



# *Vinaria*

3 - 6.04.2013

INTERNATIONAL EXHIBITION  
OF VINE GROWING AND WINE PRODUCING

WINE FESTIVAL

## POST SHOW REPORT

Co-organizer: National Vine and Wine Chamber



IFP

International Fair Plovdiv, Bulgaria



# Vinaria 2013

**21 YEARS OF TRADITION AND PRESTIGE**

## THE EXHIBITION

The International Exhibition of Vine Growing and Wine Producing VINARIA 2013 was held from 3 – 6 April at the Fairground of International Fair Plovdiv. The event is organized in partnership with the National Vine and Wine Chamber under the auspices of the Ministry of Agriculture and Food.

VINARIA attracts leading companies within the sectors of vine-growing and wine and spirits producing. The exhibition is a preferred forum for exchange of information, innovations and technologies owing to the great number of



events such as conferences, seminars, presentations and business meetings included in the business events programme.

VINARIA was launched in 1993 and was approved by UFI – The Global Association of the Exhibition Industry in 1997.

Participants in VINARIA 2013 were over 200 direct and represented exhibitors from 13 countries: Argentina, Austria, Bulgaria, France, Germany, Greece, Hungary, Italy, Republic of Macedonia, Republic of South Africa, Romania, Spain, Switzerland.

The embassies of Argentina, the Republic of South Africa, Romania as well as the Ministry of Agriculture and Food participated with their own exhibition stands.

The wine industry demonstrated an impressive progress in the products' assortment and quality.

The impressive design of the exhibition stands and expositions created unique atmosphere and contributed greatly to the festive character of the event.

On display were about 30 innovations in the wine market.



Ufi  
Approved  
Event

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## INTERNATIONAL COMPETITION OF WINE AND SPIRITS

The National Vine and Wine Chamber organized the International Wine and Spirits Tasting from 11 – 17 March 2013 at the Fairground to select the award-winners at VINARIA.

The competition aims to provide an opportunity for international recognition of participating wine producers. Only wines ready for sale and commercial presentation are eligible to compete. The regulations comply with the standards of OIV – the International Organization of Vine and Wine.

Participants in the International Wine and Spirits Tasting at VINARIA 2013 were 45 wineries, including 20 foreign ones from Italy, France, Moldova and Azerbaijan. They presented 400 wine samples.

The competition for the wine “Oscars” was held in six categories including young and aged red, white and rosé wines. For the first time, a special spirits group was designated to vodka, whisky, mint liqueur, etc. A total of 60 samples of grape spirits and other spirituous beverages entered the competition.

The international jury comprised renowned tasters from Bulgaria as well as eight foreign experts.

**Following awards were presented during the “Night of the Golden Rhyton”:**

**Wine awards:**

- Golden Rhyton Award
- Gold medal
- Silver medal
- Bronze medal

**Rakia (grape spirits) awards:**

- Grape Rakia Group Grand Award
- Gold medal
- Silver medal
- Bronze medal





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## ACCOMPANYING EVENTS

*The comprehensive accompanying events programme included:*

- **Dionysian procession** on the occasion of the official opening of VINARIA 2013
- **Crash course on "The Magic of Wine Tasting"**  
The Italian sommelier Maurizio Ferreri demonstrated his expertise and skills.  
The course addressed connoisseurs of good wine and restaurateurs willing to promote wine culture and quality wines to their clients.
- **Consumer's Choice Competition**  
Organized for the third time by International Fair Plovdiv, the Active Consumers Association and the National Vine and Wine Chamber, the competition provided visitors with the opportunity to evaluate quality wines.
- **Design Competition** for exhibition stand, packaging, label and advertising materials



*For the third consecutive year, following exhibitions were held simultaneously with VINARIA:*

- The International Exhibition of Food & Drinks, Packaging, Machines and Technologies **FOODTECH 2013**
- International Exhibition of Equipment for Hotels, Restaurants, Cafeterias and Commercial Facilities **HORECA PLOVDIV 2013**
- The Exhibition of High Quality Italian Food and Wines **SAPORI D' ITALIA 2013**



