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Cathay Pacific Hong Kong International Wine & Spirit Competition announced as Asia's largest

Organisers of the inaugural Cathay Pacific Hong Kong International Wine & Spirit Competition (Cathay Pacific Hong Kong IWSC) have announced an overwhelming response from the international wine community, with the number of entries received positioning it as the largest wine competition in Asia.

Around 1300 wines from around the world are set to be judged in the competition from 31 October to 3 November, with results to be announced at a gala event on 4 November.

Debra Meiburg MW, director of the Cathay Pacific Hong Kong IWSC, said "The Cathay Pacific Hong Kong IWSC is the world's first authentically Asian wine competition, supported by key factors such as Asian judges, the inclusion of Chinese food and wine pairing categories, and awards for the best wines produced in key Asian countries, including China.

"This unprecedented response from winemakers and distributors around the world is testament to the growth and global importance of the Asian wine market. The Cathay Pacific Hong Kong IWSC is all about putting Asian tastes on the international wine map and highlighting 'Asia's choice, Asia's voice'."

Simon Tam, director of the Cathay Pacific Hong Kong IWSC, said "With the Asian market's wine consumption growth around seven times the global average, a comprehensive wine guide tailored specifically for the Asian palate is well overdue. Results are expected to differ significantly from those of many other wine competitions, which is tremendously exciting.

"Having received the level of entries that we have, the Cathay Pacific Hong Kong IWSC will be the premier wine voice of Asia, offering the Asian wine lover guidance on the very best wines for the Asian palate and cultural consumption patterns.

"Additionally, with a team of Asia's most experienced chefs and wine professionals judging the best wines to pair with favourite Chinese dishes, including Cantonese dim sum, Kung Pao Chicken, braised abalone and Peking Duck, we expect Asian food lovers around the world will be eagerly anticipating the results."

Trophies will be awarded in varietal, stylistic, food and wine pairing, regional and best value categories.

The Cathay Pacific Hong Kong IWSC is being run in conjunction with the Hong Kong Trade Development Council's Hong Kong International Wine and Spirits Fair, which will see thousands of members of the wine trade visit the Hong Kong Convention and Exhibition Centre between 4 and 6 November.

The Cathay Pacific Hong Kong IWSC is supported by Cathay Pacific, South China Morning Post, The Upper House, Riedel, Crown Wine Cellars and Lonimar Australia.

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