



Campaign supported by the European Union

Sweet Bordeaux is at the forefront of sweet wine business in China



In 2013, Sweet Bordeaux continues to drive its wine business in China. It remains dedicated to develop sweet wine industry abroad and within the big picture, ultimately promoting high quality sweet white wines.

This year, Sweet Bordeaux is present on the global main events such as the Vinexpo in Bordeaux, Top Wine China in Beijing, Tang Jiu Hui in Chengdu, ProWine China in Shanghai (13-15 November 2013) as well as the Hong Kong Wine & Dine Festival in coming November.



Sweet Bordeaux at the Hong Kong Wine & Dine Festival, 31 October – 3 November 2013

Each year, this highly successful event attracts more and more Hong Kong people. An increasingly growth of wine tasting at the Sweet Bordeaux booth during the past years has shown that Hong Kong people liked sweet white wines. The Sweet Bordeaux wine is easy to drink. It suits any activities such as cocktail receptions, picnics, wedding parties, banquets, happy hours after work and casual dining.

Joint event with Langham Group on 4 November 2013

For the first time, the Sweet Bordeaux Night will take place this fall at the Backyard of Langham Place Hotel in Mongkok to welcome more than 300 people. This Sweet party is dedicated to celebrating and sharing sweet wine experience from across the Bordeaux region of France with Hong Kong people, more than ten appellations along with delectable assortments of delightful canapés, cold cuts and ham from Charcuterie Bordelaise will be served. Young people, ladies, wine lovers and trendy couples will enjoy an unforgettable sweet evening under a musical and friendly atmosphere at Langham Place.

Presence of Sweet Bordeaux at Top Wine China and Tang Jiu Hui 2013



Press release

Sweet Bordeaux recently attended the Top Wine China 2013, the international wine exhibition in Beijing. During the 3 days-event between 4 & 6 June, Sweet Bordeaux had more than 1200 wine tastings on their stand. It was undoubtedly a great success.

Besides, Sweet Bordeaux was at the Tang Jiu Hui, the International Exhibition of alcoholic beverages taken place in Chengdu, from 28–31 March 2013. At the official opening of the exhibition, the Sweet winemakers welcomed local professionals on their booth at the French pavilion.



Shortly before the Tang Jiu Hui, on 26 March 2013, a French wine tasting for professionals took place at the China Club. This event allowed French wine producers to meet local importers, distributors, retailers as well as Chinese sommeliers, allowing them to taste and discover Bordeaux sweet white wines.

With the presence of Sweet Bordeaux at the Top Wine China and the Tang Jiu Hui in Chengdu, it has enhanced its visibility in China. The extraordinary sweet flavors of Bordeaux wines will surely meet the high expectation of the Chinese consumers!

The Chef of Mira Group to present sweet wine and food pairing

A press lunch will be organized on 4 November 2013 at the Vibes showing Sweet Bordeaux wines to match with various food and delicacies prepared by Alexandre Buytaert, the executive sous chef of Mira Hong Kong. This activity will offer an opportunity for the journalists to meet up with the wine growers and get to know more about Sweet Bordeaux wines.

Moreover, Sweet Bordeaux will join a Private Sweet Wine Tasting which will be held at Azure Restaurant Slash Bar (29/F Hotel Lan Kwai Fong) on the 30th October 2013.

