

# IFOWS

News report on 7th India International Food & Wine Show



## IFOWS DOES IT AGAIN

India's oldest running food & wine show brings together professionals from across six continents to do business together

Recession and terrorist attacks in Mumbai notwithstanding, the 7th edition of IFOWS, India's longest running gourmet food & wine platform provided yet another opportunity to professionals from India and abroad to meet and engage in serious business together. Held at The Lalit (erstwhile InterContinental The Grand), Connaught Place, New Delhi, the 7th Edition of IFOWS closed its doors on the 17th January 2009, surpassing all expectations, the show drew a unanimous upbeat response. The 2009 edition brought to focus more than 700 products and services of 74 companies from 15 countries, providing the impressive and diversified mix to 4,243 visitors who attended the show from all over the country.

A gamut of wines and food products from countries like France, Italy, Spain, South Africa, Denmark, USA, Holland, UK, Japan, Singapore, Belgium, Austria, Switzerland and India, among others had visitors keenly trying for themselves the fascinating range.

Country level participation by South Africa and Spain had the maximum number of exhibitors. Among Indian wineries holding the country's flag high at IFOWS were Nandi Valley from Bangalore, Valle de Vin from Maharashtra and Sankalp Winery from Maharashtra. A range of high quality food products were presented by some of the leading Indian companies like Suresh Kumar & Company, L-comps & Impex and others. Throughout the show, exhibitors introduced new and exciting products; no surprise then that professional visitors continue to flock IFOWS year after year.

A post show survey of exhibitors and visitors provided a very useful insight. Exhibitors were unanimous in showering praise on the quality of services provided and the very high standards of visitors coming to their stands (listen to their comments on [www.ifows.com](http://www.ifows.com)).

A bouquet of fine wines by South African and Spanish companies represented by Wines of South Africa and Instituto De Fomento Region De Murcia,

Spain respectively were presented to a house full of professional audience comprising of importers, hoteliers, bars, pubs as well as the media. 17 wines were presented including two signature wines of each participating company.

The show also received accolades in trade, consumer, economics and lifestyle media with journalists in attendance representing print, broadcast and online/electronic channels. Live broadcast of the exhibition and interviews with some exhibitors on leading radio channels like Fever 104 and Big fm 92.7 was an enjoyable experience for exhibitors as well as the audience.

IFOWS 2009 included several culinary focused features, including live cooking chefs tossing together a handful of basic ingredients and creating the most delectable pasta dishes. Westfalia from South Africa showcased an interesting product, for the first time in India avocado oil which got a lot of attention from visitors. It also let visitors taste a range of superior quality dried fruit products. Swarming with food and wine lovers and hospitality students the live cooking provided a hub of excitement to non trade in a show otherwise dedicated to professionals only with entry strictly by invitation.

Today's consumer is highly sophisticated, seeking new and exciting flavour combinations, and the show gave its attendees the opportunity to explore new concepts, ingredients and pairings.

Because of its value proposition, the show was flocked by professionals representing India's F&B industry. Top importers, distributors and hoteliers as well as other trend setters from all over the country were in attendance, as IFOWS provided opportunities to explore the latest trends, identify new products, network with industry experts and pick up new ideas. What makes IFOWS unique is that it's a trend setter. It continues to play a vital role of educating and informing the Indian industry with the beverage and food world as its gets a first glimpse of newly launched products.

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## WORLD'S LEADING FOOD & BEVERAGE PRODUCERS CHOOSE IFOWS



### MAJOR SECTORS COVERED

#### **Food**

Bakery and confectionery products, biological food products, cheese and other dairy products, condiments, fresh and preserved fruit and vegetable products, olive and other edible oils, packaged foods, preserved foods, fried snacks, ready to eat and cook food products.

#### **Beverages**

Coffee and tea, mineral water (with or without gas), other non-alcoholic beverages with or without gas, wines and spirits of all types.

#### **Accessories, Equipments and Technology**

Accessories and articles for the cellar, bars and restaurants, machinery and equipment for wine growing, cellar and wine collection, services for the food and drinks industry & trade press.



### WHAT THEY SAID ABOUT IFOWS

*"Shows like these help in the growth of Indian wine market."*

- Dominic Lombard, Bodegas Luzon, Spain

*"Many professional visitors are turning up, visitor profile is good. It's a good response overall".*

- Lalit Asrani, Rodajee Co., India

*"We are very happy with the people coming here."*

- Franck De Paepe, Origine Marmandais, France

*"We have been participating in the IFOWS since past 3-4 years. We have really built on our success, have had a lot of promising enquiries that we will pass on to our various producers."*

- Michaela Stander, WOSA, South Africa

*"The Event has the same quality as other leading fairs elsewhere in the world so my congratulations to the organizers. Its brilliant."*

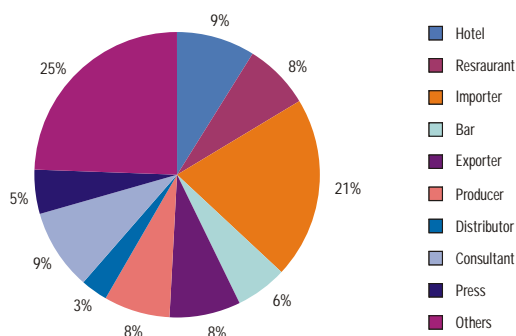
- Lorenzo Bones, Casa De La Ermita, Spain

*"Our chilli, garlic and lemon flavoured avocado oils have had a very good response."*

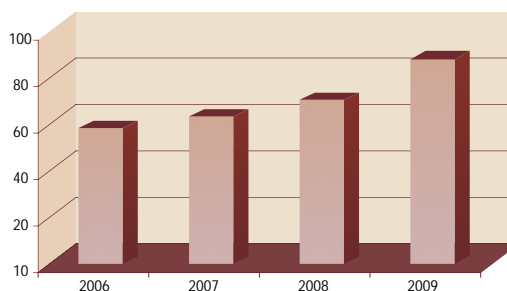
- Jeanelle McCourt, Westfalia, South Africa

## VERY HIGH QUALITY VISITOR TURNOUT AT IFOWS

**"83% of IFOWS visitors were top level decision makers!"**



**Better Quality of Visitors year after year**



**It's a LEMS event**

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