

[Press Release]



**Dynasty Launches “Classic” Wine Series Nationwide  
Targeting Banquets of Mass Market**

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**Promotes Sales and Marketing Reform  
through Mass - scale Campaign**

(Hong Kong – 15 August 2019) Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a premier winemaker in China, is pleased to announce the launch of its mid-range product Dynasty “Classic” wine series in July. The new series comprises two products namely “Dynasty Dry Red Wine (Classic)” and “Dynasty Medium Dry White Wine (Classic)” priced around RMB100. Currently positioned as wines to be served at banquets, the Group targets to make the Dynasty “Classic” wine series as table wines for standard banquets of Chinese people.



Dynasty’s senior management hosted the “Classic” wine series launching ceremony

**Mr. Sun Jun, Chairman of Dynasty**, said, "China's wine market is shifting from the high-end luxury sector to the 'mass market'. With mass consumption entering the mainstream, both domestic and imported wines are concentrating on developing the mid-range market and the banquet sector has turned into a key growth driver of the mass wine market. Seeing the growing demand for personalised, diversified and quality wine products from consumers, Dynasty, as China's first Sino-foreign joint venture wine company, has created quality products by integrating the superb winemaking techniques of France and China. Thanks to the strong support from the French wine giant and one of our major shareholders, Remy Cointreau, we are confident that the 'Classic' wine series will be well-received by the market which appreciates its high value-for-money, and will serve as another business growth driver for the Group".

Dynasty actively expanded its product series this year. In addition to the new high-end product "Dynasty Air Dry Red Wine" series released this April and the "Classic" wine series debuted in July, Dynasty will also bring to the market mid-range and high-end products priced around RMB200 and RMB300 in the near future. Together with the existing "Air Dry" product series sold nationwide as well as products with regional characteristics, Dynasty is offering a more comprehensive range of products to customers.

Dynasty has also kicked off its key marketing campaign in 2019 with "showcasing in 10,000 shops, hosting 1,000 wine tasting events and organising 100 plant visits" as its theme. While covering the whole country, the campaign focuses on core prefectural-level markets in the regions including Shanghai, Zhejiang, Fujian, Jiangsu and Tianjin, spans Northern and Eastern China and concentrates on the development of markets with strong potential such as Anhui, Hunan, Henan and Hubei. To complement the penetration to key counties of these regional markets, Dynasty will develop more channels and embark on initiatives such as new product investment promotion and wine tasting workshops.

The campaign involves selecting about 10,000 shops across 16 provinces and cities in China for showcasing the "Dynasty" brand and products in a bid to strengthen product promotion, and also hosting about 1,000 professional wine tasting events for Dynasty wines to speed up customer development and marketing. Besides, the Group joins hands with its channel partners to organise a hundred plant visits, which not only forge closer bonds with clients and facilitate closer cooperation, but also showcase its products, quality and corporate strength. In this way, Dynasty can build a new and dynamic brand image among clients and consumers.

**Mr. Sun Jun, Chairman of Dynasty**, said, "Looking ahead, we will continue to optimise our product mix and set the clear goal of 'strengthening point of sales, shaping a fresh quality image and capturing new customers'. We will also strive to build a model market and push forward the mass-scale marketing campaign to realise marketing innovation and an upgrade in products and branding. By focusing on blockbuster products, key provinces, market channels and resource investment, we will be able to gain higher popularity and a better reputation and create a new profile in the retail sector as well as in the retail end, market, industry and society. Meanwhile also drawing on the Group's competitive advantages, we will continue to bolster the competitiveness of our brand by formulating and executing our strategies, procedures and structure".

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### **About Dynasty Fine Wines Group Limited**

Founded in 1980, Dynasty is a premier winemaker in China. It is principally engaged in the production and sale of wine products under its reputable Dynasty brand. Dynasty is the first Sino-foreign joint venture wine company in China with Tsinlien Group Company Limited and Remy Cointreau as its major shareholders. The Group produces and sells more than 100 wine products as well as markets about 120 imported ones, providing consumers across all strata in the PRC with high quality products offering excellent value for money.

For more information, please visit:

Company website: [www.dynasty-wines.com](http://www.dynasty-wines.com)

Facebook: [www.facebook.com/DynastyWines](https://www.facebook.com/DynastyWines)

To shop Dynasty's wines online, please visit: [www.dynasty-wines.com/shop/](http://www.dynasty-wines.com/shop/)

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