

10月23日——周日

乐酒大赏

lookvin
乐酒客

精品葡萄酒盛大品鉴会·杭州

Lookvin Fine Wine Grand Tasting 2022

Introduction

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始于2013年的先锋葡萄酒行业媒体
B2B线上展平台专业服务商
助力进口商/酒庄/经销商采销
关注行业渠道动态

Since 2013 | Leading Wine Media
B2B On-line Trade Platform
Importer/Winery/Wine Buyers
Wine Industry News Observer

- Since 2013, Domestic pioneer wine media – LOOKVIN welcomes over 10,000+ readers daily through a full media coverage platform, disseminating and sharing domestic & foreign wine business information, industry trends, columns, events follow-up.
- B2B solutions for wineries&importers _ media exposure; wine campaigns; Co-branding; wine buyers resourcing.. Professional organizer of on/offline events and branding projects for wineries, importers, professional institutions and enthusiasts.
- Over 300+previous events; Partners includes 30+ official wine region association; wine fair organizers; PR agencies; 30+ reader wechat chating groups, B2B trade groups.

【大咖直播】

行业趋势分析
细分领域分享
庄主在线交流

视频号

【菲莉丝de微醺】

葡萄酒科普短视频
酒馆餐饮探店
.....

【葡界乐酒客】

新闻资讯 | 行业热点

【新闻资讯 | 人物专访 | 行业展会】



视频号

全媒体

【主编直播】

主编夜话 | 大咖连线
产区实地探访直播

官方网站 | www.lookvin.com



【主题采购季】

夏日专场
中秋采购专场
年货采购专场

乐酒客线上展
【小程序】

e-B2B
供需对接

线上端 On-line

lookvin
乐酒客

线下端 Off-line

线下体验店

即将揭幕, 敬请期待

Winesday
Eatery&wine bar
葡萄酒吧 | 活动中心

线上展联合线下展位
春糖/秋糖/Prowine
Wine to Asia/TOE/Top Wine...

展会联合
展台

(B端@杭州)

ON-trade 品鉴会
酒庄专场品鉴会
官方产区协会巡展

日常品鉴

“中国酿造”
精品酒展

专家论坛
大师班
盛大品鉴会

乐酒大赏
国际名庄展

盛大品鉴会
大师班
年度晚宴

0 Part About

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About

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About





乐酒大赏往届 现场精彩回顾



2019 The 1st Tasting Edition — **LOOKVIN Fine Wine Grand Tasting (Hangzhou)** attracted over 800 professionals & wine lovers to join, which widely gathering trade buyers & consumers of Hangzhou-zhejiang. Based on the quality of the event, LOOKVIN continued the 2 Edition in September 2021, increasing to 260+ wineries from 17 countries.

Wine selection for Salon:

High scores by authoritative institutions/critics ; High grade of official /region classification; Media/Magazine award list: Best Winery of the Year/World TOP100/WS100... Blazing star winemarkers & wineries/garage wines/new stars...

Visitors Segmentation: Wine lovers 60% / off&on Trade | Wholesalers | buyers 30% / Media & KOL & Professionnels by Invitation 10%

LOOKVIN Fine Wine Grand Tasting (Hangzhou) is an in-depth exchange between importers, wineries and buyers, as well as a super tasting for wine lovers. Further more, each exhibitor has a e-booth at the same time (mini-program from WeChat) ; Certified B2B buyers are free to read product & winery information and find contacts on it.

2022, LOOKVIN launch a new project – “Vinified in China” 100% Chinese Fine Wine Tasting salon, which includes 40+ Chinese Wineries’ grand tasting , Winery Forum hosted by Fonyee Walker MW and 4 masterclasses. The Chinese Salon will be Launched at the same day with **LOOKVIN Fine Wine Grand Tasting(Hangzhou)** in different ballrooms. Larger, Better, Richer Tasting Salons.

2022 3rd Edition, **LOOKVIN Fine Wine Grand Tasting (Hangzhou)** will be launched on Sunday **October 23** (Master Classes on Saturday October 22) , Welcome to join us!

