



**HUB  
VIN**

*NEW  
WINE*

**FINE**

**FOOD**

**SPAIN**

*TRENDS*

*BOTTLES*

**TASTE**

**SPIRITS**

*AROMATIC*

*CULTURE*

**BUSINESS**

*INTERNATIONAL*

**SPARKLING**

**PAIRINGS**

*ARMONÍAS*

**WELL AGED**

*INNOVATION*

*GARNACHA*

*ESPIRITUOSOS*

*KNOWLEDGE*

*EXPORTACIÓN*

**TOURISM**

*WINE EXPERTS*

**VISITORS**

*NETWORKING*

**TEMPRANILLO**



# Intervin

Alimentaria 2018

Inspiring wine  
business

**BARCELONA**

**April 16-19**

Gran Via Venue

[www.alimentaria-bcn.com](http://www.alimentaria-bcn.com)



**1**

**THE WINE IN  
ALIMENTARIA**

# ALIMENTARIA AND INTERVIN,

## two unique experiences

Alimentaria is the leading trade show for food, drinks, gastronomy and restaurants in Spain and the Mediterranean Arc, and an international benchmark for operators in this sector. Intervin is the wine, cider and spirits show and one of the cornerstones of Alimentaria.

With its ever-increasing export capacity, Intervin is the best platform for Spanish wine and an excellent business opportunity for spirits merchants. Together, Alimentaria and Intervin have proven to be a strategic driving force for the Spanish wine industry, offering a dual guarantee of success.





# **2** **INTERVIN**

# THE BIGGEST INTERNATIONAL SHOWCASE for Spanish wines

Intervin is Alimentaria's trade show that specialises in wine, cider and spirits and is the biggest sector event for the Spanish wine industry. Now firmly established as a cornerstone of Alimentaria, Intervin is the leading international platform for Spanish wines, showcasing and disseminating the large and varied offering of reds, whites, rosés, cavas, sparkling wines and spirits. It is the main gateway to international markets for the sector.

The undisputed pulling power of Intervin brings together thousands of trade professionals from different countries looking for the sector's latest products and new business partners. Sommeliers, distributors, retailers, importers and traders who love good wine all meet up at the show to do business, open up new markets, discover new products and unveil the latest trends.

#### **Bruno Balbás, Managing Partner of CASA LOLEA**

"Our history is directly connected to this trade show, which has supported us since we made our first international contacts. When we attended for the first time, in 2014, we had only been operating for a few months and had just one distributor in Spain. Today we distribute to 52 countries, and once again Alimentaria was key to maintaining our growth and achieving this success."

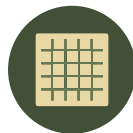
#### **Jorge Rivero, Sales Manager of Hacienda and Viñedos Marqués del Atrio, SL**

"Marqués del Atrio has been taking part in Intervin from its very first edition. Alimentaria is the most important trade show for us in Spain and serves as a forum for sharing views with clients, suppliers and journalists."

## Key Intervin Figures



**700**  
wineries



**+15,000**  
m<sup>2</sup> of exhibition  
space



**+200**  
key industry  
importers



**‘Intervin is an exceptional vehicle for getting access to international markets. All the buyers who visit the show want to discover what the Spanish wine market has to offer, so it is a unique opportunity to continue making contacts and generating new business opportunities and sales.’**

Javier Pagés, President of Intervin and CEO of Codorníu, SA



Intervin is also attended by the Spanish autonomous communities and Regulatory Boards to promote the wines of **small and medium-sized producers**, and has a significant **representation** of the most **prestigious Spanish wine brands**.

## **Some of the companies that took part in Alimentaria 2016**

**Around 800 firms took part in the last edition of Intervin. These included, Marqués de Riscal, Matarromera, José Pariente, Martín Códax, Codorníu, Grandes Vinos y Viñedos, Grupo Faustino, Marqués del Atrio, Juvé & Camps, Miguel Torres, Pago de los Capellanes, Protos, Roda and Roqueta Origen, amongst many others.**

The show offers participating firms the opportunity to get access to emerging foreign markets, as well as making contact with professionals in the distribution and retail sectors, specialist stores and the Spanish restaurant industry.

