



FOODEX WINE 2025

For Individual Exhibitors

Your Gateway to Expanding Wine Business in Asia

FOODEX JAPAN Secretariat
Japan Management Association



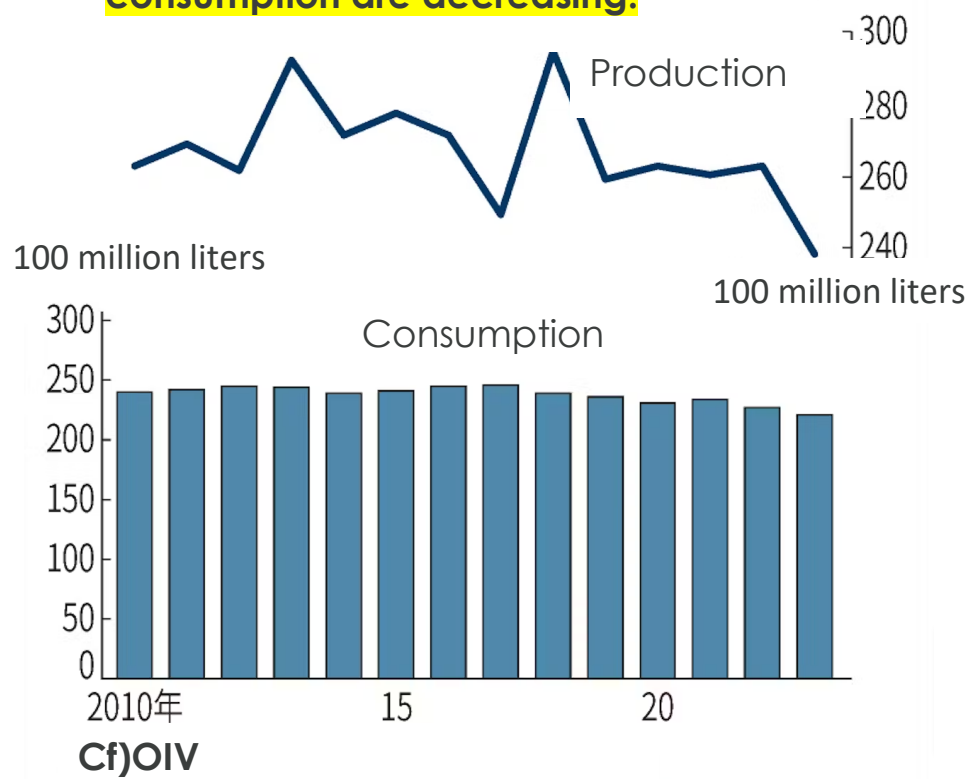
Offering a New Choice to the Global Wine Industry

As alcohol consumption declines globally, especially among the younger generation, the wine industry is in need of new options.

With the increase in travelers to Japan and the rising health consciousness worldwide, Japanese cuisine is becoming a global food trend.

By leveraging this trend, we will organize a wine-focused exhibition that only a Japanese event organizer can deliver, supporting the wine industry.

Both wine production and consumption are decreasing.



