

BEAUTIFUL SOUTH TASTING

Over 1000 people visited Beautiful South Tasting's first event at Olympia Central.

Event Type: Trade
Visitors: 1,140

Venue: Olympia Central
Organiser: Wines of South Africa



The inaugural Beautiful South Tasting was the first major collaboration between three organisations: Wines of Argentina, Wines of Chile and Wines of South Africa.

In need of a space in the heart of London, the organisers selected the newly redeveloped Olympia Central for a fresh and contemporary setting.

The event, aimed at the UK and international wine trade, was designed to meet the needs of importers and producers whilst being cost effective. Visitors to the show were able to taste a wide range of wines, explore the Fairtrade area and attend several Soapbox seminars. There was also the chance to discover vinous gems on the Focus Tables that showcased a collection of wines from Argentina, Chile, and South Africa.

The event attracted 343 exhibitors and 1140 attendees over the two days, with 168 of those visiting on both days; a figure that exceeded the organisers initial expectation by 14%. Olympia London was the venue of choice for Beautiful South Tasting not only due to its central location but also for its flexibility and use of natural daylight - all the necessary requirements for a pan-European wine trade tasting event.

Jo Wehring, Marketing Manager for Wines of South Africa UK said:

"The spirit of collaboration that brought this event to fruition and met the wine trade's request for our three organisations to work together was a great success. We were delighted with the quality of visitors from all sectors of the UK wine trade, as well as a number of buyers and journalists from Europe, the United States and Canada and look forward to returning to Kensington next year."