2021 TASTING SALON BRANDs

法国 France

自由品鉴会参展酒庄 2021.9.25 | 杭州

Champagne

Champagne Taittinger
Champagne Valentin Ifflaive
Champagne Autreau de Champillon
Champagne Pertois-Moriset
Champagne Alfred Gratien
Champagne Deutz
Champagne Pierre Peters
Champagne Mingnon
Champagne Geoffroy
Champagne Pol Roger
Champagne Lombard & Medot

Burgundy

Domaine A&P de Villaine
Domaine Bernard Bonin
Domaine Billaud Samuel
Domaine Christien Clerget
Domaine d'Ardhuy
Domaine Fèvre
Domaine Henri Magnien
Domaine Josephy Roty
Domaine Laroche
Domaine Lucien Boillot
Domaine Michel Gros
Domaine Michel Magnien
Domaine Nicolas Rossignol
Domaine Poulleau
Domaine Ponsot
Domaine Pieure-Roch
Domaine Rougeot
Domaine Roulot
Au Pied du Mont Chauve
Chapuis&Chapuis
Duhairret Porcheret
Hospices de Beaune
Hospices de Nuits-Saint-Georges
Laurent Ponsot
Philippe Pacalet
Louis Jadot

Burgundy

Domaine G.&C. Felettig
Pascal Marchand-Tawse
Louis Max
Maison Pierre Brisset

Bordeaux

Château Beychevelle
Château Bel Air
Château Bellegrave
Château Clerc Milon
Château Coutet
Château de Birot
Château de Pez
Château Figeac
Château Grand-Puy-Lacoste
Château Hosanna
Château Latour Canet
Château Laroze
Château Leoville-Poyferre
Château Moulin Riche
Château Pape Clement
Château Palmer
Château Rayne Vigneau
Château Smith Haut Lafitte
Château Montviel
Clos du Clocher
Laithwaite

South West

Château du Cedre
Château Couronneau
Château de Chambert
Domaine Capmartin
Château Lamartine

Loire

Le Clos du Tue boeuf
Loire Alliance
Terre de l'Elu

法国 France

自由品鉴会参展酒庄 2021.9.25 | 杭州

Languedoc&Roussillon

Domaine du Clos des Fées
Domaine de Baron'Arques
Domaine of the Bee
Clos Bagatelle
Gerard Bertrand
Château Haut-Blanville
Matthieu Barret Sarl
Famille Fabre

Beaujolais

Domaine Julien Sunier
Château de Julienas
Domaine Jean-Paul et Charly Thevenet

Rhone Valley

Matthieu Barret Sarl
Domaine du Pegau
Francois Villard
Famille Perrin

Alsace

Gustave Lorentz

意大利 Italy

Piedmont

Pira Luigi
Vittorio & Figli
Bricco dei Guazzi
Cantina San Silvestro
Mirafiore
Bera Vittorio & Figli

Abruzzo

Masciarelli
Ausonia
La Valentina

Sicily

Pellegrino
Terre Nere
Pietradolce
Tasca

Tuscany

Grattamacco
Castello Banfi
Canalicchio di Sopra
Vecchia Cantina di Montepulciano
Tenuta San Guido
Fattoriata I Collazzi Societa Agricola
Marchesi Antinori
Tenuta Perano
Luce della Vite
Tenuta Castelgiocondo
Villa al Cortile
Caparzo
Tenuta Moraia
Tua Rita

Veneto

Gini
Tenuta Sant'Anna
Monte dall'Ora
Zyme
Secondo Marco
Costa Arente
Santa Colomba
Cantina Di Negrar
Villa Canestrari
Pieropan

2021 TASTING SALON BRANDs

自由品鉴会参展酒庄 2021.9.25 | 杭州

意大利 Italy

Other regions

Torre Rosazza
Conti Ducco
Conti Zecca
Raina
Sella&Mosca
Falesco
Il Marrineto
A Mano
Arnaldo Caprai
Agricola Punica

阿根廷 Argentina

Bodega Monteviejo
Elorigen
Kaiken Estate
Finca El Origen
El Esteco

希腊 Greece

Chatzivaritis Estate
Estate Raptis
Holy Great Monastery Of Vatopedi

西班牙 Spain

Pesquera
Vina Tondonia
Bodegas Garmon
Bodegas Coral Duero
Altos
Baron de Ley

葡萄牙 Portugal

Dow's (Port)
H&H (Madeira)

