



XIBARITA
SPANISH
FOOD & WINES
by Juerui Industry

爵瑞实业
五月刊

Juerui Industry
MAY NEWSLETTER

过往活动 Previous event

爵瑞实业作为西班牙美食美酒文化传播者参与SIAL展会 JUERUI INDUSTRY AS THE SPANISH FOOD AND WINE SPREADER AT SIAL FAIR

5月14日至16日，亚洲最大、全球第三大的国际创新食品展-中食展在上海举行，约有3000家参展商展示了来自世界各国和地区的最新产品和食品趋势。展会聚焦“国际、专业、贸易”主题，以促进进出口贸易为重点，因此，中食展被视为亚洲领先的食品贸易盛会。值此契机，爵瑞实业积极参与其中，通过西班牙ICEX展台，展示推广西班牙美食美酒产品，使人们了解西班牙美食的多样性，吸引了众多参观者驻足洽谈。展会上，西班牙知名的顶级厨师们还受邀进行现场烹饪秀，并使用爵瑞实业旗下优质产品作为其主要食材。

From May 14th to 16th it was held in Shanghai the Asia's largest and the 3rd biggest food innovation exhibition in the world. There were around 3000 exhibitors showcasing their latest products and food trends from countries and regions worldwide. The event emphasized on "international, professional and trade", and focused on promoting import and export business. As a result, SIAL China can be seen as the leading food marketplace in Asia. In this occasion Juerui Industry was present at the ICEX booth, within its Gastronomic Space, to help promoting and advising on Spanish products and gastronomy and letting people understand about the versatility of Spanish cuisine, which attracted a lot of visitors. Well acclaimed top chefs were invited to carry out a show cooking, using Juerui Industry products in most of their recipes.

SIAL
INSPIRE FOOD BUSINESS

LOOK DEEPER
食有深奥

Shanghai

Asia's largest food innovation exhibition

14-16 MAY 2019
SHANGHAI

上海爵瑞实业邀请您参观我们
SHANGHAI JUERUI INDUSTRY
Invites You to visit us at:

BOOTH NUMBER 展位号:
ICEX ESPACIO
GASTRONÓMICO - W4F70

JUERUI INDUSTRY
SPANISH FOOD & WINES
SPREADER IN CHINA
西班牙美食美酒文化传播者



西班牙CARA NORD酒庄来访周 CARA NORD WINERY VISIT WEEK

五月是属于爵瑞实业和西班牙CARA NORD酒庄的季节，酒庄亚洲代表Ruud Karsdorp先生到访上海，在一周时间内进行了多场葡萄酒推广活动。来自加泰罗尼亚的CARA NORD葡萄酒珍品，是由生长在普拉德山脉高海拔地区，巴尔贝拉法定产区的葡萄，在干净无污染环境中酿造出的与众不同的美酒，也是限量生产出的具有独特感官品质的原味珍酿。来访期间，已成为CARA NORD葡萄酒爱好者的Commune Social和RAC餐厅分别举办了两场葡萄酒晚宴活动，并取得圆满成功，座无虚席，获得来宾们一致好评。爵瑞实业表示希望CARA NORD酒庄成为长期合作伙伴，共同努力在中国市场推广酒庄美酒。

May was the month for Juerui Industry and CARA NORD cellar. Mr. Ruud Karsdorp, the winery representative in Asia arranged a visit in Shanghai and helped to promote the wines during a whole week. There were days full of commercial visits, activities and events. CARA NORD treasures from Catalonia were featured, vines from D.O Concaba de Barbera, growing at altitude in the Prades Mountains under difficult conditions, creating unusual wines in a clean and unpolluted environment. The result is a limited production of original wines with unique organoleptic qualities. The Commune Social and RAC were the places targeted to hold both events, as they have been declared lovers of CARA NORD wines. The wine parties were a total success being both events fully booked and good and positive feedback from the attendants. We hope CARA NORD to be a long term partnership for Juerui Industry and we work together to promote the wines in Chinese market.

