

Past Events

Burgundy In Singapore - 1,000 Years of Heritage

Representatives from the BIVB (Bureau Interprofessionnel des Vins de Bourgogne) was in Singapore in June to hold training seminars for the trade. Officials from the Burgundy Regional Council were also in the delegation along with representatives from 22 wineries in Burgundy. The wineries took part in an extensive trade-only Burgundy wine tasting event organised by the Council. The tasting ran from 11am - 6pm at the Hilton Hotel Singapore and saw over 150 trade visitors who came to get to know the wines of Burgundy.

In the evening, an elegant Chinese dinner at Clubinois was held for key members of the press, hosted by the BIVB. Almost 40 people attended and savoured a six-course meal matched with some of Burgundy's most pleasurable wines. Most enjoyable was the Meursault "Les Narvault" Blanc 2003, Vincent Girardin, a buttery, aromatic wine matched with a steamed marble goby with mushroom jus; the Sauvigny les Beaune Rouge 2002, Antonin Rodet paired with roasted garlic chicken and a 'caramelly' Vougeot 1er Cru "Les Cras" Rouge 2003, Domaine Bertagna which went with spinach with egg white and conpoy.

Says Ann Parent of the BIVB, and managing director of the Domaine Parent in Burgundy: "Burgundy isn't complicated, it's just complex. In Burgundy, we don't think about grape variety. It's too simplistic to reduce a wine to Pinot Noir, or other grape varietal. We do Pomard first, Pinot Noir next."

Singapore is the 2nd largest importer of French wines in Asia and is expected to lead growth of Burgundy wine sales in this region.



One of the most important wine trade events of the year, Vinexpo Asia Pacific 2006, held in Hong Kong 23- 25 May, saw a remarkable turnout by French companies, who took up 3,000 sq m of space at the Hong Kong Convention & Exhibition Centre. They included Barton & Guestier, Baron Philippe de Rothschild, Marie Brizard, les Vines des Crus, Frapin, Remy Cointreau and much more. Hailed a great success, the event saw 568 exhibitors from 28 countries displaying the widest range of wines and spirits ever brought together in one venue in Asia-Pacific, offering around 60,000 bottles for tasting. Over 6,800 trade visitors came through its doors, as well as representatives from more than 330 Asian press, and many general and trade correspondents from Europe and USA. Says Chairman Dominique Heriard Dubreuil, "It is likely that Vinexpo Asia-Pacific will return to Asia in two years time."



Food Hotel Asia

The French made a strong presence at the Food & Hotel Asia 2006 (FHA) from 25-29 April 2006. A larger-than-ever French Pavilion covering an expanse of almost 370 square metres showcased some of the best flavours France could offer from 45 French companies. Olives from Provence, foie gras from Quercy-Périgord, beignés and claire oysters from the Brittany Coast, wines from Bordeaux, artisan cheesemakers and upmarket pastry and confectionery producers. Many of the companies represented boast long histories, including a vinegar and mustard maker in the business since 1797, and a company developing fruit syrups since 1780!

