



LE GRAND TASTING SINGAPORE

Your best wines at the doorstep of Asia

Monday 22nd of May 2023 • Marina Bay Sands

**bettane +
desseauve**

VINEXPO ASIA
Singapore

LE GRAND TASTING SINGAPORE

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Bettane+Desseauve

Group of wine experts and critics, media, wine guide publisher, events organiser, content producer : B+D is all of the above, and much more. Since 2004, our ambition is to reveal, share and help the greatest wineries shine around the world.

Concept

The day before **Vinexpo Asia**, come and meet wine lovers and *aficionados*. Bettane+Desseauve welcomes you from 3pm to 10pm for a unique Grand Tasting at the Marina Bay Sands, the iconic hotel overlooking the Singapore bay.



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Targeted public

As a prelude to **Vinexpo Asia**, the Grand Tasting becomes an unmissable event for wine lovers and professionals.

Are your wines already distributed in Singapore?

Take part in this event to increase your visibility by benefiting from the Bettane+Desseauve guarantee.

You are not yet exporting to Singapore?

Come and discover the challenges of the Asian market and meet the public that will make your wine the next must-have *cuvée*.

What audience ?

Marina Bay Sands' best clients, Singapore collectors, members of chambers of commerce, members of English and American clubs, VIP clients of investment banks, etc.





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The exhibition space

Individual and similar table for all exhibitors.

Included in the registration

- Table with glassware, corkscrew, spittoons, ice...
- 5 invitations

Extra Option

In addition to your registration, opt for the **Wine Reels** (700 €), an innovative **video** produced by B+D (between 60 to 90 seconds), royalty-free and available for diffusion on all your social platforms.

Each visitor will have the opportunity to discover your 3 wines in detail thanks to a QR code redirecting them to a dynamic presentation, translated and subtitled in English.

Conditions

- 3 stars domaine in our annual *Nouveau Bettane+Desseauve guide* and/or wines rated 90/100+
- 3 wines only (between 3 to 6 bottles per wine)
- For wines that have not been rated by our tasting team, samples should be sent to Paris office.
- Attendance of the owner, brand ambassador or local contact (staff available upon request)
- Deadline for wine delivery : 21st of April



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Exhibition space

2 400 €

or

2000 € for exhibitors at Vinexpo

Option : Wine Reels video
(3 reels, 3 wines)

700 €