德国 Germany

Dr.Loosen
Weingut Markus Molitor
Weingut Dr. Bürklin-Wolf e.K.
Weingut Schloss Johannisberg
Weingut Von Hövel
Stefan B. Ress KG Weinkellerei
Weingut Joh. Bapt. Schäfer

奥地利

Weingut Ploder Rosenberg

澳大利亚 Australia

Langmeil
Wild Duck Creek Estate
Timo Mayer Dr. Mayer
Ten Minutes by Tractor Estate
Curly Flat
Pacific Vintners Pty

智利 Chile

Torreón de Paredes
Seña
Santa Carolina
Montes Wines
Ventiaquero
Vina San Rafael
Vik
Viu Manent

美国 USA

Simi Winery
Ravenswood Winery

自由品鉴会参展酒庄 2021.9.25 | 杭州

新西兰 New Zealand

Babich Wines
Borthwick
Brookfields
Blank Canvas
Mount Edward
Starborough
Nanny Goat
Abel
Greystone
Wild Earth

中国 China

九顶庄园
中法庄园
莱恩堡酒庄
丝路酒庄
九月兰山
长和翡翠
甘麓酒庄
兰树酒庄

日本 Japan

獺祭 (Sake)
梵(Sake)

更多展商加入中!

大师班与自由品鉴会门票互不通用, 请悉知。

大师班场次

上午场

11:00-12:30
会议厅A

勃艮第膜拜名庄PONSOT-2017年份对比
Domaine Ponsot VS Laurent Ponsot

主讲人: 陈翔宇, 知名葡萄酒讲师

Corton Charlemagne 2017	Domaine Ponsot
Clos Vougeot 2017	Domaine Ponsot
Clos de la Roche 2017	Domaine Ponsot
Corton Charlemagne 2017	Laurent Ponsot
Clos Vougeot 2017	Laurent Ponsot
Clos St Denis 2017	Laurent Ponsot

11:00-12:30
会议厅B

德国精品酒大师班

主讲人: 吴坦, 德国葡萄酒协会中国代表处总监
(即将开放场次, 敬请期待)

下午场

13:30-15:00
会议厅A

意大利明星: 西施佳雅 & 如雅垂直年份品鉴

主讲人: 梁扬, 知名葡萄酒讲师

Tenuta San Guido Sassicaia 2015	西施佳雅
Tenuta San Guido Sassicaia 2016	西施佳雅
Tenuta San Guido Sassicaia 2017	西施佳雅
Tenuta San Guido Sassicaia 2018	西施佳雅
Agricola Punica BARRUA 2013	如雅
Agricola Punica BARRUA 2014	如雅
Agricola Punica BARRUA 2015	如雅
Agricola Punica BARRUA 2016	如雅

16:30-18:00
会议厅A

智利标杆名庄: 桑雅Sena 25周年垂直品鉴

主讲人: 桑雅亚洲区总监 Julien Pourtier
Sena 2011/2012/2014/2016/2017/2019

更多大师班场次, 即将发布, 敬请期待。

9月25日 星期六

乐酒大赏

精品葡萄酒盛大品鉴会·杭州

Lookin Fine Wine Grand Tasting 2021

乐酒大赏
9月25日 星期六

精品葡萄酒盛大品鉴会·杭州



Salon Schedule | 2022

22nd October Saturday

14:00–16:30 “Vinified in China” Forum

Host: Fonyee Walkeer MW

Speakers:

Lin Hai HAO (Director of the Management Committee of the Ningxia Helen Mountain East Foot Industry Zone)

Jian Hong CAO (Chairmen of Yunnan Shangri-La Grape Industry Development Association)

Yanzhi ZHANG Owner of XI GE Winery (Ningxia)

Fang WANG (Owner & winemaker of Kanaan Winery)

Charles Treutenaere (General Manager of Domaine Longd Dai)

...

