



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO

# Exhibitor & Exhibit Information of the Third China International Import Expo

General No. 11

Food and Agricultural Products (No. 3)



新 时 代 共 享 未 来  
NEW ERA, SHARED FUTURE



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The information on relevant exhibitors, their commodities or services has been provided by corresponding exhibitors of the third CIIE. Meanwhile, such exhibitors will be liable for the truthfulness, accuracy, and validity of what they have provided. The CIIE Bureau just collects, arranges, and releases relevant information.

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It is hereby declared.

Contact: [zsc@ciie.org](mailto:zsc@ciie.org)

China International Import Expo Bureau  
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## Introduction to Exhibition Area

The Food and Agricultural Products Exhibition Area is one of the Business Exhibition's exhibition areas with the largest area and most exhibitors from the widest range of countries. It reflects the highest level of the global food sector and builds a professional trading platform for international food markets.

The Food and Agricultural Products Exhibition Area is planned to cover an area of 90,000 square meters during the third CIIE. In addition to exhibits like meat and dairy products, organic food and prepackaged food will also be displayed to advocate green, healthy and safe production of agricultural products. At that time, multiple enterprises from more than 100 countries will exhibit organic and healthy "local specialties" and all kinds of processed foods integrated with modern science and technology. The exhibitors include not only the enterprises on the list of Fortune Global 500 and industrial leaders but also representative enterprises from countries and regions along the "Belt and Road" and emerging market economies. While expanding their market share in China, they will gather the strength of the whole industry chain to continuously improve the scientific and technological

content in their products in order to provide Chinese consumers with diversified innovative products. To give full play to the role of the CIIE as a platform, the related ministries of the country and business associations will hold a number of supporting activities related to the theme of the exhibition area to provide exhibitors and buyers with relevant policy information and dynamic conditions of food and agricultural products industries.



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## **PERNOD RICARD ASIA DUTY FREE LIMITED**

### **◆ Brief Introduction to Exhibitors**

Pernod Ricard is the world's first-class winemaker and seller. It has participated in the previous two sessions of the CIIE. Pernod Ricard was formed in 1975 by a merger of the two largest wine companies in France, respectively Pernod (founded in 1805) and Ricard (founded in 1932). Headquartered in France, it has 72 manufacturing enterprises with 12,250 employees in the world. Now, it is one of the top three wine and spirits groups.

Official Website: [www.pernod-ricard-china.com](http://www.pernod-ricard-china.com)

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### **◆ Highlights**

#### **Royal Salute 21-Year-Old Polo Estancia Edition**

Royal Salute was created in 1953 to commemorate the coronation of Queen Elizabeth II and is acknowledged as the iconic product of Scotch whiskey. It has a longstanding affinity with polo, the “Sport of Kings”. Capitalizing on the success of the previous Polo Collection, the newly launched Royal Salute 21-Year-Old Polo Estancia Edition is the first in a newly themed Polo collection from Royal Salute: The Iconic Polo

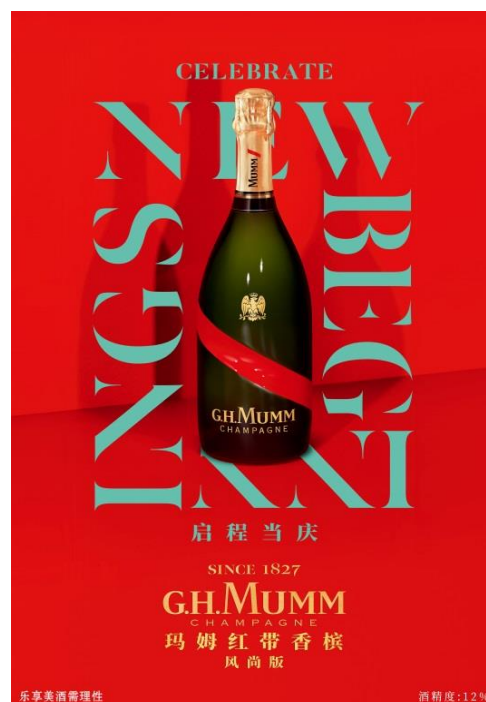
Destinations. This first edition pays homage to “the cradle of Polo”: Argentina. Royal Salute master blender Sandy Hyslop has created a bespoke 21-year-old blend, fully finished in Malbec casks from Argentina. This results in a perfectly paired, rich and velvety smooth liquid overlaid with dark berry notes and a delicate cinnamon spice finish. The signature Polo embossed flagon comes in a bright and deep terracotta. The pack uses complementary colors and depicts warm lively scenes at an estancia, a traditional style ranch in Las Pampas.