WHAT IS FOOD EX WINE



Exhibition Name: FOODEX WINE 2025

Date: March 11-14, 2025

Venue: Tokyo Big Sight South Hall 3
Tokyo Japan

WHAT IS FOODEX WINE



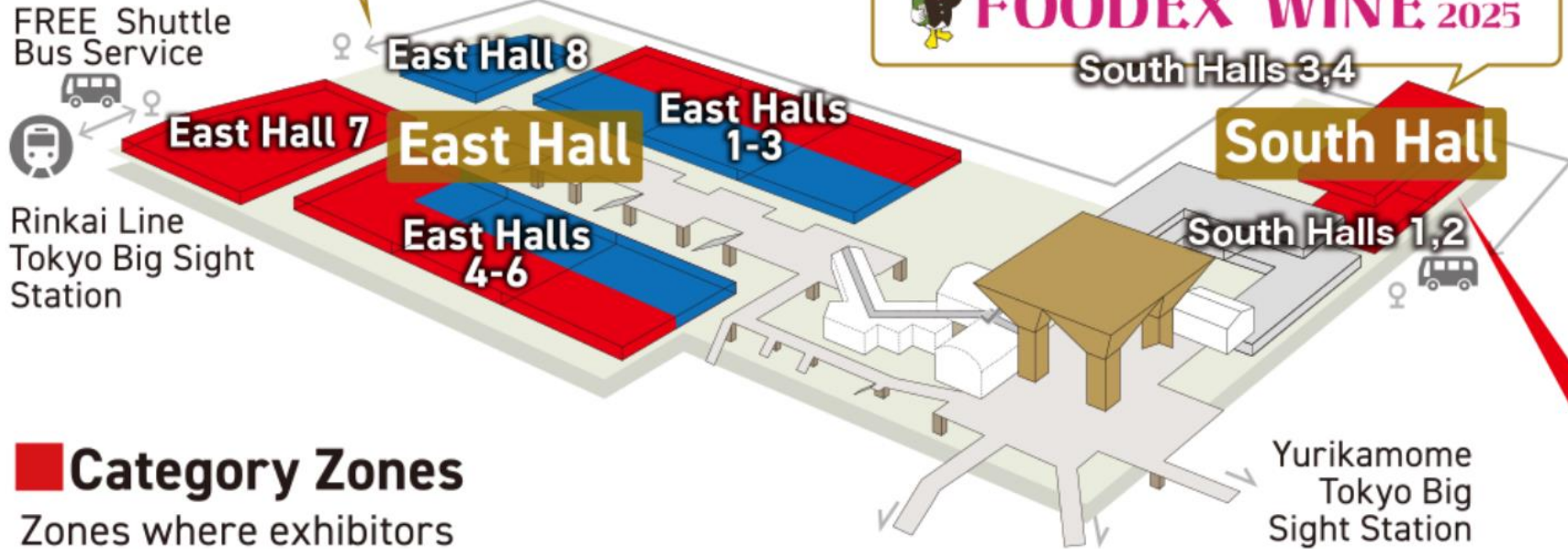
FOODEX WINE 2025

FREE Shuttle Bus Service

We will operate shuttle buses to and from the East and South Halls to ensure an even flow of visitors throughout all halls (planned).

FREE Shuttle Bus Service

Rinkai Line
Tokyo Big Sight Station



Yurikamome
Tokyo Big Sight Station

■ Category Zones

Zones where exhibitors showcase products categorized by food sectors, regardless of domestic or international origin.

■ National Pavilions

An area where countries or regions exhibit collectively.

WHAT FOODEX WINE OFFERS YOU



International Platform

76,000+

buyers and importers
from

90+

Countries & regions.



Exclusive Focus on Wine

450+

Specialized platform for wine brands.



Promoting Wine Trends

13,000+

Asian buyers

Featuring rosé, organic,
low/non-alcohol,
and premium wines to.



Pairings with Japanese food

50+

Japanese Professional
sommeliers

Your wines will be paired with
popular Japanese dishes by
professional sommeliers,
creating perfect pairings with
sushi, sashimi, tempura, and
more.

WHAT FOOD EX WINE OFFERS YOU



We have already received the application from

17

countries & regions

100+

companies

200+

sommeliers

● Country & Regions

ARMENIA • ISRAEL • ITALY • URUGUAY • AUSTRIA • AUSTRALIA •
• SWEDEN • SPAIN • SLOVENIA • SLOVAKIA • CHILI • DENMARK • FRANCE •
MEXICO • EU • HONG KONG • JAPAN

WHO CAN REACH OUT FOODEX WINE?

