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A new dimension of wine and food pairing at Wine For Asia 2010

Dinner event serves as prelude to more F&B activities for trade show

Singapore, 31 March 2010 - Which wines go well with fusion-style toasted wasabi prawns, or more traditional Asian dishes like satay and Chinese roast duck with spring onion?

The Wine for Asia 2010 (WFA 2010) Wine and Food Pairing Dinner, held today at the Conrad Centennial Singapore, highlights a selection of wines to match with these dishes and other Asian-inspired cuisine, including smoked duck, braised pork belly with yam, baked chicken roll with black pepper sauce, baked sweet potato in pastry and chilled lemongrass-flavoured jelly with lychee and aloe vera. The objective here is not so much of recommending another set of sacrosanct matching combinations but more to offer new perspectives in wine and food pairing.

The dinner also goes down well with a new focus of WFA 2010: wine and food pairing. WFA 2010, organised by MP Wine Resources Pte Ltd, will be held at Sands Expo and Convention Centre from 28 to 29 October 2010, with the theme "The Fifth Dimension of Wine and Food Pairing".

With wine and food pairing fast becoming the main engine of growth for wine consumption in Asia, WFA organisers have invited leading wineries from around the world, food and wine critics, F&B directors and renowned chefs to create state-of-the-art pairing experiences with the best Asian cuisine and finest wines.

In the light of this, WFA organisers have also sealed a partnership with the Food and Beverage Managers' Association (FBMA), to bring a more dedicated focus to wine and food pairing activities at the event.

Said Mr Cheong Hai Poh, President of FBMA: "Tonight's dinner event signifies the start of a new partnership which will offer fresh and innovative activities for the F&B industry. We are delighted to partner with WFA to raise the appreciation of wine and food to new levels."

Mr Malcolm Tham, Programme Director of WFA added: "Wine for Asia has already been established for eight editions. To elevate the level of enjoyment of wines, it is imperative that we collaborate with a partner who brings a ready expertise in gourmet dining."

Explaining the concept behind the Fifth Dimension of Wine and Food Pairing, Mr Tham said: "Most of us understand that we need to match the profiles of wine and food in terms of sight, taste, smell and touch in any pairing exercise, but we need to ensure that the end result is more than the sum of the individual scores. The pairing has to bring a total epicurean experience that is beyond just the synergistic match between wine and food.

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"This experience is a complex perception of the values created by tangible aspects like the hedonistic satisfaction derived from the food, wine and pairing. It also includes intangible variables such as the challenges, learning points and discoveries evoked by the pairing, as well as the atmosphere, the service and the image of the venue."

WFA organisers are confident that it is this 'experience' that helps to add value to a dining experience which in turn creates a competitive advantage for any F&B business to drive up wine sales.

Activities tailored for the trade

WFA 2010 will offer the wine trade two focused days of business and education opportunities. To ensure maximum return on investment (ROI), an online business matching facility has been set up to allow registered buyers and sellers to pre-schedule appointments with the companies they want to meet. This will culminate with face-to-face meetings at WFA 2010.

"The use of technology brings immediate benefits for both buyers and sellers alike, as they are able to better manage and control their meetings, and fully utilise their time at the event," said Mr Joel Lee, Project Director of WFA.

Apart from the value-adding business matching facility, the event will provide first class educational and knowledge exchange platforms:

- Wine Business Forum: A panel of top industry speakers will share their expertise and views on "Wine & Food Pairing – The Engine of Growth for Wine Sales in Asia", and its impact on the wine business in this region.
- Wine Master Classes: Working with Wine Australia, the 'Landmark Australia' master class allows the wine trade to gain an in-depth understanding of Australia wine styles and quality levels through a tutored tasting of selected iconic wines from the leading wine regions in Australia.
- The Riesling Forum: Wine experts will explain why Riesling Varietal continues to gain market acceptance in Asia.
- Vini Casino: After its successful run in 2009, Vini Casino returns as the 'most innovative wine game' for wine makers, critics, buyers and enthusiasts to progress their wine knowledge while having fun.

Other highlights and activities include the Pre-show Wine Rendezvous, Spirits Pavilion, Wine Style Asia Award, Special Wine Country Presentations, Vinosity Singapore 2010, and Post-WFA 2010 Shanghai Roadshow.

WFA 2010 has received strong support from local government and trade agencies such as International Enterprise Singapore, Singapore Exhibition and Convention Bureau and Singapore Food Manufacturers' Association.

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It has also received endorsement from international trade agencies such as aicep Portugal Global; Australian Trade Commission; Austria Wine Marketing Board; German Embassy in Singapore; Hungarian Investment and Trade Development Agency; International Bartenders Association; Italian Trade Commission; SOPEXA, the agency for the promotion of French food, wine and spirits; and ViniPortugal, a trade association that promotes Portuguese wines to domestic and international markets.

For more information, please visit www.wineforasia.com.

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