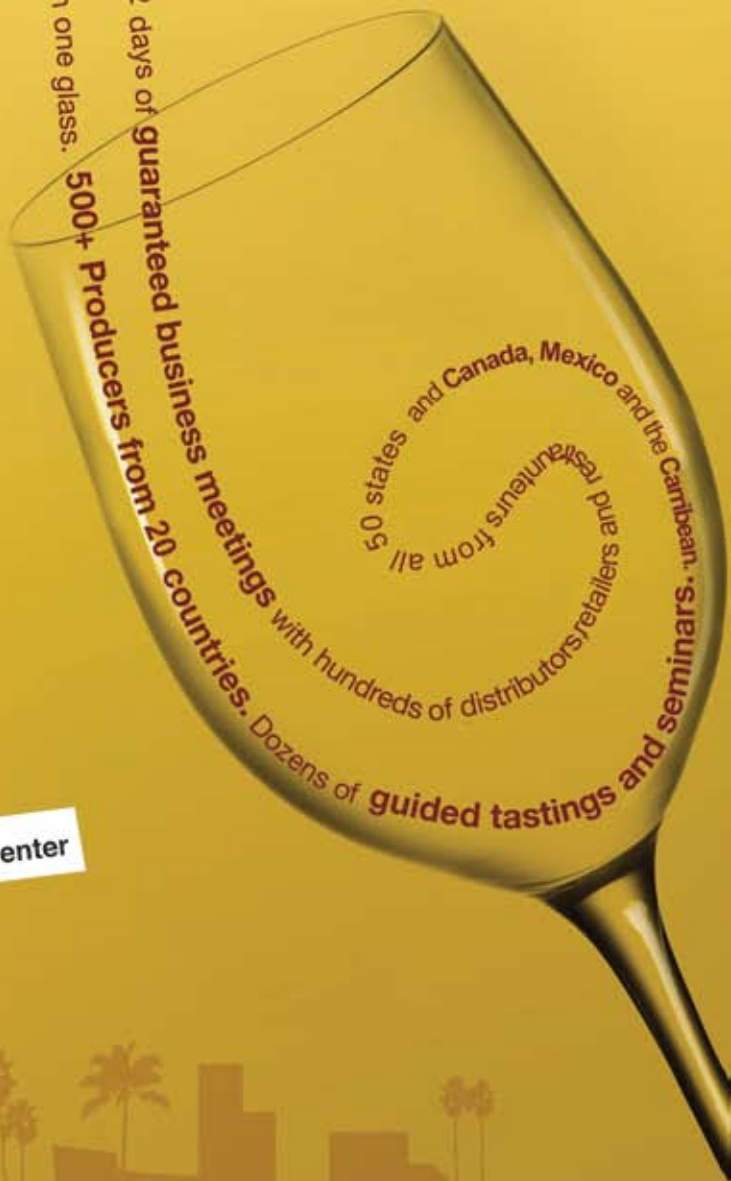




FLORIDA'S LARGEST WINE EXPO. 2 days of guaranteed business meetings with hundreds of distributors, retailers and restaurateurs from all 50 states and Canada, Mexico and the Caribbean.

1500+ wines from around the world all in one glass.



500+ Producers from 20 countries. Dozens of guided tastings and seminars.

8th Annual
MIAMI
 INTERNATIONAL
 WINE FAIR



September 26-27, 2009 Miami Beach Convention Center



MIAMI INTERNATIONAL WINE FAIR

WHO SHOULD EXHIBIT

Producers/Importers already selling in Florida



- Meet with thousands of Florida on-premise and off-premise accounts
- Find distributors in other states
- Promote your wines before a qualified consumer base just in time for the holiday season

Producers/Importers not selling yet in Florida



- Meet with dozens of Florida distributors looking for new products to add to your portfolios
- Find distributors in other states

Wine Accessories



- Find wholesalers in Florida and other US states
- Acquire new restaurant and retail clients
- Introduce your products directly to consumers and generate instant sales

Wine Country Travel Operators/Agents



- Reach consumers eager to visit and experience the world's leading wine producing regions

WHO IS ATTENDING

Wholesalers/Importers/Brokers

- To taste and discover exciting new wines to add to their portfolios
- To meet with existing suppliers and finalize programming for the holiday season

Restaurateurs/Retailers/Caterers

- To taste and discover exciting new wines with local distribution to add to their wine program. (Nearly 70% of the wines showcased at the Fair are available in Florida)

Wine Aficionados

- To increase their wine acumen through our comprehensive seminar program
- To taste and discover exciting new wines from around the world while learning about the regions and the people that produce them

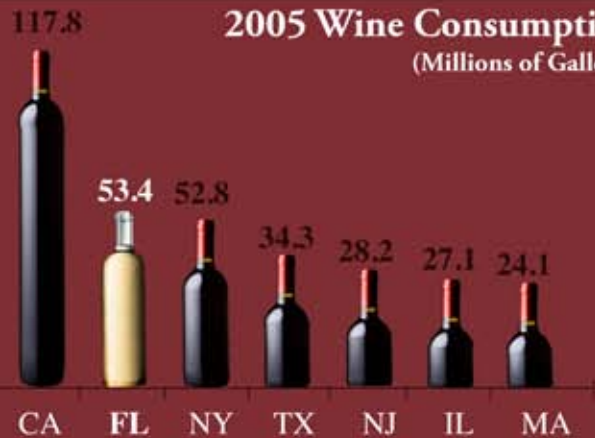
US WINE MARKET

US Wine Sales (in \$billions)



- The United States is the world's largest wine market.
- Per capita consumption is expected to grow by 28 percent over the next three years.