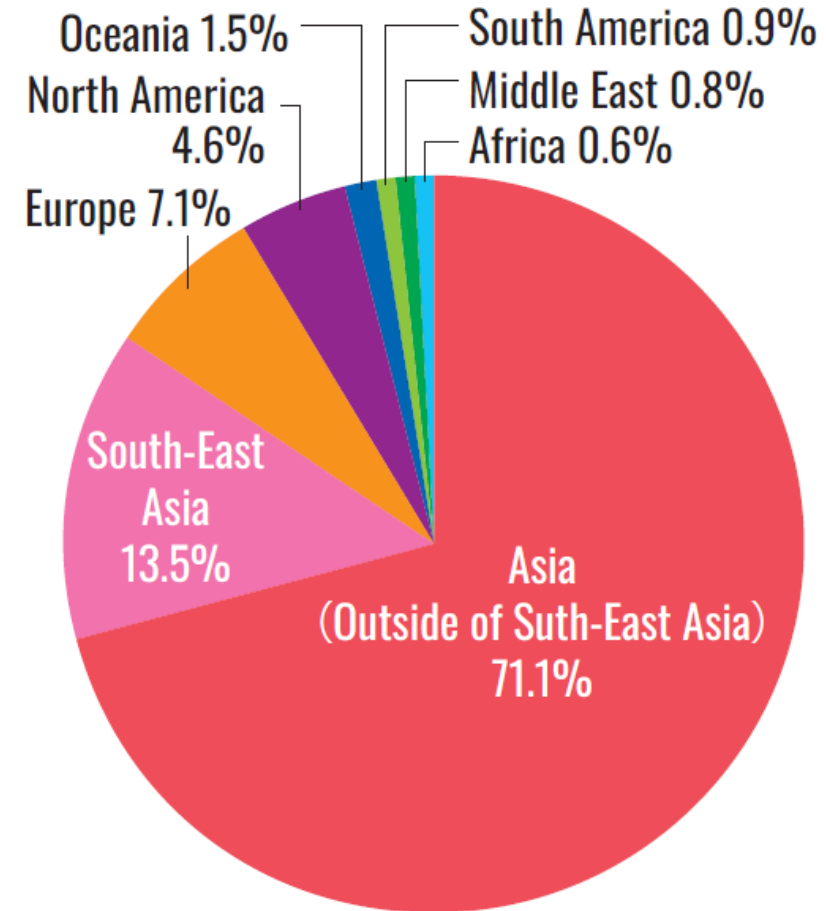


FOODEX WINE 2025

76,000+

Trade Visitors from...

90 countries & regions



82% trade visitors from Japan
2nd largest wine market in Asia

WHO CAN REACH OUT FOODEX WINE?



FOODEX WINE 2025

CAGR(2024-2029)



Cf) Mordor Intelligence

WHO CAN REACH OUT FOOD EX WINE?



FOODEX WINE 2025

MEET INTERNATIONAL DECISION-MAKERS

85%

of the visitors are
decision makers

79%

of the visitors are participating
to source and negotiate

77%

of the visitors are
advanced their business
process in the event.

WHO CAN REACH OUT FOODEX WINE?



The list of potential buyers(who participated in 2024 edition)

IMPORTERS

Arcane • Mikuni wine co., Ltd. • Meidi-ya • Mitsubishi Shokuhin Co., Ltd. • cordonvert •
Mottox • SMILE CORP. • Hatta • INABA • ENOTECA • Foodliner • Monte Bussan •
MHD MOET HENNESSY DIAGEO K.K. etc

HOTEL & RESTAURANTS

Wonder table • KEIO PLAZA HOTEL CO.,LTD. • The Westin Miyako Kyoto • Hotel Okura •
Bulgari Japan Co.,Ltd • Imperial Hotel • The Ritz-Carlton etc.

