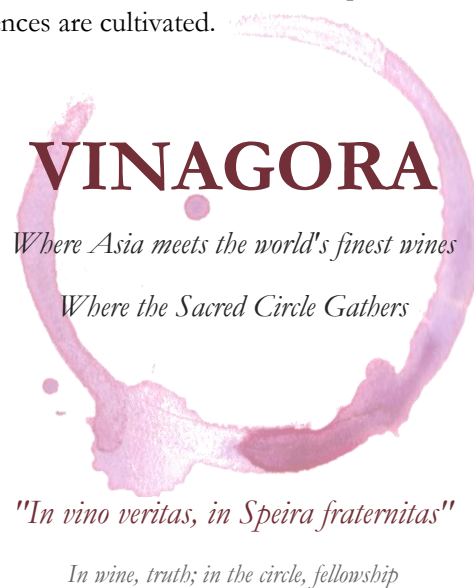




Wine has always been humanity's companion in celebration, contemplation, and connection. From ancient Greek symposia to modern Asian metropolises, wine brings people together in meaningful ways. **Vinagora** exists to honor this tradition—creating contemporary wine experiences that combine Old World authenticity with New World innovation.

VINAGORA revives this tradition for modern connoisseurs. We are curators of exceptional wines and trusted advisors to collectors, prestige brands, estates, and establishments across Asia.

The name "**Vinagora**" itself speaks to our mission: a wine marketplace where knowledge is shared, relationships are forged, and extraordinary experiences are cultivated.



Speira (σπεῖρα) was the name for the sacred fellowships of ancient Roman Portus who gathered around wine not as refreshment, but as ritual and communion.

These Dionysian circles united priests, merchants, and patricians in reverence of Dionysus, god of wine. They understood that wine, approached with reverence, becomes a portal to culture, memory, and connection.

SPEIRA revives this timeless tradition: a modern fellowship for those who experience exceptional wine not as mere consumption, but as cultural remembrance.



Speira



VinAgora





VinAgora

WHAT WE DO

For Collectors & Hosts

- **Wine Masterclasses**

Led by Wine Experts, estate owners, and world-class sommeliers

- **Wine Pairing Dinners**

Multi-course experiences co-designed with Michelin-starred chefs

- **Wine Trips**

Immersive explorations of legendary estates and winemakers

- **Wine Procurement**

Access to allocation wines, rare vintages, verified provenance

- **Wine List Curation**

For restaurants, hotels, and private collections

- **Wine Service Training**

Technical protocols, regional knowledge, guest communication

For Wineries & Trade

- **Asian Market Entry**

Market analysis, pricing strategy, distribution partners

- **Brand Representation**

Trade outreach, sommelier education, media relations

- **Premium Event Production**

Walk-around tastings, dinners, masterclasses, trade gatherings

- **Import Logistics & Compliance**

Customs, storage, transport, licensing across Asian markets

- **Full Event Production**

End-to-end: concept, venue, wine logistics, AV, communications

WHY VINAGORA

True Independence

No inventory to sell. No distribution agreements to fulfill. Our advice serves your interests alone—whether you're building a collection, designing a wine program, or seeking Asian representation.

Dual Heritage

European soul, Asian expertise. We speak both languages—literally and culturally. We understand why Burgundian vignerons treasure their heritage, and we know how to translate that reverence for Asian audiences.

Single Point of Accountability

From customs clearance to glassware selection to speaker briefings—one contact, one standard, one team ensuring excellence across every detail.



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THE FOUNDER

Franklin Huber embodies Vinagora's bridge between worlds. Trained as a winemaker in Burgundy (Lycée Viticole de Beaune, Master in Wine Marketing and Management, Bordeaux International Wine Institute (BIWI), INSEEC Business School), he has spent close to two decades in Asian wine markets, since 2007—from General Manager of a leading regional importer to building deep networks across Singapore, Thailand, Indonesia, Korea, Hong Kong, and Japan. The list has no limit, and we are ready to work in any new territory.

This dual expertise allows him to speak both languages: understanding why Burgundian vignerons treasure their heritage, and knowing how to translate that reverence for Asian audiences who share the same respect for craft and tradition.



THE TEAM

A curated network of senior specialists—senior sommeliers, winemakers, logistics experts, event producers, legal advisors—assembled precisely for your project's unique requirements.

THE INVITATION

Whether you seek a masterclass for 15 devoted enthusiasts, a pairing gala dinner showcasing your estate's legacy, a trade event bringing 500 industry professionals together, or strategic guidance entering Asian markets.

We don't organize events. We design the experiences that become your legacy.

Bring us your vision, and we'll create the circle where it becomes legend.

CONTACT

VINAGORA - A Division of SPEIRA PTE. LTD.

