



● VINS DE  
**Loire**

***Loire Wines are excited to present an exceptional opportunity for Australian importers to present their diverse range of Loire wines...***



# **The 2024 edition of the Loire Wines Trade Tasting Event in Sydney!**



# **What to expect from the Loire Wines Trade Tasting ?**



## Our objectives

- Facilitate connections and streamline business interactions between importers and industry professionals, with the goal of fostering category expansion and boosting the market presence of Loire wines in Australia.
- Strengthen the unique selling points that Loire wines offer compared to wines from other regions.
- Expand the availability of Loire wines across various Australian distribution channels, including both retail outlets and hospitality establishments.
- Deepen understanding of the Loire vineyards by sharing informative and distinctive messaging.

# Event information

**Format:** Walkaround tasting event featuring Loire wines under the theme of “Blooming Notes”

**Event date :** Tuesday 24<sup>th</sup> of September

**Event location :** Watersedge at Campbell’s Stores, 25 Hickson Rd, The Rocks NSW 2000

**Google maps :** <https://g.co/kgs/CsNJvJM>

**Target audience :** 150 to 200 quality wine trade members at all levels (on- and off-trade buyers, distributors, educators, Masters of Wine...).

**Participation in the event is free of charge. Importers are expected to provide wines and representative(s) to showcase their selections.**





## Wine information

**Wine Selection:** No minimum number of SKUs per importer.

**Samples:** Please prepare a minimum of 3 samples of each reference.

**Appellations considered:** Only wines that are part of the Loire Wines council and belong to the 34 AOP + 1 IGP represented by InterLoire will be accepted; see next slide for accepted appellations.

***Central Loire wines and Vin de France wines are not eligible.***

# Eligible Loire appellations

| INDICATION GEOGRAPHIQUE PROTEGEE (IGP) |  |
|--|--|
| Val de Loire                           |  |
| APPELLATION D'ORIGINE REGIONALE        |  |
| Rosé de Loire                          |  |
| Crémant de Loire                       |  |

| VIGNOBLES D'ANJOU-SAUMUR     |  |
|------------------------------|--|
| Anjou                        |  |
| Anjou-Brissac                |  |
| Anjou-Coteaux de la Loire    |  |
| Anjou-Villages               |  |
| Bonnezeaux                   |  |
| Cabernet d'Anjou             |  |
| Coteaux de l'Aubance         |  |
| Coteaux de Saumur            |  |
| Coteaux du Layon             | Coteaux du Layon Villages<br><i>Beaulieu-sur-Layon</i><br><i>Faye-d'Anjou</i><br><i>Rablay-sur-Layon</i><br><i>Rochefort-sur-Loire</i><br><i>Saint-Aubin-de-Luigné</i><br><i>Saint-Lambert-du-Lattay</i> |
|                              | Coteaux du Layon Premier Cru Chaume  |
| Coulée de Serrant            |  |
| Quarts de Chaume Grand Cru   |  |
| Rosé d'Anjou                 |  |
| Saumur                       | Puy Notre Dame   |
| Saumur-Champigny             |  |
| Savennières                  |  |
| Savennières Roche aux Moines |  |

| VIGNOBLES DU PAYS NANTAIS    |  |
|------------------------------|--|
| Coteaux d'Ancenis            |  |
| Gros Plant du Pays Nantais   |  |
| Muscadet                     |  |
| Muscadet Coteaux de la Loire | Champtoceaux   |
| Muscadet Côtes de Grandlieu  |  |
| Muscadet Sèvre et Maine      | Château-Thébaud<br>Clisson<br>Gorges<br>Goulaine<br>La Haye-Fouassière<br>Le Pallet<br>Monnières-Saint Fiacre<br>Mouzillon<br>Vallet |

| VIGNOBLE DU HAUT-POITOU    |  |
|----------------------------|--|
| Haut-Poitou                |  |
| VIGNOBLE DE LA TOURAINE    |  |
| Chinon                     |  |
| Coteaux du Loir            |  |
| Coteaux du Vendômois       |  |
| Jasnières                  |  |
| Bourgueil                  |  |
| Saint-Nicolas-de-Bourgueil |  |
| Touraine                   | Amboise<br>Azay-le-Rideau<br>Chenonceaux<br>Mesland<br>Oisly |
| Touraine Noble-Joué        |  |
| Vouvray                    |  |





# Event schedule

*To be updated closer to the date*

9:30AM to 11:00AM : Bump-in for suppliers.

11:00AM : Tables need to be set-up and ready

11:30AM to 12:00PM : Importer meet and greet session

12:00PM to 1:00PM : Exclusive access to the tasting for VIP guests:  
media + fine-dining hospitality staff

1:00PM to 5:00PM : Trade guests have access to the walkaround  
tasting.

5:00PM to 6:00PM : Bump-out for suppliers

# Logistics

**Delivery of Wines:** Samples can be brought on the day or delivered to the address below by the **2<sup>nd</sup> of September** :

Lea Margetic (Sopexa)  
Wine-Ark Alexandria  
Building 3, 190 Bourke Road  
Alexandria NSW 2015

**RSA:** Please ensure that you or your company representative has a valid RSA card.

## **EVENT DELIVERIES and PARKING:**

- There is a delivery drop-off area at 25 Hickson Road where you can unload and enter the building via Bay 6.
- There is only 2P parking on Hickson Road but there is unlimited parking at Wilson Parking OPT which is a few minutes' walk from the venue.

**We will be supplying glassware, spittoons, ice buckets, ice bags, water and refreshments.**

**Should you need any particular item, please let us know as soon as possible to allow enough time for sourcing.**





# NEXT STEPS

## How to get involved?

Please find below the link to register your participation for the Loire Wines Trade Tasting.

**Importer Registration Link:** <https://www.exhibitorsmanager.com/vins-de-loire/signup>

You will need to create an account through the above link. **Please make sure to check your spam/junk box to activate your account.**

You will be required to fill out your company information along with each product you wish to present at the Trade Tasting.

Should you require any assistance, please contact Lea at [lmargetic@hopscotchgroupe.com](mailto:lmargetic@hopscotchgroupe.com)

# MERCI.

Should you have any questions, please contact :

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