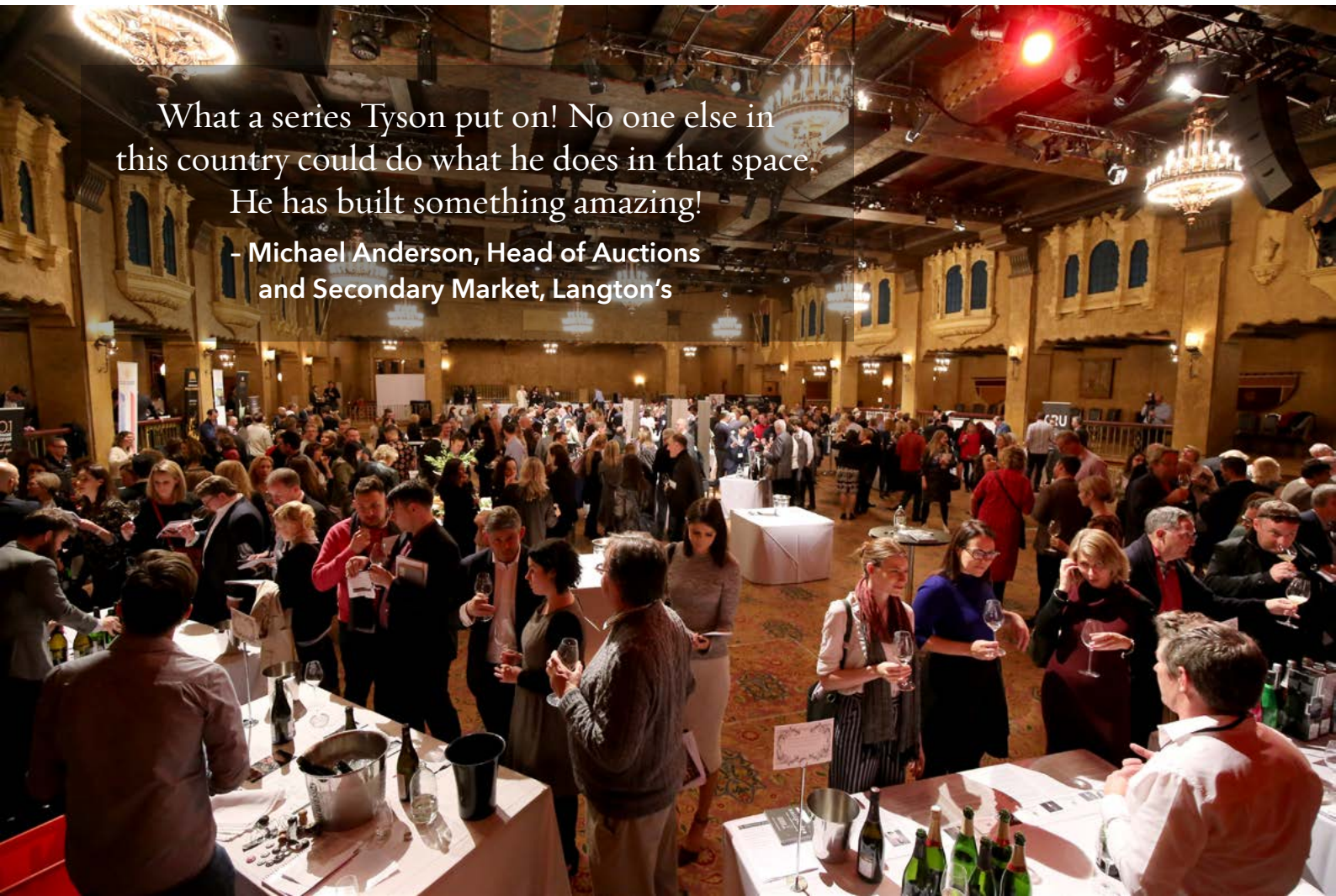
Melbourne
Tuesday 3 August 2027
Plaza Ballroom

Sydney
Monday 9 August 2027
NSW Parliament House – *New Venue*

Brisbane
Monday 16 August 2027
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



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 2027 cover all venue and event costs, and are outlined as follows:

Rates available until 5 March 2027 (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 5 March 2027

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 2 July 2027

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 2027 Registration Form to confirm your involvement, including these details:

Cuvée Listing

Submit the full list of cuvées you will pour at Taste Champagne 2027.

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 5 March 2027.

Social media handles & House Logos

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

For 2026 exhibiting houses, click here to view what was published in the Tasting Book. Please provide any neccessary 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 5 March 2027.