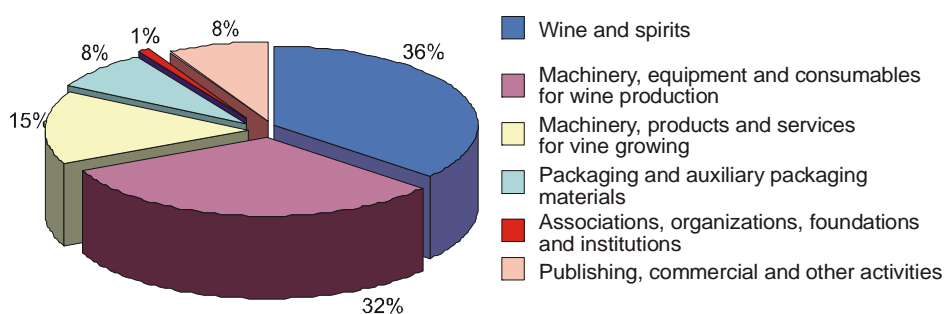
*As a result,  
the most  
favourable conditions  
were created  
for trade visitors  
to find all they need  
for their businesses.*

**21 YEARS OF TRADITION AND PRESTIGE**

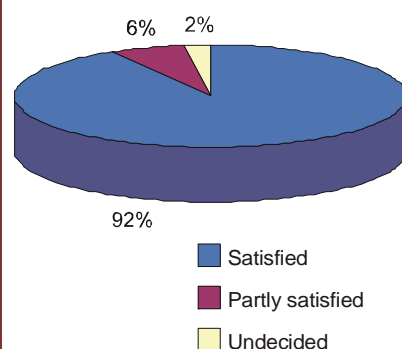
## EXHIBITORS PROFILE

116 direct exhibitors from 13 countries: Argentina, Austria, Bulgaria, France, Germany, Greece, Hungary, Italy, Republic of Macedonia, Republic of South Africa, Romania, Spain, Switzerland.

### Allocation of exhibitors by exhibition categories



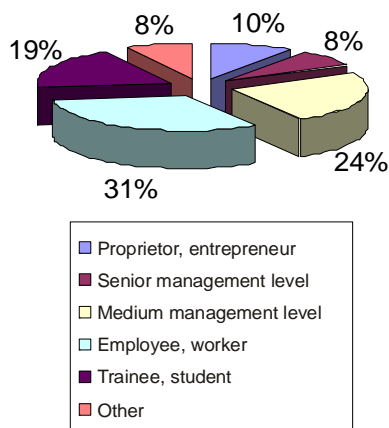
### Satisfaction with the participation



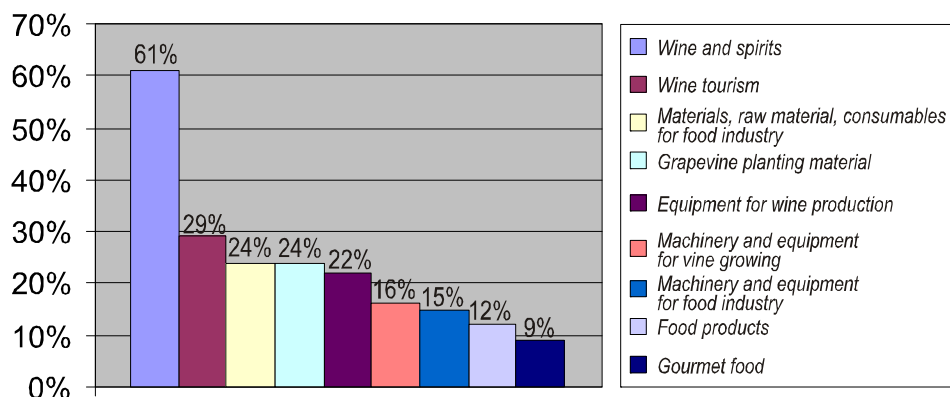
## VISITORS PROFILE

Over 5000 visitors from 30 countries

### Position in the company



### Allocation of visitors by interests



**We look forward to meet you at VINARIA 2014!**