

# The easy Company ApS

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Gamlehave Allé 7  
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Taastrup, December 15<sup>th</sup> 2013

To His Excellence Ambassador Valentin Delchev Poriazov,

I am writing to you in order to inform you of a new initiative on the Danish market for the benefit of both our countries.

Allow me to introduce myself. I am a wine connoisseur, a wine importer (Elitevin ApS) and chairman of "Foreningen af Danske Vinimportører" (The Association of Danish Wine Importers). I am 68 years of age and was in fact born into the world of wine, as my father was involved in import/bottling of wine in Denmark in the old days. I have got a new idea as to introduce wine producers to importers and the public in Denmark in the same event.

The background is that wine growers and wine merchants constantly contact me as they are looking for a partner in Denmark which is a valuable market for wine and spirits. Therefore my mission is to connect wine growers and distilleries to importers/distributors, hotels, restaurants, catering and end consumers as well as wine clubs.

The concept of this new idea is to arrange "Den Ny Vinmesse" (The New Wine Fair) for wine growers and distilleries for them to find an importer and together present and sell the wine to consumers in one event:

On the first day producers present their portfolio for wine importers and HoReCa and find a potential importer.

In the evening at The Winemakers' Dinner producers and importers meet and get to know each other in order to make plans for a mutual sales approach to the public the next day.

The second day producers present and sell their wine to consumers together with the potential importer

"Den Ny Vinmesse" takes place on Friday May 23<sup>rd</sup> for professionals and Saturday 24<sup>th</sup> 2014 for consumers and wine clubs at the wine yards of Dansk Vincenter, Byvej 55, Hvidovre. The press will be invited as well during the two days of festival.

I enclose details of the arrangement for your information and ask for your support to this event.

I am at your disposal.

Med venlig hilsen, Yours sincerely  
The easy Company ApS

  
Svend Leth-Møller

Encl. : Program and details of The New Wine Fair 2014

## THE NEW WINE FAIR

The New Wine Fair is a wine fair for wine growers and distilleries who want to meet potential importers, HoReCa and wine journalists the first day for on the next day to present and sell their wine and spirits to consumers and wine clubs – together with a potential importer.

The New Wine Fair is a new, strong concept for wine growers/distilleries who want to enter the Danish market. The producer is able to kill two birds with one stone: To find an importer overnight and present and sell the wine/spirits to the public the very next - with the possibility of assistance of a potential importer from the day before!

The New Wine Fair takes place on Friday 23rd and Saturday 24th May 2014 at Dansk Vincenter, Byvej 55, Avedøre, DK- 2650 Hvidovre, both days from 11-17 o'clock.

### PROGRAM

#### Friday May 23rd

- |             |   |
|-------------|---|
| 10:15-10:45 | Press conference for wine journalists                               |
| 11:00       | Opening ceremony with champagne sabling                             |
| 11:00-17:00 | Wine tasting for importers, HoReCa and wine journalists             |
| 13:00-13:45 | Seminar (theme and speaker follow)                                  |
| 15:00-15:45 | Seminar (theme and speaker follow)                                  |
| 17:00       | End of The New Wine Fair for professionals                          |
| 17:30-18:00 | Evaluation for wine growers/distilleries and plans for the next day |
| 20:00-24:00 | "Winemakers' Dinner" and networking for all professionals           |

#### Saturday May 24th

- |             |   |
|-------------|---|
| 11:00       | Opening ceremony with champagne sabling                   |
| 11:00-17:00 | Wine tasting for consumers and wine clubs                 |
| 16:30       | Deadline for competition of the best red and white wines  |
| 16:45       | Presentation and diploma for the best red and white wines |
| 17:00       | End of The New Wine Fair for consumers and wine clubs     |
| 17:30-18:00 | Evaluation for wine growers and distilleries              |

## PRICE LIST

- 1. Booth manned by yourself** with table 180 x 75 cm and white table cloth for 2 days. Sandwich at lunch. Enrollment on the exhibitors' list [www.dennyvinmesse.dk](http://www.dennyvinmesse.dk) respectively [www.thenewwinefair.eu](http://www.thenewwinefair.eu) and a profile advertisement from order received till June 2014 incl. at [www.marketplace4wine.com](http://www.marketplace4wine.com) EUR 400,00
- 2. Winemakers' Dinner** and networking Friday evening at Hotel Scandic, Kettevej 4, DK-2630 Hvidovre. Importers, HoReCa and journalists are also invited. Each exhibitor brings 1 or 2 bottles of wine/spirits for mutual enjoyment during the evening, per person EUR 100,00
- 3. Booth unmanned** with your wines on a long table and white table cloth for 2 days. The easy Company ApS sees to it that up to 6 bottles of wine samples received are opened and presented with leaflets received from the wine growers at the correct serving temperature for the audience to taste themselves. Enrollment on the exhibitors' list [www.dennyvinmesse.dk](http://www.dennyvinmesse.dk) respectively [www.thenewwinefair.eu](http://www.thenewwinefair.eu) and a profile advertisement from order received till June 2014 incl. on [www.marketplace4wine.com](http://www.marketplace4wine.com) EUR 450,00
- 4. Booth manned by 1 Danish wine professional** from The easy Company ApS with table 180 x 75 cm and white table cloth for 2 days. You will receive a CV from the person in question. Enrollment on the exhibitors' list [www.dennyvinmesse.dk](http://www.dennyvinmesse.dk) respectively [www.thenewwinefair.eu](http://www.thenewwinefair.eu) and a profile advertisement from order received till June 2014 incl. on [www.marketplace4wine.com](http://www.marketplace4wine.com) EUR 1.075,00
- 5. Profile advertisement in 6 months** on på [www.marketplace4wine.com](http://www.marketplace4wine.com) June-December 2014 EUR 50,00
- 6. Profile advertisement for 12 months** on [www.marketplace4wine.com](http://www.marketplace4wine.com) January-December 2015 EUR 95,00
- 7. Hotel, transfer and dinner**, 3 nights at Hotel Scandic Hotel, Hvidovre 4, Kettevej 4, DK-2650 Hvidovre, transfer from hotel to exhibition and vice versa, 2 dinners (Thursday and Saturday) as well as Winemakers' Dinner (Friday) EUR 895,00
- 8. Total package as follows:** Hotel for 1 person in 3 nights at Scandic Hotel, Kettevej 4, DK-2650 Hvidovre, transfer with bus from hotel to fair and vice versa, dinner Thursday and Saturday as well as Winemakers' Dinner Friday evening. Booth for 2 days with table 180 x 75 cm and white table cloth. Enrollment on the exhibitors' list [www.dennyvinmesse.dk](http://www.dennyvinmesse.dk) respectively [www.thenewwinefair.eu](http://www.thenewwinefair.eu) and a profile advertisement from order received till June 2014 incl. on [www.marketplace4wine.com](http://www.marketplace4wine.com) EUR 1.250,00

The number of booths is limited and booked in the order of acceptance.  
Subject to changes in program, misprints and external price increases.