

DYNASTY

酒の王朝

Press Release

Dynasty Fine Wines Pays Homage to China's Fabled 'Four Gentlemen' With Online Launch of Wisemanship Wine Collection

*Classic tribute to traditional Chinese culture at special promotional price
through Dynasty's internet retail portal from July 3, 2014*

(Hong Kong, July 3, 2014) – China's leading premium winemaker Dynasty Fine Wines is launching a unique tribute to traditional Chinese folklore online from July 3, 2014.

To celebrate the launch of the four superlative vintages, a special promotional price will be available through Dynasty's online platform www.dynasty-wines.com/shop.

Paying homage to the fabled Four Gentlemen – also known as the Four Noble Ones – of ancient Chinese legend, the Wisemanship Wine Collection was widely admired and acclaimed when previewed by the wine trade last month at VINEXPO Asia-Pacific 2014 in Hong Kong. Among visitors and VIPs at the expo was Hong Kong's Secretary for Commerce & Economic Development Gregory So Kam-Leung, GBS, JP.

With elegant floral packaging, the four wines are named after four plants representing the admirable qualities of character and refined skills in traditional Chinese scholarship –the plum blossom (*Fiera*), orchid (*Elegantia*), bamboo (*Modesta*) and chrysanthemum (*Ravissantia*).

The premium collection replicates those admired qualities among the finest wines produced in China today with its official launch to Hong Kong and China wine lovers through the online sales platform.

The promotional prices are on offer until end of February 2015, making a perfect gift option for upcoming festive events such as Mid-Autumn, Christmas and Chinese New Year.

Priced HK\$118 (original price HK\$198), *Fiera* is an off-dry, pale gold blend of Muscat, Italian Riesling and a hint of Chardonnay, delightful for summer with refreshing aromas of rose, citrus and tropical fruits.

Glossy dark ruby *Elegantia*, also HK\$118 (original price HK\$198), blends premium international Merlots, matured in oak for complex sweetness with fascinating aromas of violet, cherry and blackberry.

Among two complementary upscale blends priced HK\$198 (original price HK\$348), elegant ruby *Modesta* is a dry Merlot matured in French oak with a delightfully sweet aroma of blackberry, coffee, grilled meat and cream.

Ravissantia, also HK\$198 (original price HK\$348), is a full-bodied Cabernet Sauvignon matured in French oak for 18 months with strong aromas of clove, cinnamon and liquorice, and fruity flavour of

red berries, black cherries and mulberries. With a dark ruby hue, it also exudes a hint of sweet pepper and eucalyptus.

The Wisemanship Wine Collection is also available as a box set of all four distinguished wines, priced HK\$618 (original price HK\$999).

“This classic collection harvests the fruit of our dedication to excellence over 34 years, aspiring to produce genuinely fine wine in China,” said Dynasty Fine Wines Chairman and Executive Director Mr Hao Feifei.

Headquartered at Chateau Dynasty in Tianjin in partnership with France’s Remy Cointreau, Dynasty is renowned as China’s leading fine winemaker.

Dynasty last year collected three top awards at the “2013 Cathay Pacific Hong Kong International Wine & Spirit Competition” – including the most prestigious “Best Wine from China Trophy” – from more than 1,800 wine entries representing over 30 Chinese wine regions.

At the same time, Dynasty “Wisemanship Wine Collection – Fiera” garnered a silver medal in the 2014 Decanter World Wine Awards, the only Muscat wine from China honored this year.

Underlining the renown of the brand in Greater China, it was also the only winemaker to collect a Gold Award in metroBox magazine’s “2014 Prime Awards for the Best Brand Enterprise in Great China”.

Dynasty also represents world renowned wineries from France, New Zealand and Spain through its expanding marketing, retailing and distribution network in China.

- Ends -

About Dynasty Fine Wines Group Limited

Dynasty Fine Wines Group Limited is the premier winemaker in the People’s Republic of China. Established in 1980 as a joint venture with Remy Cointreau, its award-winning history is a remarkable reflection of the proud traditions and state-of-the-art expertise of Remy Cointreau, one of the world’s leading wine and spirits operators. Dynasty takes the lead in China’s wine industry, introducing world-class advanced wine-making equipment, new processes and technologies.

Capturing the robust growth potential of the Chinese wine market, Dynasty produces a diverse range of wine and spirits, from high-end traditional vintage wines to reasonably-priced wines targeted at young and supplicated customers. With more than 100 wines within five main product categories – red wines, white wines, sparkling wines, brandy and icewines – Dynasty’s diversified wine portfolio caters to a range of consumer tastes and preferences.

2010 marked the grand opening of Chateau Dynasty. This European-style wine chateau is the largest in Asia, showcasing the world’s top wines with an underground ‘cellar’ museum presenting the history of wine and wine-making.

- Ends -

For more information or request high resolution images, please contact :

PR Representatives
 Jin Communications
 Joyce Li | Minnie King
 T : (852) 3987-8458
 M : (852) 9270-2131 | 9728-8472
 E : joyce.li@jin-comm.com | minnie.king@jin-comm.com



Dynasty Fine Wines' 'Wisemanship Collection' is a collection of four superlative vintages is named after the Four Gentlemen, also known as the Four Noble Ones, of ancient folklore (special offer HK\$618; original price HK\$999)



Fiera is an off-dry blend of Muscat and Italian Riesling with a touch of Chardonnay, with a delightful pale gold colour and refreshing aromas of rose, citrus and tropical fruits (special offer HK\$118; original price HK\$198)



Elegantia is a premium Merlot matured in oak for a glossy dark ruby colour, fascinating aroma of violet with cherry and blackberry, and complex sweetness (special offer HK\$118; original price HK\$198)



Modesta is a similarly dry Merlot matured in French oak, with an elegant ruby colour and delightfully sweet aroma of blackberry, coffee, grilled meat and cream (special offer HK\$ 198; original price HK\$348)



Ravissantia is a full-bodied Cabernet Sauvignon, mature in French oak barrels for 18 months for a pleasant dark ruby hue and fruity taste of red berries, black cherries and mulberries (special offer HK\$ 198; original price HK\$348)



Paying homage to the fabled Four Gentlemen – also known as the Four Noble Ones – of ancient Chinese legend, the Wisemanship Wine Collection was widely admired and acclaimed when previewed by the wine trade last month at VINEXPO Asia-Pacific 2014 in Hong Kong. Among visitors and VIPs at the expo was Hong Kong's Secretary for Commerce & Economic Development Gregory So Kam-Leung, GBS, JP (5th from the right).