18:30 –20:30



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88VIP

T-MALL X LOOKVIN Awards Dinner

LOOKVIN will cooperate with Tmall (Alibaba) to release the annual e-commerce wine sales big data award list, inviting domestic winery owners, foreign wineries representatives and distributors to attend the dinner.

10:00–18:00

Master Classes (International Wineries)

23rd October Sunday

12:00–18:00 Tasting Salon

LOOKVIN Fine Wine Grand Tasting (1F Ballroom)

“Vinified in China” Tasting (3F Ballroom)

10:00–18:00 Master Classes

(4 Session Confirmed)

Ao Yun –MHD (New Vintage Release)

Long Dai –Lafite Rothschild (First Session)

Silk Road Winery (by De Mei LI)

Long Yu Winery

Tickets | 2022

All-Pass Ticket

1 free tasting ticket for 2 Tasting Salons, from 12:00–18:00, 6 hours in total.

Tickets for Wine Lovers

1 Person: RMB788/ticket

2 People: RMB1399/ticket

3 People: RMB1800/ticket

Early Bird

1 Person: RMB 588/ticket

2 People: RMB1099/ticket

3 People: RMB1500/ticket

Special Tickets for Trade Buyers

LOOKVIN opens Special Tickets Channel for trade buyers : 50% OFF RMB388/tickets all-pass.

Off&On Trade professionals/sommeliers/wholesalers/wine educators/importers could purchase the special price ticket after the submission certified by organizer.

Wine Standard for Tasting

- High scores by authoritative institutions/critics
- High grade of official /region classification
- Media/Magazine award list: Best Winery of the Year\World TOP100\WS100...
- Others: Blazing star winemarkers\wineries\garage wines\new stars...

*为保证酒展精品定位，最终参展酒款名单需与主办方沟通确认，感谢理解。

To guarantee the quality of tasting, all the final wine lists of exhibitors should be confirmed with the organizer(Lookvin)。

Exhibitor Package

Category	Service	Value	Standard
Offline IBM Booth	Standard POSM: KT board;water; spitton;ice bucket;napkins;corkscrew, etc.	5500	✓
	Duration: 6 Hours (12:00–18:00)		✓
Communication	Continuously visibility boosting from June to September(brand story\logo\wine introduction…)	3999	✓
	Personalized promotion poster		✓
	Priority chance for city road show class of pre-heat tasting(2 months) – live stream		✓
On-line E-booth	365 days’ booth(1 year avalible)	3999	✓
	Free upload of VCP/catalogue/portfolio/PDF		✓
	Review of customer data/comments from programs backstage		✓
	Free SEO clicpping(website\mobile/miniprogram)		✓
	Exhibitor livestream room(set by yourself, can collect visitor’s info)		✓
	One-click snarfing to WeChat group of your e-booth		✓
Interaction	Bottle sponsor/exposure for on-site interaction/ tasting games	3000	✓
Gala Dinner	1 seat （Saturday October 22 ） Winery owner&CEO&Driector&BA		✓
Tickets	3 invitation tickets		✓
Package			RMB6999



1.83m*0.45m
IBM Booth for Salon

2021 Exhibitors



Master Class

Saturday October 22

(Open to international brands)

13:30–15:00 / 16:30–18:00

Sessions are available to reserve.

Please contact Lookvin for more details.

Sunday October 23 (full)

10:00–11:30 / 13:00–15:30/16:30–18:00

Ao Yun –MHD (New Vintage Release)

Long Dai –Lafite Rothschild (First Session)

Silk Road Winery (by De Mei LI)

Long Yu Winery

Topics in Previous years:

Domaine Ponsot/Laurent Ponsot(France)

WS TOP 1 : Tenuta San Guido Sassicaia(Italy)

Vertical Tasting of Viña Errazuriz (Chile)

Vertical Tasting of Sena(Chile)

Speakers in Previous years:

Yusen Lin (Famous Taiwan wine writer)

Sam Chen (Wine Lecturer, Blind Tasting Champion...)

Leon Liang (Wine Lecturer, Italy wine specialist)

...



