Niches, fairs to drink to

Some areas of Singapore's wine industry are showing promise as palates become more sophisticated, reports CHRISTOPHER LIM

We love the idea of a national wine festival, such as the annual International Wine & Food Fair (IWFF) here, to raise consumer awareness of wine and food. However, the current format of such festivals is often too broad and fails to appeal to niche markets. A festival that caters to specific wine tastes or regions can attract a more devoted audience and provide opportunities for wine producers and retailers to connect with consumers. The success of such events depends on careful planning and execution, and it's important to consider the demographics and preferences of the target audience. The festival should also provide educational opportunities, such as wine tastings and seminars, to enhance the overall experience for attendees. With the growing interest in wine, there is potential for such events to become a significant part of Singapore's cultural landscape.