Intervin is the leading platform in Spain for the internationalisation of the sector and one of the top platforms in the world.

# 2.1 BUSINESS MEETINGS

## an exclusive Intervin programme

**Intervin Business Meetings** is an exclusive buyers' programme that brings together around **300 key importers** from the international distribution industry with exhibitors at the show. In order to facilitate the **export business** of exhibiting companies, the programme invites representatives of the leading buyers in Europe, Canada, Mexico, the USA, Colombia, South Korea, China, Japan and other South-East Asian countries that are interested in discovering the tremendous quality and diversity of Spanish wines and spirits.

Running parallel to the event, with the collaboration of **FIAB**, are the **Food & Drinks Business Meetings** which also include a significant number of wine buyers.



Of 140,000 visitors

**33,600**  
**visitors**

have wine in their  
portfolios



Of 140,000 visitors

**39,200**  
**visitors**

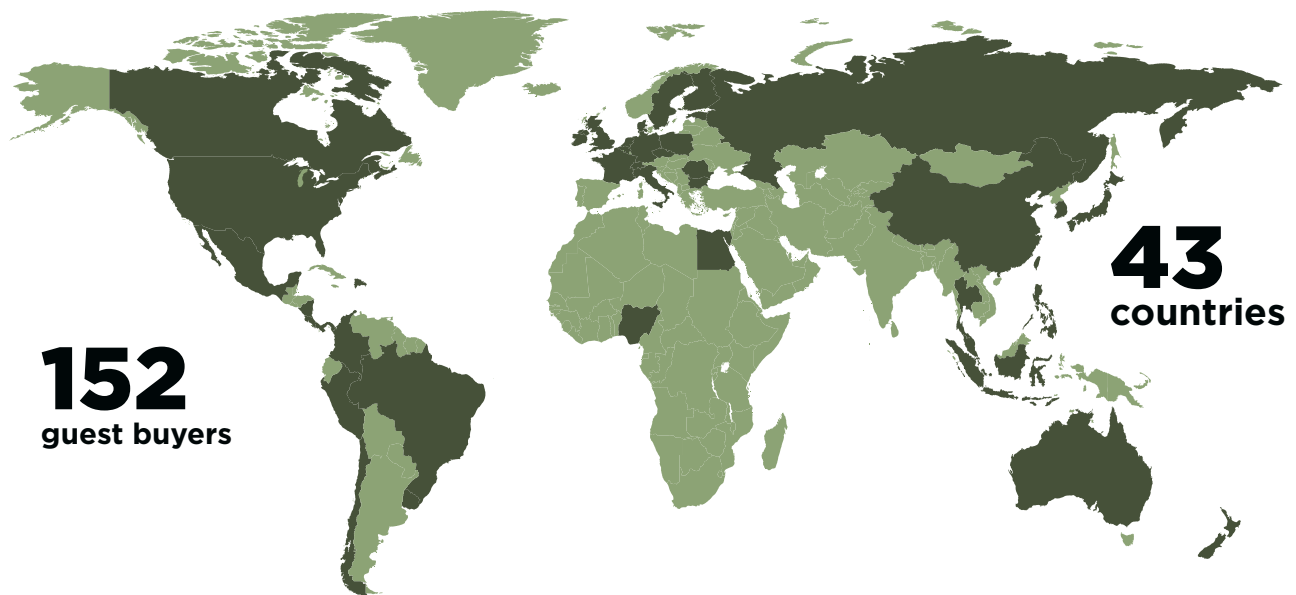
are interested in finding wines  
when they visit Alimentaria

\*Source Alimentaria 2016



# Hosted Buyers

Alimentaria offers its exhibitors the chance to recommend existing and/or potential clients to come to the show as **VIP guests**.



## FIGURES FOR 2016

Australia, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Czech Republic, Denmark, Estonia, Finland, France, Germany, Guatemala, Hong Kong, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Nigeria, New Zealand, Netherlands, Panama, Peru, Philippines, Poland, Puerto Rico, Romania, Russia, Singapore, South Korea, Sweden, Switzerland, Taiwan, Thailand, United Kingdom, United States and Uruguay.