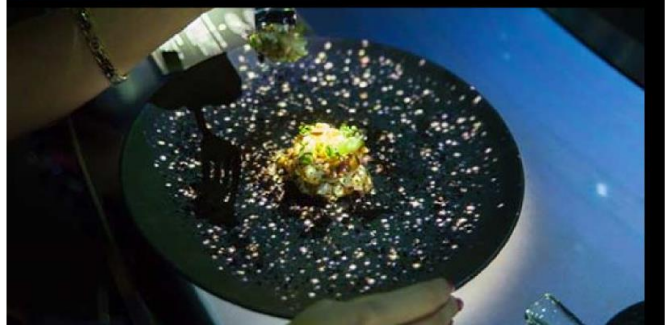
RETAILORS

AEON • Seven&I Holdings • Ito yokado • Lifecorporation • Costco Wholesale Japan •
PPIH • SEIJO ISHII CO.,LTD •
SEVEN ELEVEN JAPAN • FamilyMart • Lawson • Kakuyasu • Bic shuhan etc

FOODEX WINE OVERALL VISUAL



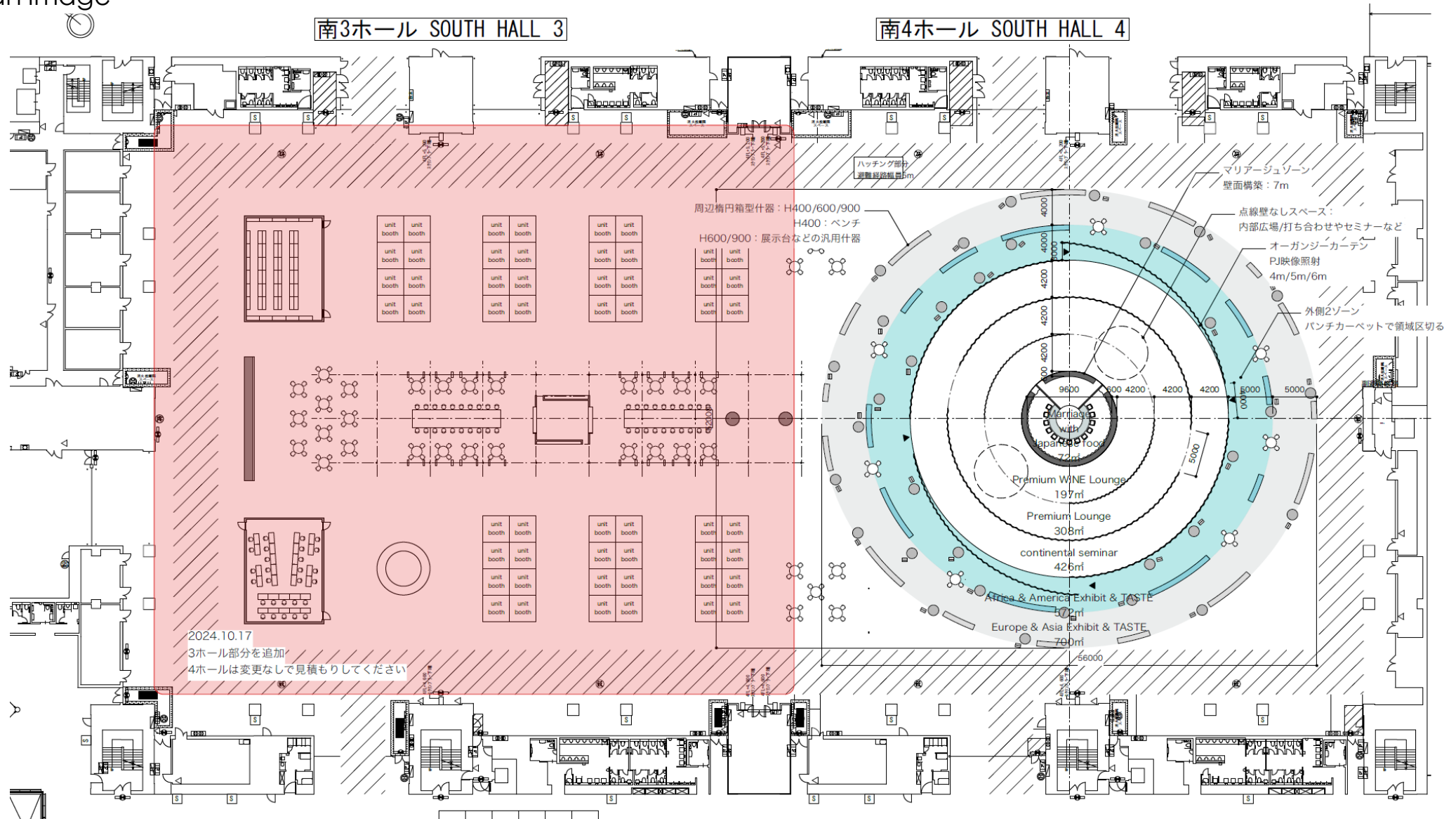
Perspective image



FOODEX WINE OVERALL VISUAL



Floor plan image



CATEGORY



FOODEX WINE 2025

FOODEX WINE Global

Exhibition of Wines by Country and Region



FOODEX WINE Organic



FOODEX WINE ROSE



FOODEX WINE Zero

A Specialized Zone for Low-Alcohol
and Non-Alcoholic Wines



FOODEX WINE Premium



SPECIAL FEATURES



FOODEX WINE 2025



Continental
Cinema Area



TOP WINE
PRODUCER
STAGE



Premium
WINE Lounge



Marriage
with
Japanese
food

SPECIAL FEATURES



Continental Cinema Area



Step into an **immersive experience** utilizing the latest in visual, olfactory, lighting, and auditory technology. Feel as though **you are traveling to the world's wine regions**, providing an unparalleled experience to buyers who have never visited these wine-producing lands.

SPECIAL FEATURES



FOODEX WINE 2025

TOP WINE PRODUCER STAGE



Hear from leading wine producers globally as they discuss trends, innovations, and success stories in the wine industry.

Discover the secrets of wine production from the world's leading wine producers.

Gain exclusive insights that you can hear only on this stage.

SPECIAL FEATURES



FOODEX WINE 2025

Premium WINE Lounge

ONLY FOR
VIP VISITORS