160 Robinson Road, #14-04

Singapore Business Federation Center

Singapore 068914

Franklin Huber - Founder & Managing Director

Mobile: +66 82 551 9213 (WhatsApp)

Email: franklin@speira.sg
fh@vinagora.sg

Web: www.vinagora.sg



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OUR SERVICES: FROM VINEYARD TO GATHERING

I. FOR PRIVATE COLLECTORS & CORPORATE HOSTS

Wine Masterclasses

Educational experiences designed for deep engagement, led by world-class experts:

- Estate owner presentations showcasing family heritage and winemaking philosophy
- Vertical tastings exploring vintage character and aging potential
- Regional deep-dives revealing terroir's influence across appellations
- Thematic explorations (e.g., "The 1990 Vintage: 34 Years of Evolution")

Our masterclasses combine three essential elements: comprehensive educational materials (speech scripts, reference booklets, tasting notes), premium glassware and service, and speakers who bring both expertise and storytelling ability.

Wine Pairing Dinners

Meticulously orchestrated multi-course experiences where wine and cuisine enter true dialogue:

- Menu and wine program co-designed with Michelin-starred chefs
- Service choreography ensuring optimal temperature, glassware, and sequence
- Sommelier or estate owner presentations contextualizing each pairing
- Seating design facilitating meaningful conversation and fellowship

Recent examples: Icons of Tuscany, On the Road to French Great Classics in Vintage 1990, Duet of the Tenors - Old World vs New World comparative tasting

Immersive Wine Trips

Guided vineyard explorations connecting participants directly to source:

- Private estate visits and winemaker encounters
- Cellar tours revealing production philosophy and technique
- Regional cultural experiences (local gastronomy, historical sites)
- Small group sizes ensuring intimate, meaningful engagement

Wine Procurement Services

Access to exceptional bottles through our European and Asian networks:

- Allocation wines from prestigious estates
- Rare vintages from private collections and auctions
- En primeur advisory and purchasing representation
- Provenance verification and authentication

Wine List Curation & Cellar Consulting

Strategic guidance for restaurants, hotels, and private collectors:

- List design reflecting your identity and clientele
- Supplier relationships and pricing negotiation
- Storage solutions and cellar management
- Staff training on service and storytelling



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Wine Service Training

Professional development for hospitality teams:

- Technical service protocols (opening, decanting, temperature, glassware)
- Regional and varietal knowledge appropriate to your list
- Wine and food pairing principles
- Guest communication and sales techniques



II. FOR WINERIES & WINE TRADE

Asian Market Entry Strategy

Comprehensive research and recommendations for producers seeking Asian presence:

- Market analysis by country (regulatory environment, distribution channels, consumer preferences)
- Competitive landscape assessment
- Pricing strategy and positioning recommendations
- Distribution partner identification and vetting
- Marketing and communication strategies tailored to local markets

Brand Representation & Ambassador Services

We serve as your Asian presence, representing your estate with the devotion and knowledge it deserves:

- Trade outreach and relationship building with importers, distributors, key accounts
- Sommelier education programs and industry tastings
- Media relations and wine writer engagement
- Consumer events and brand activations
- Ongoing market intelligence and feedback

Premium Wine Event Organization

Full-service production for trade and consumer gatherings:

Walk-Around Tastings

- Floor plan and booth design
- Exhibitor prospection and registration management
- Complete wine logistics (import, customs clearance, storage, delivery to booth, returns)
- Equipment provision (glasses, spittoons, coolers, signage)
- On-site operations management (temperature control, ice service, glass polishing, spittoon emptying)
- Staff coordination (hostesses, sommeliers, security)

Wine Dinners & Masterclasses for Trade

- Theme development in collaboration with participating estates
- Venue selection and contract negotiation
- Ticketing platform setup and management
- Speaker selection and briefing (sommeliers, MWs, estate owners)



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- Complete event coordination and service

Import Logistics & Regulatory Compliance

Navigating Asia's complex wine import requirements:

- Customs clearance and duty management
- Storage solutions (temperature-controlled facilities)
- Transport coordination (international and domestic)
- License validation (alcohol service and sales permits)
- Tax compliance (ticketing taxes, import duties, excise)
- Legal representation where required



III. FULL EVENT PRODUCTION CAPABILITIES

For projects requiring comprehensive orchestration, Vinagora provides end-to-end production:

Event Design

- Objectives assessment and concept development
- Target audience definition and outreach strategy
- Program design (tasting formats, dinner sequences, masterclass themes)

Venue & Vendor Management

- Operational requirements assessment
- Feasibility validation and budget development
- Contract negotiation (venues, caterers, restaurants, suppliers)

Logistics Mastery

- Wine logistics (import, customs, storage, transport, returns)
- Equipment logistics (glasses, decanters, coolers, audiovisual, furniture)
- Large-scale glassware management including polishing
- Waste management (cardboard, bottles, glass recycling)

Installation & Execution

- Floor plans, table arrangements, booth layouts
- Audiovisual setup and lighting design
- Signage, banners, and wayfinding
- Wine placement and display
- Day-of coordination ensuring seamless operations

Communication Materials

- Brochures, booklets, tasting cards, menus
- Design and printing coordination
- Photography and videography
- Music curation



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