03

Part Three

Salon+: “Vinified in China”

Chinese Fine Wine Tasting



Made in China
乐酒大赏 2022

中国
酿造

Made in China

中国
酿造

国产品
精品

行业论坛

Saturday 22nd October 14:00-16:30



论坛嘉宾主持

赵凤仪 Fonyee Walker MW

重磅嘉宾

宁夏贺兰山东麓葡萄与葡萄酒联合会主席 郝林海

迪庆香格里拉葡萄产业发展协会会长 曹建宏

西鸽酒庄 庄主兼酿酒师 张言志 (宁夏)

迦南美地酒庄 庄主兼酿酒师 王方 (宁夏)

丝路酒庄 庄主 李勇 (新疆)

中粮长城桑干酒庄总经理兼总酿酒师 于庆泉 (河北)

中国盛唐·国宾酒庄副总经理温向彬 (山东)

... 更多嘉宾即将披露!

Made in China

中国
酿造

国产品
精品

中国 酿造



2022 Wineries joined:

宁夏

迦南美地 尚颂堡 贺东庄园 夏木庄园
贺兰晴雪 龙谕酒庄 立兰酒庄 亦浓酒庄
美贺庄园 未迟酒庄 留世酒庄 源点酒庄
西鸽酒庄 利思酒庄 长和翡翠 海悦仁和

新疆

天塞酒庄 乡都酒庄 蒲昌酒庄
丝路酒庄 芳香庄园 中菲酒庄

河北

中法庄园 马丁酒庄 迦南酒业
长城桑干 紫晶庄园

山东

龙亭酒庄 九顶庄园 仙岛酒庄
逃牛岭酒庄 盛唐国宾 瓏岱酒庄

云南

香格里拉酒业 霄岭酒庄
梅里国际冰酒庄 扎西酒庄 帕巴拉酒庄

黑龙江

青谷酒庄 辽宁 蔡龙鳞酒庄

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展会场地 VENUE

5 STAR Luxury Hotel - **Hangzhou Marriott Hotel Qianjiang**

CBD, Central Business District of Hangzhou



The Qiangjiang New Town, which was designed to be Hangzhou city's new CBD, is the venue of the G20 Summit, with a riverside view of the Qiantang River. A high-tech and Muti-functional CBD gathering business area, finance, commerce, traded leisure.



HOTEL

展会场地 VENUE

5 STAR Luxury Hotel **Hangzhou Marriott Hotel Qianjiang**



Offering a terrace and views of the Qiantang river, Hangzhou Marriott Hotel Qianjiang is located in Hangzhou CBD Area of Qianjiang New Area.

