



## **Dynasty Fine Wines Showcases Premium “Jue” Cask Collection at VINEXPO Asia-Pacific 2012**

***China’s leading winemaker premieres limited edition casks of premium Chinese wine  
Visitors welcome for wine tastings at Booth No: CD58***

(Hong Kong, 29 May, 2012) – China’s leading winemaker Dynasty Fine Wines today premiered a unique new Premium “Jue” (Noble) Cask Collection of limited edition barrels of wine at VINEXPO Asia-Pacific (29-31 May) at the Hong Kong Convention & Exhibition Centre.

Occupying 36m<sup>2</sup> of presentation space at VINEXPO Asia-Pacific 2012, the design of the booth to exhibit this Premium “Jue” (Noble) Cask Collection is an eye-catching showpiece inspired by the mega wine barrels that the wine is sold in. The booth is divided into two levels with a stylish bar area and separate exhibition area providing a spacious and contemporary environment. Three cask wines from the new collection are being showcased over the three days in the forefront for all wine and spirits professionals and media to preview and taste.

The 225-litre limited edition barrels – equivalent to 300 standard 750ml bottles of wine – may be given as prestigious gifts or used as a novel way of serving wine at banquets and special occasions. The Chinese word “Jue” comes from the ancient Chinese text *Yi Jing*, which contains the saying: “I have good ‘Jue’ and I shall savour with you. Representing the concept behind Dynasty’s Premium “Jue” – in English, “noble” - Cask Collection, “Jue” is therefore interpreted as to share fine wines with wine lovers. Dynasty’s Premium “Jue” Cask Collection is showcased in three poetically named categories – *Wisdom*, *Elegance* and *Imperial*.

From the ancient Chinese text, “*Imperial*” represents the sovereigns descending upon the world. The most prestigious cask of all, *Imperial* is blended from premium Merlot and Cabernet Sauvignon grapes from the remarkable vintage of 2003 in Qingtongxia, at the base of the eastern face of Helan Mountain in Ningxia. Quality was enhanced by strict seeding and planting, with production yield limited to 200kg per acre, giving the grapes delicate tannin and a harmonious sugar acidity ratio with a rich colour. Careful production by the winemakers and aging in top-of-the-line new oak barrels for at least 24 months, with temperature and humidity controls for over three years created a wine like a work of art. It is noble, full-bodied with outstanding quality and a silky smooth texture. This wine has aromas of cinnamon, cloves, cocoa and coffee beans. It can be cherished as the highly collectible French Lafite.

“*Elegance*” is a rare virtue of literati – *Elegance* has been produced from Merlot grapes hand-picked in 2005 from Qingtongxia, at the base of the eastern face of Helan Mountain and the northern foothills of Tianshan Mountain in Xinjiang. This production area is dry and cool in summer. The temperature difference between day and night is marked with adequate light that is ideal for the growth of quality grapes. The *Elegance* wine has been stored in newly

constructed French oak barrels for at least 18 months leading up to VINEXPO Asia Pacific, and have produced an elegant ruby red, with complex aromas of vanilla, blackberry, coffee, roasts and mushroom. The texture is smooth and soft, with a long aftertaste leaving a satisfactory experience.

“*Wisdom*” comes from a prudent mind that surpasses the superficial. *Wisdom* features 2007 Merlot and Cabernet Sauvignon grapes produced from vineyards on the eastern foot of Helan Mountain in Ningxia, aged for over 18 months in fine French oak barrels, giving a bright ruby red, with aromas of ripe grape berries, dried fruit and sweet vanilla smell of oak. These rich flavoured and full-body harmonious wines have a strong and long lasting aftertaste.

“This year marks the 32<sup>nd</sup> anniversary of the Group’s establishment and it is our pleasure to be exhibiting at this large scale event. To be included in this event is a testament to the Group’s hard work and we look forward to unveiling our best premium cask wines to the international market at this year’s VINEXPO Asia-Pacific, sharing with our guests the fruit of our dedication to excellence,” remarked Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited.

At their booth, Dynasty Fine Wines are also showcasing Chinese wine specifically for retail in the North American markets, to be distributed through The Wine Group (TWG), one of the top three wine companies in the global market.

As well as producing and exporting some of China’s finest wines, Dynasty works with a number of world renowned wineries from France, Italy, Germany, the USA, Chile and Spain, importing their luxury wines to China with marketing through Dynasty Fine Wine’s expanding distribution network.

To celebrate the official launch of these wines during VINEXPO Asia-Pacific, Dynasty Fine Wines is hosting “Tianjin Dynasty International Wine Co., Ltd Gala Cocktail” at Victoria Harbour during the evening on Wednesday 30 May. Attending winery partners will include J.P. Chenet from France, Henkell Trocken Kardinal from Germany and Santa Helena from Chile.

- 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.

In December 2009, Dynasty launched the Dynasty Club, its first wine cellaring company in Shanghai, which targets the high-end market and discerning customers. 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.

### **About VINEXPO Asia-Pacific**

VINEXPO Asia-Pacific is held every two years, with Hong Kong selected as the venue for the fourth consecutive time. This year, the exhibition space is expanded by nearly 25 per cent to 10,500 sq. m to accommodate over 1,000 exhibitors from 28 countries.

Attendance of wine & spirits professional visitors, including importers, wholesalers, food & beverage managers, sommeliers, restaurateurs, hyper- and supermarket buyers, is expected to break the record 12,617 visitors attending the last VINEXPO Asia-Pacific in 2010.

*Issued by Grebstad Hicks Communications on behalf of Dynasty Fine Wines Group Limited.*

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(From left to right) Madame Dominique Heriard Dubreuil, Chairman of VINEXPO Asia-Pacific; Mr Gregory So, Secretary for Commerce & Economic Development Commerce and Economic Development Bureau – The Government of Hong Kong Special Administrative Region; Mr Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited; Mr Peter Bleser, Parliamentary Secretary of the German Federal Ministry of Food, Agriculture and Consumer Protection; Mr Robert Beynat, Chief Executive of VINEXPO Asia-Pacific



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As well as producing and exporting some of China's finest wines, Dynasty works with a number of world renowned wineries from France, Italy, Germany, the USA, Chile and Spain, importing their luxury wines to China with marketing through Dynasty Fine Wine's expanding distribution network. (From left to right) Mr Arturo Pachero, Director of China for VSPT Wine Group; Mr Sergio Rolando, Marketing Director for Santorsola; Mr Javier Bitar, CEO of VSPT Wine Group; Mr Tino Vergano, Sales Director for Santorsola; Mr Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited; Mr Klaus-Jurgen Kurten, Export Director for Henkell & Co; Mr Joseph Helfrich, President of Les Grands Chais de France