# TESTIMONIALS

## **Pasion International Trading (Beijing) CO, LTD - China**

*"Highly satisfactory. I was able to meet, discuss and sample the products of all the wineries I expected to, and I was also able to sample the wines and talk to other wineries that proved to be a very pleasant surprise. I think this is one of the most important international trade shows and a great place for arranging meetings, finding out about the latest trends and doing business in a simple and well organised way."*

## **Delyvino Distribuidores SAS - Colombia**

*"A great showcase of Spanish and European products and important global business opportunities; without a doubt, it's the place to be."*

## **Bluest Sky Group - USA**

*"Still the best food and wine trade show in the world!"*

## **DB Wine & Spirits - Canada**

*"Another great opportunity to meet existing and new potential partners at this wonderful event. I'm able to manage my time for all regions within Spain and discover new and interesting producers to meet. Wonderful wines and wonderful people."*

## **La Casa del Vino - Mexico**

*"Alimentaria 2016 has been a great experience in terms of learning about new products for our company."*

## **Vinea Imports - USA**

*"Alimentaria continues to be the most important show to discover the very best gourmet products from both Spanish and international producers. Not to be missed!"*



# TESTIMONIALS

## **Alfa International Pte Ltd - Singapore**

*"It is a very well organized show, with comprehensive wineries representation from all regions in Spain. Highly recommended for international buyers."*

## **Divine AB - Sweden**

*"Alimentaria is a great fair for Spanish wines, most of the important producers are present and it is well organised."*

## **Vinita USA CO - USA**

*"Alimentaria was great at finding the wines I was looking for and setting up appointments. It gave me the opportunity to get 5 new wines from different regions to import to the US market, and all in one place!"*

## **Everwise Wine Limited - Hong Kong**

*"A very good update on a wide range of Spanish products, meeting with the producers at the same time."*

## **Riegger AG - Switzerland**

*"Great opportunity to get a current and relevant overview on the Spanish wine business."*

## **Heritage Cellars - Canada**

*"A great Show! A true reflection of all Spain can offer for your marketplace!"*

## **Vitis Imports - USA**

*"Viva Garnatxa, Viva Alimentaria; everything you need under one roof."*

# 2. 2 VINORUM THINK,

## the educational and sensory counterpart

Intervin 2018 is hosting the second edition of Vinorum Think, a space dedicated to **discussion, dissemination and trends** in relation to Spanish wines that complements the exhibition side of the trade show. Vinorum Think is run in conjunction with our strategic partner **MAHALA/Wine&**, the department of the MAHALA agency that specialises in communications and consultancy work in the wine and food sector and boasts exhaustive knowledge of the medium and the key agents in the industry.

Vinorum Think consists of a **unique** four-day **programme that is unprecedented in Spain**, structured around four master tasting sessions, round tables and conferences given by top experts and international influencers, who examine the status and **potential of Spanish wine** and its relationship with gourmet food.

Around 40 Spanish and international experts took part in the previous edition. These included Tom Stevenson, the world's most renowned sparkling wine critic; Debra Meiburg, the American Master of Wine; and the creator of the Academy of Wine Communications, Paul Wagner.

# VINORUM THINK GURUS

**2016 edition**



## **Tom Stevenson**

Founder and director of the Champagne & Sparkling Wine World Championships. He has served as director and jury member of the Decanter awards.

*"Personally I found the experience of working with Vinorum Think very professional. I was particularly impressed by the high quality of the audience, which included many industry leaders, from the smallest growers to the largest producers."*



## **Paul Wagner**

Founder and president of Balzac Communications & Marketing. One of the creators of the Academy of Wine Communications.

*"The combination of international experts and a deep exploration of local Spanish experiences made this a great event. I look forward with great enthusiasm to participating in a future version of Vinorum Think."*



## **César Saldaña**

General Manager of the Control Board of Jerez Wines and the Control Board of Jerez Brandy.