Location

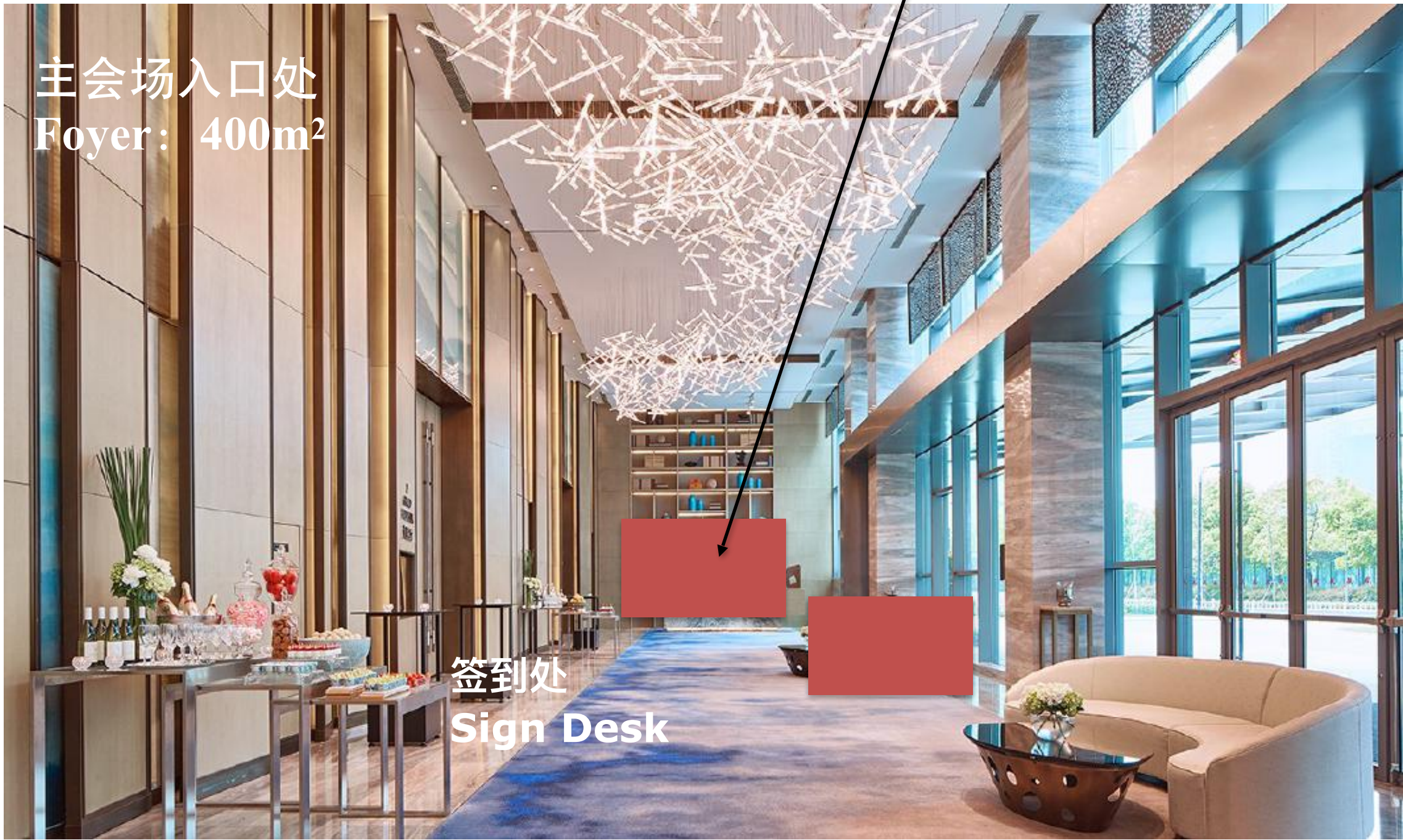
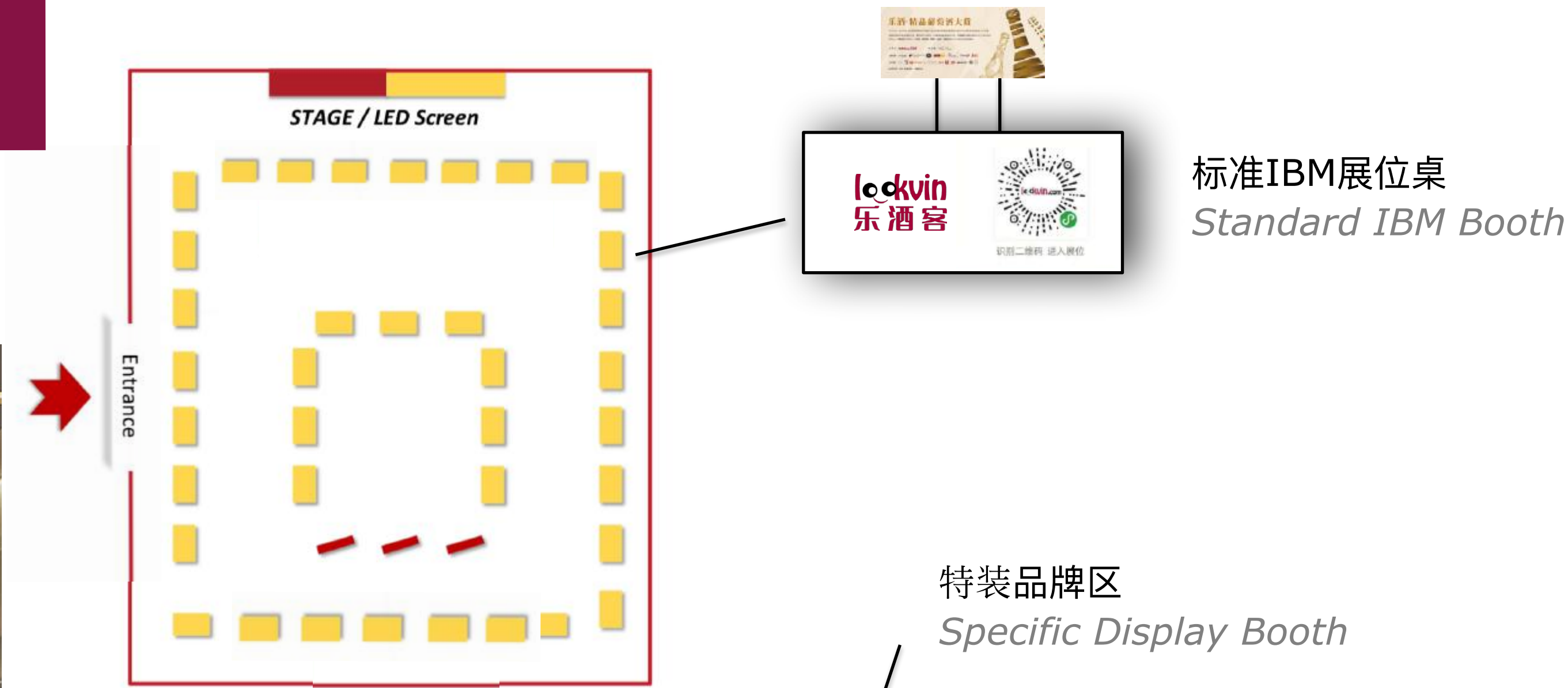
Metro – Line4;