An exclusive lounge inviting only the top wine buyers.

This area fosters connections between premium wine brands and high-end buyers, creating valuable business opportunities.

SPECIAL FEATURES



FOODEX WINE 2025

Restaurant Marriage Area



To help buyers discover new possibilities for Japanese cuisine and wine, we will offer them an experience where they can taste three traditional and casual Japanese dishes paired with wine.

Currently, we are planning to let them experience the pairing of sushi, tempura, and yakitori—Japanese dishes that are extremely popular around the world.

In each area, a dedicated sommelier will be present to provide professional recommendations on which wines best complement the dishes.

SPECIAL FEATURES



FOODEX WINE 2025

Restaurant Marriage Area for VIP



**ONLY FOR
VIP VISITORS**

Reservation Required

An exclusive lounge inviting only the top wine buyers.

This area fosters connections between premium wine brands and high-end buyers, creating valuable business opportunities.

Special Sponsor of the Restaurant Marriage Area



FOODEX WINE 2025

	11 th Mar	12 th Mar	13 th Mar	14 th Mar
11:00 to 11:45	A-1	B-1	C-1	D-1
12:15 to 13:00	A-2	B-2	C-2	D-2
13:30 to 14:15	A-3	B-3	C-3	D-3
14:45 to 15:30	A-4	B-4	C-4	D-4
16:00 to 16:45	A-5	B-5	C-5	

Sponsor Cost: JPY 300,000 / slot

Sponsor Benefits:

- 1.Provision of wine (up to 3 types) in the Restaurant Marriage Area
- 2.Reserved invitation slots (up to 5 people)
- 3.Inclusion in all promotional materials and announcement pages

