



January 2009

***VINEXPO hosts AGM of
International Sommelier Association (ASI)***

The International Sommelier Association (ASI) is organising its annual general meeting during the 15th Vinexpo, which is being held in Bordeaux from 21 to 25 June 2009.

More than 120 sommeliers from all over the world will represent the 41 member + 6 observateur countries of ASI on Saturday 20 June at the Bordeaux Convention Centre.

In all the countries that are members of ASI, the profession of sommelier is being stimulated to new growth. Sommeliers are being employed more and more in restaurants worldwide. They are becoming influential players within the wine and spirits industry.

To reflect this international development, 2009 will be an important year in the history of the profession as ASI will be organising the first “Best Sommelier in Asia-Oceania Competition” and the first “Best Pan-American Sommelier Competition”.

During Vinexpo on Sunday 21 June in Bordeaux, ASI will give trade professionals and the media a detailed preview of the next world competition due to take place in 2010. Best sommeliers in the world, Serge Dubs (1989), Shinya Tasaki (1995) and Philippe Faure-Brac (1992), all of whom are members of the ASI board, and Chairman Kazuyoshi Kogai will be among the celebrities expected.

“Vinexpo have been in touch with ASI for several months arranging for Vinexpo to support these events, which further reinforces the international and professional dimensions of the exhibition,” added **Robert Beynat**, Chief Executive of Vinexpo.

**Vinexpo will take place in Bordeaux
from Sunday 21 to Thursday 25 June 2009 inclusive.**

About Vinexpo

Founded in 1981 following an initiative by the Bordeaux Chamber of Commerce and Industry, Vinexpo has emerged over the years as the largest professional exhibition in the world for the wine and spirits industry. Exhibitions are held in Bordeaux every odd year and are attended by 50,000 trade visitors from 154 countries and 2,400 exhibitors representing 45 producer countries. In parallel in even years, Vinexpo Overseas, a subsidiary of Vinexpo, organises Vinexpo Asia-Pacific or Vinexpo Americas. In 1998 the first Vinexpo Asia-Pacific exhibition took place in Hong Kong, followed in 2000 and 2002 by two exhibitions in Tokyo. Vinexpo Americas was held in 2002 in New York and in 2004 in Chicago. Like in 2006 and 2008, Vinexpo Asia-Pacific will again be held in Hong Kong in 2010.

See the Vinexpo site for more information: www.vinexpo.com

About ASI

Founded in 1969, ASI plays a role in the development, the organisation and the recognition of the profession of sommelier, and organises the Best Sommelier in the World competition every three years in an ASI member country.

See the ASI site for more information: www.sommellerie-internationale.com

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