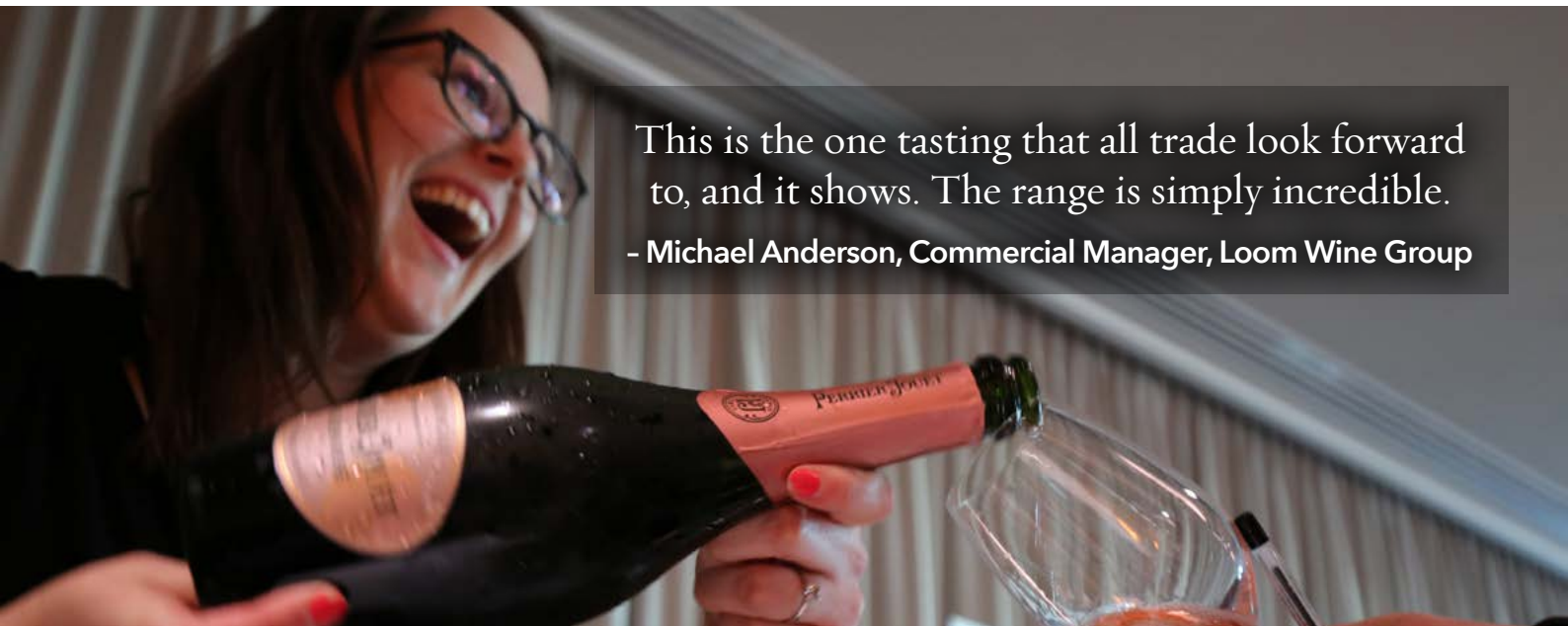
Staff Attending and Manning the Event

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 2 July 2027.



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:

Melbourne, TBC	TBC
Sydney, NSW Parliament House	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 which will be 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 2026 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 requirment 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.



Trade & Media Invitation

Registrations will open in 2027.

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 2026.

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.



Transport Information to Venues

Melbourne

Parking

Wilson Parking – 172/192 Flinders St

City Square Car Park – 202/208 Flinders Lane

Train

Flinders Street Station

Light Rail

Town Hall/Collins Street stop

(intersection of Swanston & Collins Sts)

Sydney

Entrance is via the security gate house on Macquarie Street, near the State Library.

NSW Parliament House is a secure building. All visitors must enter via the security screening station (similar to an airport) and then head up the front steps or use the ramp and lift to the main reception area. There is directional signage throughout the building to guide you to the Strangers' Room.

Parking

These car parks are all within walking distance:

Wilson Parking – Parkhouse
Wilson Parking – The Domain
Secure Parking – Aurora Place
Wilson Parking – Chifley Tower
Wilson Parking – 1 Farrer Car Park
Wilson Parking – Hudson House
Wilson Parking – MLC Centre
Wilson Parking – Sofitel Sydney

Bus

Buses run on Macquarie, Elizabeth and Castlereagh Streets. The nearest stop is outside the State Library on Macquarie St.

Route numbers 200, 309, 324, 325, 326, 327, 333, 339, 343, 373, 374, 376, 377, 380, 389, 391, 392, 394, 396, 397, 399 and the Sydney Explorer bus service the area.

Train

The closest train stations are Martin Place (200m) and St James (450m).

Ferry

Ferries arrive into Circular Quay, which is only a 10 minute walk away.

See www.transportnsw.info for bus, train and ferry information.

Accommodation

These hotels are all within walking distance.

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

See https://translink.com.au/ for public transportation services.





We're here to help

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