*"Vinorum Think gives us a unique opportunity to present our wines to an audience of top-level professionals."*



## Ferrán Centelles

Worked as a sommelier at El Bulli from 2000 to 2011. Critic at Jancisrobinson.com and co-founder of WinelsSocial.com. Winner of Best Sommelier in Spain and the National Gastronomy Award.

*"Vinorum Think is one of the most important events to have ever been organised on the subject of Spanish wine. It was attended by the most influential wine critics in Spain and involved internationally renowned experts who talked on really topical subjects."*



## Carlos González

Director of the Peñín Guide.

*"At Vinorum Think you could present and also listen to top-level presentations in terms of both their content and the people who were giving them. This unique space was and is very necessary, especially in relation to the whole Alimentaria trade show."*



## Guillermo Cruz

Spain's Best Sommelier in 2014 and head of the Mugaritz (2 Michelin stars) team of sommeliers. Holds the Higher Certificate and Advanced WSET, amongst other qualifications. Represented Spain at the world sommelier championship.

*"It's a space full of excitement, where communication is based on the liquid and on how our wonderful world of wine forms part of the gourmet universe. An opportunity to tell some of the amazing stories hidden behind each bottle."*

# 2. 3

# THE LEADING SECTOR MEDIA

## in the world

Intervin and Alimentaria enjoy **excellent international recognition** as a result of successive promotional campaigns in the most important countries for the Spanish food and drink industry.

Some of Alimentaria and Intervin's biggest assets are their trade missions, their presence in the sector's most important forums, international presentations and **powerful communication campaigns**, which have managed to position the show at the forefront of international attention.

Alimentaria's **communication campaign** includes a major international press conference with around thirty of the world's most important sector publications. In addition, the sector's most prestigious publications are **strategic partners** of the show.







**3  
A  
TRIPLE  
ALLIANCE**

# ALIMENTARIA, INTERVIN AND GASTRONOMY

## the perfect threesome

Gastronomy is the main **channel for expressing** wine and an effective ally for its **international promotion**. In addition, Spanish cuisine is currently enjoying its biggest-ever **economic influence**. Along with the food and tourism industry, it is proving to be a major economic driving force. Unsurprisingly, of the 70 million tourists who visit Spain every year, 7 million do so for gastronomic reasons.



**70 M**  
tourists  
in Spain



**7 M**  
wine and food  
tourists

In turn, the **HoReCa channel** – the key driver of the resurgence in domestic wine consumption – is represented at Alimentaria in the form of the **Restaurama** show, an event that involves around 450 brands from the world of hotels, restaurants, catering, foodservice and hospitality industry equipment.

**Intervin** is a **really unique cornerstone** of Alimentaria and one of its most competitive trump cards.

Given its direct relationship with gastronomy, **wine-related tourism** is currently enjoying a boom. Spain produces top quality wines, its chefs are among the world's elite and it has a tremendous **asset** in its **wineries** with their enormous cultural and architectural heritage.

Gastronomy and the restaurant sector are two of Alimentaria's **major allies** for promoting the quality, variety and wealth of Spanish wines to both the domestic and international markets.

**450**  
brands:



**Hospitality**



**Restaurants**



**Catering**



**Food Service**



**Hospitality  
equipment**





# **4 COMMITTEE**

# ORGANISING COMMITTEE

## maximum industry representation

A highly prestigious committee offering the utmost professional rigour is steering Intervin. Chaired by **Javier Pagés**, the CEO of Codorníu, the committee is made up of some of the **most renowned wineries** in the sector as well as the leading supervisory and control boards and the most representative associations and institutions from the Spanish wine sector. Intervin 2018 will also enjoy the **support of the FEV** (Spanish Wine Federation).





# **5 UNIQUE BARCELONA**

# THE BEST VENUE

## Barcelona

**An undisputed gourmet capital**, a melting pot of **new trends** and one of the world's leading tourist destinations, Barcelona is also a favourite city for **doing business** and the **perfect venue** for hosting such a unique event as Interwin.







**6**  
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**Our network of international agents covers over 60 countries.**  
You can find the list on the show website: <http://www.alimentaria-bcn.com/>



# Alimentaria 2018

16-19 April 2018 Barcelona  
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Alimentaria  Exhibitions