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London Wine Fair gears up for 2024

90% of floor space sold, new asian focus area unveiled

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As the buzz around the London Wine Fair grows, the wine industry is bracing for what promises to be an electrifying return of some of its most esteemed participants and the introduction of new, exciting elements. Set to take place at Olympia from May 20 to 22, this year's edition is shaping up to be a blend of tradition, innovation, and global diversity that aims to cater to every palate, professional, and connoisseur alike.

After a hiatus that felt longer than a maturing fine wine, Mentzendorff is making a comeback to the fair, marking its presence for the first time in 12 years. This return is not just a testament to the event's growing influence but also signals a rejuvenation of

sorts for the historic wine trader. Joining them in the celebration of milestones is Buckingham Schenk, observing their 50th anniversary with a stand that's bound to be a trip down memory lane and a toast to future successes.

Not to be outdone, Freixenet Copestick, Hillebrand Gori UK, Lanchester Wines, and Origin Wine, among others, are all set to showcase their latest offerings, proving that the wine world is as dynamic as it is deep-rooted. This year's fair is already nearing full capacity with 90% of the floor space sold or reserved less than three months before its commencement, underscoring the high anticipation and the event's pivotal role in the wine industry's calendar.

Adding to the international flair, the fair will, for the first time, dedicate an area to Asia, presenting the largest ever selection of Asian producers. This area will span a wide array of beverages including wine, spirits, sake, and more. Japan is set to dazzle with its first pavilion featuring over a dozen producers, while China will be represented by four drinks producers, with expectations of more to join. This expansion not only highlights the fair's global appeal but also the growing significance of Asian producers in the international wine and spirits market.

A major highlight of this year's edition is the return of Wines of South Africa after a six-year break. The organization is gearing up to host a large pop-up tasting on May 21, bringing together an impressive array of South Africa's finest. From renowned names like Spier, DGB, Waterkloof, and Springfield to emerging wineries seeking representation, the tasting promises to offer a broad spectrum of the country's wine offerings. This event is particularly exciting as many of the participating producers are not just about exceptional wine but also embody principles of sustainability and have compelling stories behind their brands.

Hannah Tovey, Head of the London Wine Fair, expresses immense optimism for the 2024 edition, riding on the back of last year's success which saw exhibitors increase by 30% and visitors by 14%. The return of leading UK companies and the inclusion of both new and old world country pavilions, alongside established brands and producers, paints a promising picture for the UK market. Plans for new and exciting features and content are in the pipeline, aiming to make this edition the most relevant and

unmissable yet, covering everything from industry challenges and future trends to emerging categories and fine wine.

As the London Wine Fair approaches, it stands as a beacon for the wine industry, symbolizing both its rich heritage and its forward-looking vision. This year's fair is not just an event but a celebration of the global wine community's resilience, innovation, and passion for excellence. Cheers to what's shaping up to be an unforgettable gathering of the world's finest in wine.