2005 Wine Consumption (Millions of Gallons)



- Today Florida consumes over 54 million gallons of wine per year, generating sales of over \$1.8 billion (nearly 8% of the US Wine Market)

Growth in Wine Consumption (1994-2005)



- With the highest wine consumption growth rate in the nation, Florida became the **second largest wine market** in the country in 2004, surpassing New York.



SEMINAR PROGRAM

For industry professionals and aficionados alike, the Seminar Program at the Miami International Wine Fair provides an extraordinary opportunity to learn about the world's premier wine producing regions in a comfortable, professional and didactic atmosphere. The program covers a wide variety of topics, varietals and appellations, ranging from basic introductory seminars to Bordeaux horizontal tastings, the wines of Priorat, or Chile's best scoring brands. An average of 14 seminars are scheduled every year offering a taste of over 120 wines to nearly 900 visitors.



BUYERS PROGRAM

The Miami International Wine Fair hosts annually hundreds of pre-qualified professional wine buyers from all 50 states in the United States, Canada, Mexico and the Caribbean to meet with participating exhibitors. Thousands of meetings are arranged in advanced based on each exhibitor's country of origin, product profile and expansion needs. While there are thousands of visitors attending the Fair to purchase wine, the Buyers Program guarantees exhibitors a minimum number of meetings with serious suitable buyers.

THE WINE FAIR IN NUMBERS



80,000 Sq. Ft. of exhibit space
1,500+ Wines available for tasting
500+ Wineries represented
20 Countries represented

7.000 VISITORS

(63%Professionals 37% Aficionados)

Trade Attendees

Restaurants/Hotels.....32%

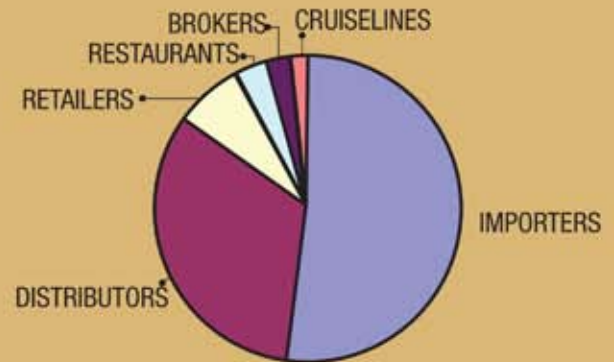
Retailers (Off-Premise).....28%

Wholesalers/Importers.....19%

Consultants/Educators/Press.....13%

Cruiselines/Airlines.....8%

PARTICIPATING BUYERS PROFILE



KEY STATISTICS

	2009*	2008
PARTICIPATING BUYERS	200+	130
PRE-SCHEDULED MEETINGS	2,000	1,024
AVERAGE PURCHASE POWER	\$5.00MM	\$3.85MM
SALES VOLUME GENERATED (CASES)	500,000	300,00
SALES VOLUME GENERATED (DOLLARS)	\$25MM	\$18MM

Preliminary Program

FRIDAY, SEPTEMBER 25

- 12:00PM 1:30PM What sells in America?**
Sit-down guided tasting of America's top selling wines with detailed analysis of producers' viticultural methods, winemaking style, taste profile, branding and marketing strategy.
- 3:00PM 5:00PM Exporting Wine to America – Part I**
Miami Beach Convention Center – 2nd Floor
In-depth seminar for companies without a US importer (simultaneous translation provided)
- 5:00PM 7:00PM Exporting Wine to America – Part II**
Miami Beach Convention Center – 2nd Floor
Walk-around tasting of wines seeking a US importer
- 8:00PM 10:30PM Welcome Dinner**
- 11:00PM After-Party**

SATURDAY, SEPTEMBER 26

- 11:00AM 4:00PM Grand Tasting - Trade & Media**
- 4:00PM 7:00PM Grand Tasting - General Public**
- 11:45AM 6:00PM Seminar Program**
- 8:00PM 10:30PM Buyers Networking Dinner**
- 11:00PM After-Party**



SUNDAY, SEPTEMBER 27

- 11:00AM 4:00PM Grand Tasting - Trade & Media**
- 4:00PM 7:00PM Grand Tasting - General Public**



Contact Info

FOR EXHIBITING AND SPONSORSHIP INFORMATION CONTACT
OUR SALES OFFICE AT [866-887-WINE](tel:866-887-WINE) OR VIA EMAIL AT INFO@MIAMIWINEFAIR.COM



WWW.MIAMIWINEFAIR.COM