

SONOMA COUNTY WINERIES BOOST BUSINESS THROUGH VINEXPO EXPLORER

Sonoma County, September 27th, 2018 – Affirming its role as leading partner of the wine and spirits industry worldwide, Vinexpo hosted the annual second chapter of its ‘Explorer’ business-generating event in Sonoma County, California from 23–25 September. Building on a new approach to personalised, one-to-one business networking, Vinexpo Explorer was praised as a productive, successful event by all participants.

Seventy buyers from 27 countries representing a broad cross-section of the international retail market were handpicked by Vinexpo to meet with 60 vintners from across Sonoma County to discover the rich diversity of the region’s wines. The intensive two-day schedule included winery visits, networking dinners, business meetings and masterclasses.

Caroline Shaw, Sonoma County Vintners Board member, and Executive Vice President, Jackson Family Wines, said: “It was an incredible few days for Sonoma County. Vinexpo Explorer delivered on its promise to connect the leading wine buyers and media from around the world to our artisanal wines and the people who craft them. No doubt long-term business relationships were made along with new ambassadors for our region, and our winery partners were enthusiastic about new export prospects.”

Through its ‘One-to-Wine’ targeted business meetings as well as leveraging their knowledge of markets and worldwide distribution, Vinexpo selected the most relevant global buyers – making the event in Sonoma County not only exclusive, but genuinely unique.

Quang Huy LE, CEO of TAN KHOA/Vietnam said: “I came here looking to do business and I’ve met some good suppliers with a fantastic range of wines which will complement my portfolio of wine producers really well. It’s been an intense schedule with a packed program and that’s what I was looking for.”

“It’s been an honor and pleasure hosting our Vinexpo Explorer friends from around the world, introducing and educating them to our incredible Sonoma County wines, winemakers and winegrowers,” said Michael Haney, Executive Director, Sonoma County Vintners.

Clay Mauritson, representing the 6th generation at the head of Mauritson Winery, commented: "The buyers we met during Vinexpo Explorer were very knowledgeable and interested in our wines. It's really valuable exchanging with international professionals in timing meetings. It's a win-win and a great concept."

The next chapter of Vinexpo Explorer will take place in Beaujolais, France, in September 2019.

About Sonoma County Vintners

Sonoma County Vintners is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, Sonoma County Vintners represents more than 200 wineries and affiliated businesses throughout the Sonoma County.

About Sonoma County

Sonoma County is one of the wine world's ideal growing regions with great potential for more grape growing and winemaking. There are many diverse wine growing regions in Sonoma County. Each has a unique climate and geography and directly correlates to the wine produced. While Chardonnay, Pinot Noir, and Cabernet Sauvignon are the most prevalent grape varieties, Sonoma County is home to more than 60 diverse varieties for wine drinkers to discover.

About Vinexpo

Since its establishment in Bordeaux in 1981, on the initiative of Bordeaux Gironde's Chamber of Commerce and Industry, Vinexpo has been a leading organizer of events for the wine and spirits industry. In 37 years, Vinexpo has developed a unique understanding of the market and an extensive network of key distributors around the World. The brand currently runs exhibitions in four set locations (Bordeaux, Hong Kong, New York and soon Paris), and the touring event Vinexpo Explorer. The Group also publishes every year the Vinexpo/IWSR Report, which is the most comprehensive survey of the global consumption of wine and spirits.

For more information join Vinexpo on <http://www.vinexpo-explorer.com/>



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