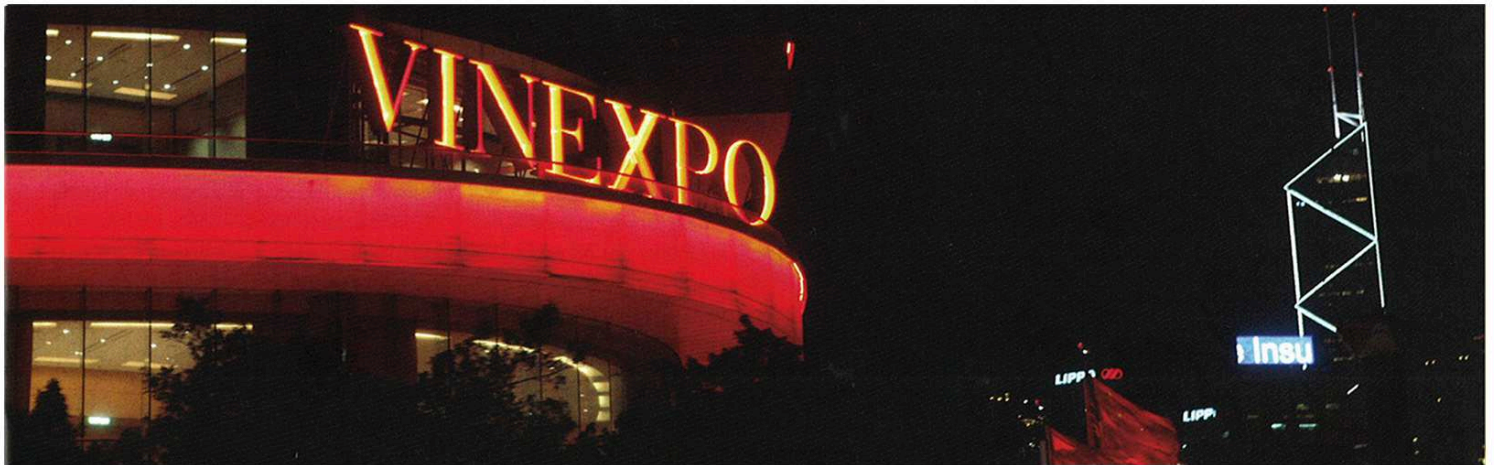


“Plantation 3 Stars and XO 20th Anniversary Rums at Vinexpo Hong Kong 2014”



Hong Kong expo

Get down to Hall 3 at this year's Vinexpo Asia Pacific to truly immerse yourself in the world of spirits

VISITORS TO this year's Vinexpo Asia Pacific at the Hong Kong Convention and Exhibition Centre will undoubtedly notice a significant rise in the number of exhibitors present, particularly those showcasing spirits.

Held on 27-29 May, the show will feature a 50% larger stand area than in 2012 – extending over two halls – with spirits taking centre stage in Hall 3.

With over 60% of the world's spirits consumption derived from Asia (IWSR), Vinexpo Asia Pacific offers a prime opportunity for industry professionals to expand their brands' presence in the region.

Organisers expect some 18,000 visitors to descend on this year's show – an increase of 3,000 on 2012's turnout. And while Vinexpo Asia Pacific will attract exhibitors

from more than 20 wine producing nations, visitors particularly interested in spirits will find a diverse selection themselves.

“Our exhibitors know very well that by being present at Vinexpo Asia Pacific they are visible at the very heart of the whole Asian Pacific market,” says Guillaume Deglise, chief executive of Vinexpo Asia Pacific. “The exhibition is obviously a way of gaining direct access to China, but it also raises exhibitors' profiles in all the emerging markets of South East Asia.”

New to the show this year is the Spiritual concept bar, located in Hall 3, where visitors will have an opportunity to taste a variety of spirits alongside cocktails provided by the

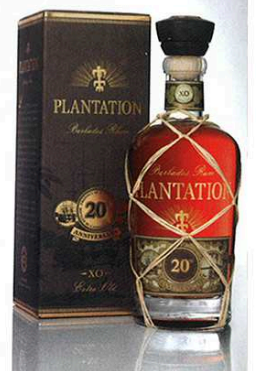
Product: Plantation 3 Star and XO 20th Anniversary Rums
Company: Ferrand SAS
Stand: 3-N-52

Cognac Ferrand will be exhibiting its portfolio of products at Vinexpo this month, most notably two expressions from its Plantation rum range.

Plantation 3 Stars, a 41.2% abv white rum blended with liquid from Barbados, Jamaica and Trinidad, is described as “keenly vibrant and well-balanced” with notes of tropical fruits and banana.

Also being exhibited is the Plantation XO 20th Anniversary rum, a blend of the company's oldest reserves from the Caribbean that are blended at the group's Château de Bonbonnet in France. The group recommends serving it with a cigar.

WHAT THEY SAY: “Plantation XO needs a cigar with lots of flavor, but also some balance. The Flor de las Antillas Toro (Nicaragua) makes a lovely pairing, with its coffee bean notes, hearty wood and backing sweetness.”



International Bartenders' Association (IBA).

Organised in collaboration with *The Spirits Business*, Spiritual will also offer a series of spirit tasting masterclasses.