



# *A Triumphant Return*

## Connoisseur's Picks 2025

The Hong Kong Trade Development Council (HKTDC) organised the inaugural "Sommelier's Picks" at the Hong Kong International Wine and Spirits Fair in 2024 to offer trade visitors and consumers a curated selection guide. In 2024, 15 wines were selected by 3 renowned sommeliers and were crowned as "Sommelier's Picks" which earned limelight of buyers and media. This year, we welcome a triumphant return, Connoisseur's Picks 2025. Through blind tastings by connoisseurs, a list of beloved wines and spirits is selected for traders' reference and appreciation.



# Grab the Chance to Showcase Your Wine & Spirits for FREE Exposure

**Categories** (1) Red Wine (2) White Wine (3) Sake (4) Whiskey/Whisky (5) Baijiu

## Judges

- Mr Xing Wei (Master of Wine)
- Mr Carlito Chiu (General Manager / Wine Director at Ando, Sommelier)
- Dr Calvin Choi (Chairman of Hong Kong Wine Judges Association, Sommelier)

## Eligibility

All local and overseas exhibitors of the HKTDC Hong Kong International Wine and Spirits Fair 2025.

## Judging Criteria

Judges invited by the fair organiser will screen the wines of the identified categories according to their preferences.

## Prizes

- Exclusive “Connoisseur’s Picks” labels to the awarded wines
- Certificate to highlight the wine
- Exceptional exposure of wine tasting events, press releases, eDM, social feeds etc.



## Success Stories

” We appreciated the featuring of the picked wine which had successfully diverted traffic to our booth. The wine was also featured in the VIP tour with Financial Secretary during the opening ceremony when they stopped by the France Pavilion.

**Chateau Calissanne (France)**

” The picked sake is prominently featured in promotional materials and on-site screens, successfully attracts the attention of both media and buyers. This allows us to interact with more Japanese exhibitors and buyers, which is a surprising business outcome.

**Equip Asia Limited (Hong Kong)**

# Key Dates

# 2025

OCT  
12

- To join the selection, please submit the application form on or before 12 Oct.

OCT  
28

- One bottle of wine for each entry to be delivered on or before 28 Oct to Unit 7, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong.

NOV  
5

- The samples should be well labelled and in good packing.
- For overseas exhibitors, onsite collection on or before 5 Nov 12:00nn at the fairground.
- The selection session will be held in the afternoon of 5 Nov at Hong Kong Convention and Exhibition Centre. Each entry will be blind tasted.

NOV  
6

- All participants will be informed of the results by 6 Nov and the selected wines will be awarded the “Connoisseur’s Picks labels”.
- Six bottles of the selected wines will be collected on 6 Nov at the fairground for extra wine tasting events or for other promotional use to raise exposure.

Should you have any enquiries, please feel free to contact **Ms Stephanie Leung**,  
Email: [stephanie.yy.leung@hktdc.org](mailto:stephanie.yy.leung@hktdc.org) or **Ms Yannis Wong**, Email: [yannis.yy.wong@hktdc.org](mailto:yannis.yy.wong@hktdc.org)



**“Connoisseur’s Picks” 2025 Application Form**

|   |   |   |
|---|---|---|
| <b>Form 12</b>                                    | <b>HKTDC Hong Kong International Wine and Spirits Fair 2025</b><br><b>6 - 8 / 11 / 2025</b> | Return to:<br>Hong Kong Trade Development Council<br>(Exhibition Department)<br>Unit 7, Expo Galleria, HKCEC,<br>1 Expo Drive, Wan Chai, Hong Kong<br><br>Tel: (852) 2240 4041 / 2240 4244<br>Email:<br><a href="mailto:stephanie.yy.leung@hktdc.org">stephanie.yy.leung@hktdc.org</a> /<br><a href="mailto:yannis.yy.wong@hktdc.org">yannis.yy.wong@hktdc.org</a><br><br>To:<br>Ms Stephanie Leung /<br>Ms Yannis Wong |
| <b>Application Deadline</b><br><b>12 OCT 2025</b> |   |   |

**Exhibitor Information**

|                     |                                       |                 |                       |
|---------------------|---------------------------------------|-----------------|-----------------------|
| <b>Company Name</b> |                                       | <b>Booth No</b> |                       |
| <b>Contact Info</b> | <b>Contact Person</b>                 |                 | <b>Title</b>          |
|                     | <b>Email Address</b>                  |                 | <b>Office Tel</b>     |
|                     | <b>Name of On-site Representative</b> |                 | <b>On-site Mobile</b> |