Picture 1: Advertising Diagram of Royal Salute 21-Year-Old  
Polo Estancia Edition

## G.H.Mumm Grand Cordon

G.H.Mumm Grand Cordon is the result of the combined dynamism of the oenological team and designer Ross Lovegrove. Their meeting of the minds created an optimal oenological shape with a long and slender neck to accompany the development of aromas in the wine. Visually the bottle is unique. After the lees resting in the Maison's cellar for a long time, Mumm Grand Cordon is finally ready to bring its own landmark flair to any occasion. Lush aromas of ripe peach, apricot and pineapple cascade from the glass, chased by hints of vanilla and caramel, yeast, dried fruit and honey.



Picture 2: Advertising Diagram of G.H.Mumm Grand Cordon





## REMY COINTREAU

### ◆ Brief Introduction to Exhibitors

REMY COINTREAU Group is the world's spirits leader. Listed on NYSE Euronext, REMY COINTREAU, with a goal to pursue the best quality, applies French craftsmanship and history to its every brand and product.

Official Website: [www.remy-cointreau.com](http://www.remy-cointreau.com)

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### ◆ Highlights

#### LOUIS XIII

Since its origin in 1874, LOUIS XIII is an exquisite blend of up to 1,200 eaux-de-vie sourced 100% from the Grande Champagne, the first cru of the Cognac region. Each decanter is the life achievement of generations of cellar masters, bringing tasters a gustatory-olfactory feast.



Picture 3: Advertising Diagram of LOUIS XIII

## **Rémy Martin X.O Cognac Fine Champagne**

The crystal amber liquid perfectly blends a wide spectrum of aromas of midsummer fruit, combined with rich floral notes of white flowers such as jasmine, expressing the excellent quality of the wine.



Picture 4: Advertising Diagram of Rémy Martin X.O Cognac Fine Champagne

## **Rémy Martin Tercet Cognac Fine Champagne**

Rémy Martin Tercet is a unique Cognac Fine Champagne blended from aromatic eaux-de-vie with notes of fresh exotic fruits.



Picture 5: Advertising Diagram of Rémy Martin Tercet Cognac Fine Champagne

## **Rémy Martin CLUB Cognac Fine Champagne**

Rémy Martin CLUB generates intense and complex aromas of preserved apricot and jasmine, making it unique and intoxicating.



Picture 6: Advertising Diagram of  
Rémy Martin CLUB Cognac Fine Champagne

## **Rémy Martin V.S.O.P Cognac Fine Champagne**

The light golden liquid features dominant notes of vanilla, ripe apricot, baked apple, and elegant floral note, fully revealing the perfect harmony of powerful and elegant aromas.



Picture 7: Advertising Diagram of Rémy Martin V.S.O.P  
Cognac Fine Champagne



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## Wilsford Group Pty Ltd

### ◆ Brief Introduction to Exhibitors

Founded in 1855 and headquartered in Barossa Valley, Australia, Wilsford Group is engaged in vineyard management, winemaking and supply chain management. Its several chateaus have been rated as five-star wineries by *Halliday Wine Companion*. As of 2018, wines produced by Wilsford Group won more than 4,000 awards. Wilsford Group has distributors in many provinces and municipalities in China and would like to seek more partners.

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### ◆ Highlights

#### Wilsford Wines

Founded in 1855, Wilsford Winery was named after Wilsford Town which was the owner's hometown in the UK. The century years-old Grenache in the winery is one of the oldest zones in Barossa Valley.



Picture 8: Advertising Diagram of Wilsford Wines

## Burge Family Wines

Burge Family is a family winery located in Barossa Valley. Burge

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Family wines attract lots of wine critics by virtue of its superior quality and taste.



Picture 9: Advertising Diagram of Burge Family

## Magill Brothers Wines

Magill Brothers has vineyards in top

wine-producing regions of South

Australia and still uses the traditional

process passed down from the elder

generation, making its high-quality

wine widely acclaimed by the

industry.



Picture 10: Advertising Diagram of Magill Brothers Wines



## Dionysus Wines

Dionysus Winery was co-founded by master grape grower Norman and senior wine merchant Gilligan in the early 19<sup>th</sup> century. Its vineyards are all over famous wine-producing regions of Australia.



Pictures 11-13: Advertising Diagrams of Dionysus Wines

## Martin Deman Wines

Founded in 1878, the winery boasts vineyards in wine-producing regions such as Limestone and Barossa Valley after four-generation efforts and expansion.



Picture 14: Advertising Diagram of Martin Deman Wines



## Lambert Estate Wine Pty Ltd

### ◆ Brief Introduction to Exhibitors

Founded in 2003, Lambert Estate is headquartered in the world's first-class wine-producing region Barossa Valley in South Australia. Its annual production capacity is up to 2,000-3,000 tons. Now, Lambert Estate has a dozen of importers in China.