EXHIBITION FEES & PACKAGES



Individual Exhibitors

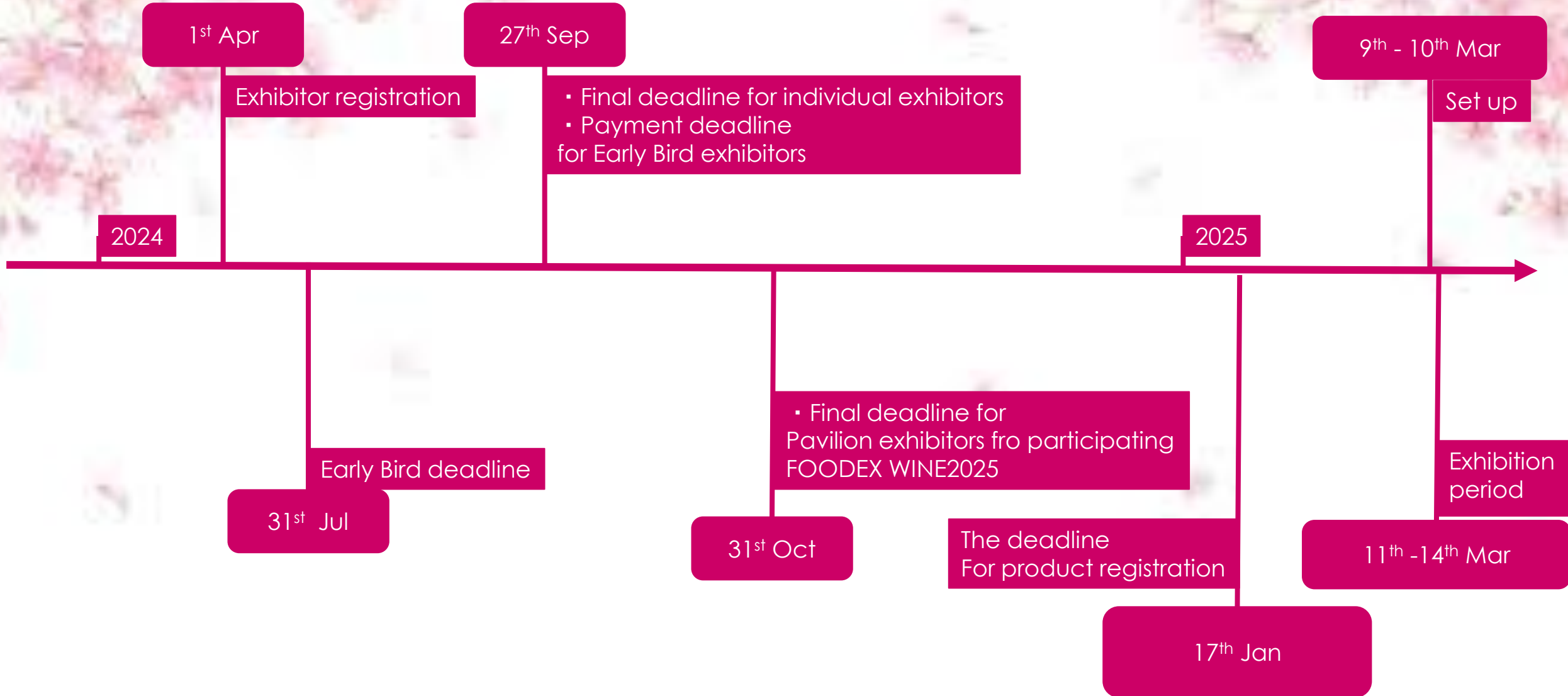
Space Fee

JPY550,000/booth (1booth=2.97m×2.97m)

TIMELINE



FOODEX WINE 2025





FOODEX WINE 2025

**11-14 MAR 2025
TOKYO BIG SIGHT**