**Category**

☐ Red Wine

☐ White Wine

☐ Sake

☐ Whiskey/Whisky

☐ Baijiu

**Red Wine**

Each company can submit **max.3 entries for each category.**

|                  | <b>Country of Origin</b> | <b>Region of Origin</b><br>(where applicable) | <b>Wine Name</b> | <b>Grape Variety</b> | <b>Brewery Year</b> | <b>Recommended Retail Price (HKD)</b> |
|------------------|--------------------------|---|------------------|----------------------|---------------------|---------------------------------------|
| <b>Product 1</b> |                          |   |                  |                      |                     |                                       |
| <b>Product 2</b> |                          |   |                  |                      |                     |                                       |
| <b>Product 3</b> |                          |   |                  |                      |                     |                                       |

**White Wine**

 Each company can submit **max.3 entries for each category.**

|           | Country of Origin | Region of Origin<br>(where applicable) | Wine Name | Grape Variety | Brewery Year | Recommended Retail Price (HKD) |
|-----------|-------------------|--|-----------|---------------|--------------|--------------------------------|
| Product 1 |                   |  |           |               |              |                                |
| Product 2 |                   |  |           |               |              |                                |
| Product 3 |                   |  |           |               |              |                                |

**Sake**

 Each company can submit **max.3 entries for each category.**

|           | Country of Origin | Sake Name (Japanese) | Sake Name (English) | Brewery Year | Recommended Retail Price (HKD) |
|-----------|-------------------|----------------------|---------------------|--------------|--------------------------------|
| Product 1 |                   |                      |                     |              |                                |
| Product 2 |                   |                      |                     |              |                                |
| Product 3 |                   |                      |                     |              |                                |

**Whiskey/Whisky**

 Each company can submit **max.3 entries for each category.**

|           | Country of Origin | Region of Origin<br>(where applicable) | Whiskey/Whisky Name | Brewery Year | Recommended Retail Price (HKD) |
|-----------|-------------------|--|---------------------|--------------|--------------------------------|
| Product 1 |                   |  |                     |              |                                |
| Product 2 |                   |  |                     |              |                                |
| Product 3 |                   |  |                     |              |                                |

**Baijiu**

 Each company can submit **max.3 entries for each category.**

|           | Country of Origin | Baijiu Name (Chinese) | Baijiu Name (English) | Brewery Year | Recommended Retail Price (HKD) |
|-----------|-------------------|-----------------------|-----------------------|--------------|--------------------------------|
| Product 1 |                   |                       |                       |              |                                |
| Product 2 |                   |                       |                       |              |                                |
| Product 3 |                   |                       |                       |              |                                |

### **Application Check List:**

- 1) ☐ Completed and signed application form.
- 2) ☐ Wine products (together with any relevant promotional materials, if any) are required to be delivered on or before 28 Oct 2025 (Address: Unit 7, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong).  
For overseas exhibitors, onsite collection on or before 5 Nov 12:00nn at the fairground would be arranged.
- 3) ☐ (If applicable) Six bottles of each selected wine should be made available for collection at the fairground on 6 Nov for wine tasting events or for other promotional use.

(Any late delivery may be subject to disqualification.)

### **Format of Label**

|              |                                       |
|--------------|---------------------------------------|
| Company Name | Hong Kong Wine Export Company Limited |
| Booth No     | 3D-B02                                |
| Category     | Red Wine                              |
| Name (Eng)   | ABC wine                              |

### **Terms & Conditions:**

1. Participants must be registered as a company and exhibitor at the HKTDC Hong Kong International Wine and Spirits Fair 2025.
2. Each participant may submit a maximum of 3 entries per category and may enter multiple categories, with a total limit of 6 entries allowed.
3. Each entry requires one bottle of wine to be delivered on or before 28 Oct 2025. For overseas exhibitors, onsite collection on or before 5 Nov 12:00nn at the fairground would be arranged.
4. Each entry should be well labelled (follow the above format of label) and in good packing.
5. Each selected wine entry should have six bottles available for collection at the fairground on 6 Nov for wine tasting events or for other promotional use.
6. All submitted wines will be utilized for judging or tasting purposes and will not be returned to participants.
7. The Organiser will not be liable for any deterioration, loss, damage, or destruction of the submitted wine for any reason.
8. The Organiser will not be held accountable for any trademark or brand name infringements related to the wine entered in the selection.
9. The Organiser reserves the right to change/cancel any category if the number of entries does not meet expectations. In case of too many applications, the judges will screen the wines and select the most representative ones for final screening based on the suggested sequence by the applicants (i.e. exhibitors).
10. All disputes will be subject to the final decision of the Organiser.

### **Declaration:**

1. I agree to the Organiser will not be held responsible for infringement of trademark and brand name connected with wines entered in the selection.
2. I agree to indemnify the Organiser against all actions, claims, demands and expenses relating to or arising out of my entry in this selection.
3. All submissions must be submitted to the Organiser by email, post or fax on or before the above deadline.
4. Our Company has read the "Terms & Conditions" of the Selection and agrees to abide by them.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company Chop

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date