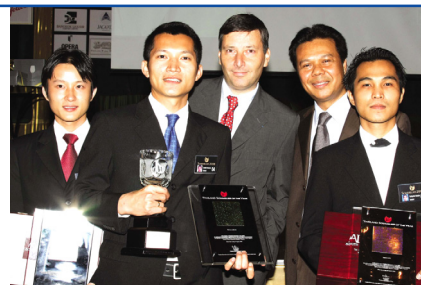


Sommelier 2009

BORDEAUX



BORDEAUX

THAILAND
Sopexa



CAMPAIGN FINANCED WITH
THE ASSISTANCE OF THE EUROPEAN UNION

THAI
Smooth as silk

"The second year of Thailand's most prestigious wine event will be held on 31 July 2009 at the Dusit Thani Bangkok," confirms Joe Sriwarin, President of 'Thailand Sommelier of the Year' and Editor of 'Wine Today' magazine.

This year's event is sponsored by the Bordeaux Wine Council (CIVB), Thailand Sopexa, Wurttemberg Wine Region, Pommery Champagne, Thai Airways and Penfolds, and is supported by the Dusit Thani Bangkok and more than 40 other partners, including wine producers, wine distributors and related businesses.

'Thailand Sommelier of the Year 2009' is the ultimate competition for local wine service professionals. The 20 finalists, all Thai nationals, will compete in an internationally recognised sommelier competition which will be staged from 10am to 4pm at D'Sens Restaurant on the 22nd floor of the Dusit Thani Bangkok.

Sixty-five wine service professionals from top hotels and restaurants around the country are already competing in a 3-stage test to reach the final round of 'Thailand Sommelier of the Year'. Twenty surviving finalists will then compete in a 5-hour gruelling test of 50 multiple choice questions and a written exam. They will also be interviewed by a judging panel of international professional sommeliers, and take practical tests which will include wine pairing with food, opening wine bottles from a wine basket and an ice bucket, opening a Champagne bottle, decanting, and making a live wine commentary before the judges.

On the evening of the same day, the winner and two runners-up will be announced at a 'Grand Wine Tasting and Cocktail Reception', which will be held at the Dusit Thani's Napalai Ballroom from 6pm to midnight.

At the reception, over 100 different wines will be available for tasting and to accompany a sumptuous array of international delicacies such as imported ham, oysters, foie gras and cheeses. Lucky draws and a fine wine auction for charity will complete the evening festivities.

The winner of 'Thailand Sommelier of the Year 2009' will receive a trophy, a two-week wine education trip to France and 20,000 baht cash expenses; while the two runners-up will travel in the German wine regions for 10 days and receive 10,000 baht cash expenses apiece.

About 1,000 high-profile Wine Today members and Food & Beverage professionals are expected to attend this annual wine event, and part with a THB 1,500 (US\$42.00) entrance fee.

Tickets for the public will be sold in advance and will not be available at the door.

For further information or ticket inquiries, please contact 'Wine Today' magazine direct on (66) 0 2390 2551-3, or else wine distributors supporting the event.



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