Official Website: [lambertestate.com](http://lambertestate.com)

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### ◆ Highlights

#### Wines

**The 2012 Mustang Sally Shiraz:** The palate shows fresh red berries and cherries complimented with tastes of cinnamon, earth and eucalyptus, bringing a dry and mellow finish. **The 2012 Black Sheep:** This unique red blend tantalizes on the palate with ripe fruits of strawberries and plums paired with clove, peppermint and violet, bringing a clean and memorable finish. **The 2012 Merlot** exhibits a perfumed nose of earth and leather. Ripe plums and cherries showcase on the palate with tobacco leaf and a slight hint of cinnamon. Full-bodied, it allows for a deep and rich lingering finish.



Pictures 15 and 16: Product Diagrams of Lambert Estate Wines

**The 2015 Sweet Jane Riesling** shows fresh mandarins along with hints of candied citrus and tropical fruits on the nose. The sweet finish is clean and crisp and invitingly refreshing. **The Prologue PINOT NOIR/CHARDONNAY** is a distinctively fresh Sparking wine with underlying fruit characters of pear (Chardonnay) and fresh strawberries (Pinot Noir). **Thoroughbred CABERNET SAUVIGNON** has blackcurrant and plum characters, fine tannins and a soft finish. It is beautifully structured and elegant, rather than overpowering. **The Chocolatier** leads to aromas of dark chocolate, cherry and toffee with hints of vanillin and walnuts. On the palate butterscotch notes come alive with dried fruits and nuttiness. Whether you choose to drink it plain, put it over fruit or ice cream, it is always a favorite.



Pictures 17-19: Product Diagrams of Lambert Estate Wines





## Australia Royal Star Wine Group

### Brief Introduction to Exhibitors

Royal Star Wine Group is a main-stream wine company established in 2006. It has 8 self-own vineyards and more than 20 cooperative vineyards, which basically cover all well-known production areas in Australia. It uses the leading integrated wine business operation model which has business links including vine-yard, classical winery, bulk and bottled wine production, packaging line, marketing and logistics plus and beyond systems. It is committed to keeping clients ahead of the market with innovative products, and to taste the crystallization of their innovation.

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### ◆ Highlights

#### Royal Star Red Wines

**The 2015 Coonawarra Cabernet Sauvignon** shows a rich flavor and a good structure along with the highlighted notes of blackcurrant, mint, eucalyptus and the baking aroma of the oak barrel, bringing the smooth elegant palate.



**The 2016 McLaren Vale Shiraz BIN509** features aromas of blackberry and blueberry along with the aromas of oak and tannins, making the wine a rich, soft and lingering palate.



**The 2013 Barossa Valley GSM** is a blend of Grenache, Shiraz and Mourvedre. It is overall a lovely, well-balanced wine with full fruit flavor followed by a lengthy palate. Sourced from the well-known production area Barossa Valley, Royal Star Estate uses traditional Basket Pressed Grapes with only 7,000 bottles produced.



**The 2016 Quartet BIN709** is a blend of Cabernet Sauvignon, Shiraz, Merlot & Grenache to produce a wine deep in colour with fruit-forward flavours. Displaying aromas of black fruits, sweet spice and dark chocolate, this wine has an elegant, well-rounded palate. Sourced from the well-known production area Barossa Valley, it is produced through the traditional Basket Pressed Grapes method and stored in oak barrels, with only 1,800 bottles produced.



**The Royal Star CEO Collection** features an elegant and fresh palate and the notes of white pepper and fruits. It is produced through the traditional Basket Press method and the manual wax sealing. Designed with a metal label, it is suitable for being collected.



Pictures 20-24: Product Diagrams of  
Royal Star Red Wines



## Drayton Fong's Family Winery PTY LTD

### ◆ Brief Introduction to Exhibitors

Drayton Fong's Family Winery Pty Ltd was co-founded by British Drayton Family and Fong's Family. The Drayton Family Winery is located at the Hunter Valley, the second-largest wine production base in Australia. It has a history of over 160 years. At present, the company is specialized in producing wines catering to Asians. It has participated in the previous two sessions of the CIIE.

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### ◆ Highlights

#### 17.5° Red Wine

It is a Tawny Port wine suiting Chinese taste. This wine is appropriate for meals. There are three choices by sweetness, red label, blue label and black label, respectively.



Picture 25: Advertising Diagram of  
17.5° Red Wine

## Ginger Red Wine & Coffee Red Wine

The **Ginger Red Wine** shows a featured palate, suitable for men. The **Coffee Red Wine** features the aroma of the coffee, suitable for women.



Pictures 26 and 27: Advertising Diagrams of

## Rosato Red Wine & Moscato Red Wine

The **Rosato Red Wine** is sweet, sour and smooth, suitable for all people. It is the first choice for women. The **Moscato Red Wine** features the aromas of flowers and grape skin. With a low alcohol content, it is suitable for all people and the best choice for women.



Pictures 28 and 29: Advertising Diagrams of Rosato



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Official APP



Official WeChat

We are looking forward to seeing you at the third CIIE.