East Hangzhou Railway Station – 20min;

Airport–30km.



展会场地 VENUE



Part Five

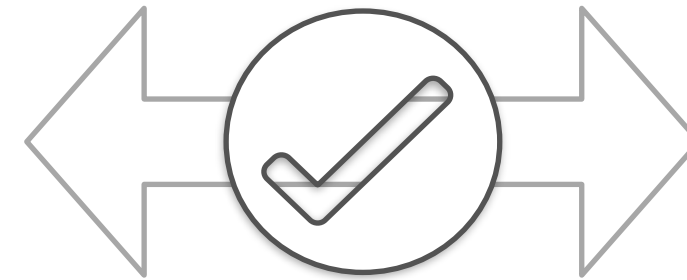
Online B2B



Online+Offline in parallel



乐酒大赏线下展位 *Offline booth*



线上展小程序同步展 *Online E-booth*

Visitors coming to the booth for tasting could have the exhibitor's E-booth in hand via scanning the QR code: product information, collection of interested wine, exhibitor's contact, videos, brand news, wine region knowledge etc in a full view. Lookvin mini-program — Do not enjoy great tasting “blindly”, but with efficiency!

Online+Offline in parallel



*An ideal tasting without any burden
High efficient experience*

Past_Event brochure + Notebook + pen

Collect interested materials



*E-tastingbook | online record
Booth info | cloud storage*

Partners | Communication

Organizer: 乐酒客LOOKVIN

Support:

宁夏贺兰山东麓葡萄与葡萄酒联合会
银川市贺兰山东麓葡萄酒产业联盟
山东烟台市蓬莱区葡萄与葡萄酒产业发展服务中心
云南迪庆香格里拉葡萄产业发展协会
新疆巴州葡萄酒产业协会
河北怀来县葡萄酒局
河北怀来葡萄酒产业协会
杭州市葡萄酒行业协会
Clovitis克洛维斯国际酿酒顾问团队
...

Communication:

- _ LOOKVIN Media (200,000+ 曝光)
- _ 20+ Articles (Web/Wechat/livestrem/Weibo...)
- _ 5 Short videos (菲莉丝de微醺-Wechat Shi Pin Hao)
- _ 20+ Wine Institutions
- _ 20+ City Partners(bistro/whosalers/Local KOLs...)
- _ 30+ channels exposure(media/restos/associations...)

10月23日——周日

乐酒大赏



精品葡萄酒盛大品鉴会·杭州

Lookvin Fine Wine Grand Tasting 2022

Many thanks!

SUBMISSION Contact:

Lisa 高丽 13105816796(同微信)

Project Manager:

Felice 菲莉丝 15088602446 (同微信)