



# 9th Annual MIAMI INTERNATIONAL WINE FAIR

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## **THE WELCOME CHANNEL ANNOUNCES PARTNERSHIP WITH THE MIAMI INTERNATIONAL WINE FAIR FOR THE SECOND YEAR IN A ROW – OPEN TO THE PUBLIC OCTOBER 15 & 16, 2010**

**MIAMI BEACH, FL** – The 9<sup>th</sup> annual **Miami International Wine Fair** ("MIWF") announces the largest program to date with the anticipation of more than 1800 wines from 20 countries, 80,000 exhibitor square-feet, and the return of the VIP Tasting Room – an exclusive pavilion featuring the world's top-rated wines. Organizers have also extended the traditional two-day event into a comprehensive four-day trade, education and grand tasting program from October 14 to 17, with activities open to the public on **October 15 and 16, 2010** at the **Miami Beach Convention Center**. To purchase tickets and for more information please call 866.887.WINE or visit [www.miamiwinefair.com](http://www.miamiwinefair.com).

General admission is \$75 per day or \$130 for two days (Thursday, October 15 and Friday, October 16). VIP Tasting Room tickets, showcasing the Fair's top wines from around the world, are \$125 per day or \$200 for two days and include one-hour early entry. Proceeds from ticket sales are to benefit a local charity. "We are extremely excited about this year's Wine Fair," said David Bernad, MIWF Founder and President. "Not only is the economy on a path to recovery, we are also seeing more foreign producers than ever determined to invest in the U.S. wine market. With wine consumption lagging in Europe and everywhere else in the world, wineries are flocking to our Fair to find new distribution channels while solidifying their existing relationships."

"We are so thrilled to be partnered together once again with the Miami International Wine Fair. This event is a *true treat* for all visitors to Miami and the Beaches!" said April Donelson, Director of Sales and Marketing of The Welcome Channel.

Hosting a series of events, wine tastings and seminars, the Miami International Wine Fair is securing a dynamic mix of exhibitors in line with consumer trends and demand:

- Chile's spirit translates through its resilient and steadily stabilizing wine industry following the major earthquake that hit South America in February 2010. The Berlin Tasting-New York, a prestigious 10-wine competition, attests to the country's bold strength as its high-end Carmenère recently topped wines from Napa Valley and Bordeaux to win best in show .

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## **MIAMI INTERNATIONAL WINE FAIR ANNOUNCEMENT RELEASE/2**

- New Zealand will increase their presence at the 2010 MIWF in an effort to expand their market reach. As the second largest wine consuming state in the U.S., just after California, Florida possesses a key audience to whom producers will reveal their quality work with Pinot Noirs.
- Argentine Malbec, the uniquely rich and full-bodied varietal which continues to experience exponential popularity in the U.S., is expected to be a continued favorite for Fair-goers.
- The rapidly emerging Grenache, a dry, difficult grape, best sourced from aged vines, is to be represented by Aragon, Spain – a region boasting some of the oldest vineyards in the world.
- Sopexa's extraordinary success at the 2009 MIWF has prompted producers to significantly enlarge their booth with added focus on the regions du jour, the Loire and Rhone Valleys.

Parallel to its public appeal, The Miami International Wine Fair offers Latin American and European wine producers a platform to forge valuable trade relationships. As a result of the 2009 agenda, more than 500,000 9L-case sales and purchasing orders were generated. On the heels of last year's success, two trade seminars - What sells in America and Exploring Wine in America; an expanded wine buyer program; an industry-only tasting and targeted wine dinners will also be major components of the upcoming Fair.

Further, Vintrade, the rapidly growing organization responsible, alongside Iberwine, for producing the Miami International Wine Fair, is pleased to announce the appointment of Jennifer Massolo as MIWF Executive Director. A member of the Fair's founding team in 2000, Massolo previously held positions with the Remy-Cointreau Group (now Maxxium) in Vancouver, Canada, and Concha Y Toro in Santiago, Chile. Her superior leadership skills and industry experience will uncork this 9<sup>th</sup> edition in spearheading a well-rounded program that is both a consumer and trade wine extravaganza.

### **About Miami International Wine Fair**

The Miami International Wine Fair is owned and managed by VINTRADE LLC, a South Florida-based corporation established by David Bernad and Madrid-based Emporio Ferial S.A., an international event planning and production company that organizes dozens of annual wine shows, including Iberwine. For more information please visit [www.miamiwinefair.com](http://www.miamiwinefair.com).

### **About The Welcome Channel**

The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for our mostly exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel resort locations, the Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events...catering to both our international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with our clients having the same option. [www.welcomechannel.tv](http://www.welcomechannel.tv).