



S&D German Wines Limited

S&D German Wines Limited

Andrea Springmann

Hong Kong – Tuesday, 18th of January 2011

Canadian Chamber of Commerce



Agenda

1

How I started

2

Why I choose my business

3

What seemed to be working very well

4

What are the problems and the challenges

5

How did I solve these problems and overcome obstacles

How I started

A bottle of wine, an idea, a mission and partners...



**High Quality and Organic
German Wines for Asia**



1

How I started

2

Why I choose my business

3

What seemed to be working very well

4

What are the problems and the challenges

5

How did I solve these problems and overcome obstacles



13.03.2011

© 2011 S & D German Wines Limited













Asia Wine Market

Hong Kong makes a very interesting and attractive development as wine hub in Asia.

No taxes

Wine Fair

Wine Events



Wine and Dine Festival

Wine as investment

Gateway to China

1

How I started

2

Why I choose my business

3

What seemed to be working very well

4

What are the problems and the challenges

5

How did I solve these problems and overcome obstacles

Premium Wine Collection

来自德国的精选葡萄酒

WINES COLLECTION FROM GERMANY



1 **2008 RIESLING DRY**
0.75 l, Winery Baden-Baden

The nose offers up a prominent citrus aroma (lemon grass). It has a continuous taste of green apples and grapefruit. The crisp acidity and the perfectly-harmonising sweetness give this wine a well-balanced finish.

Alcohol: 12.0 %
Acidity: 7.6 g/l
Residual sugars: 5.8 g/l
Ideal drinking temperature: 10-12 °C

2008 雷司令干白葡萄酒
0.75 l, 酒庄: 巴登-巴登

充满柑橘的浓郁香气(柠檬草), 入口带有青苹果和葡萄柚的清香。轻微的酸度与恰到好处甜度相结合赋予了此款白葡萄酒完美的平衡。

酒精浓度 : 12.0 %
含酸量 : 7.6 g/l
含糖量 : 5.8 g/l
最佳饮酒温度 : 10-12 °C



4 **2008 RIESLING KABINETT DRY, ORGANIC**
0.75 l, Winery Graf von Kanitz

Schist gives distinction to this sensitive and rich in minerals perfect Riesling.

Alcohol: 12.0 %
Acidity: 7.4 g/l
Residual sugars: 6.3 g/l
Ideal drinking temperature: 9-11 °C

2008 雷司令珍藏级干白葡萄酒, 有机
0.75 l, 酒庄: Graf von Kanitz

冷冽的片岩特质造就了这款细腻的, 富有矿物口感的完美的雷司令干白。

酒精浓度 : 12.0 %
含酸量 : 7.4 g/l
含糖量 : 6.3 g/l
最佳饮酒温度 : 9-11 °C



2 **2008 RIESLING DRY TYPE 1, EM INSIDE**
0.75 l, dz wine-growing estate, Durbach

This Riesling Type 1 has a young and playful character and presents itself with a subtle mineral note and a pleasant acidity with a suggestion of citrus. It is an ideal companion for hot summer days.

Alcohol: 12.0 %
Acidity: 7.7 g/l
Residual sugars: 8.7 g/l
Ideal drinking temperature: 10-12 °C

2008 雷司令干白葡萄酒品种之一
0.75 l, 酒庄: dz wine-growing estate, 杜尔巴赫

这款雷司令干白(品种之一)展示出一年轻有趣的特质, 微妙的矿物口感与令人愉悦的酸度中注入了一丝柑橘的香甜, 是酷热盛夏里最好的选择。

酒精浓度 : 12.0 %
含酸量 : 7.7 g/l
含糖量 : 8.7 g/l
最佳饮酒温度 : 10-12 °C



5 **2008 RIESLING SPAETLESE (LATE HARVEST)**
0.75 l, Winery Baden-Baden

Full-bodied taste with a great minerality and an elegant play of acidity and sweetness. The bouquet reminds of peach and ananas.

Alcohol: 11.5 %
Acidity: 7.0 g/l
Residual sugars: 17.5 g/l
Ideal drinking temperature: 9-11 °C

2008 晚收型雷司令干白葡萄酒
0.75 l, 酒庄: 巴登-巴登

饱满的酒体演绎出水果的香甜和单宁酸的典雅结合。淡淡的酒香让人联想到水蜜桃和凤梨的香味。

酒精浓度 : 11.5 %
含酸量 : 7.0 g/l
含糖量 : 17.5 g/l
最佳饮酒温度 : 9-11 °C



3 **2007 RIESLING DRY TYPE 2, EM INSIDE**
0.75 l, dz wine-growing estate, Durbach

The Riesling Type 2 is the king of white wines. It has an elegant, sublime and proud character. Its minerality, acidity and smoothness unfold in its harmonious balance. In our opinion, it is sheer perfection!

Alcohol: 12.5 %
Acidity: 7.9 g/l
Residual sugars: 7.2 g/l
Ideal drinking temperature: 12-14 °C

2007 雷司令干白葡萄酒品种之二
0.75 l, 酒庄: dz wine-growing estate, 杜尔巴赫

雷司令干白(品种之二)可以说是白葡萄酒之王, 它引以为傲的特质是那股散发出优雅和卓越品味。口感温和平滑, 酸度与矿物口感相互结合达到和谐平衡。强烈推荐首选!

酒精浓度 : 12.5 %
含酸量 : 7.9 g/l
含糖量 : 7.2 g/l
最佳饮酒温度 : 12-14 °C



6 **2008 PINOT BLANC DRY**
0.75 l, Winery Baden-Baden

Aroma of melons with a mineral note, plenty of smoothness, bold taste with lots of power.

Alcohol: 12.0 %
Acidity: 7.0 g/l
Residual sugars: 7.1 g/l
Ideal drinking temperature: 10-12 °C

2008 白皮诺干白葡萄酒
0.75 l, 酒庄: 巴登-巴登

入口的甜瓜与水果香味会渐渐与沉淀的矿物口感结合, 平滑, 圆润, 充满力量的一款干白。

酒精浓度 : 12.0 %
含酸量 : 7.0 g/l
含糖量 : 7.1 g/l
最佳饮酒温度 : 10-12 °C

What seemed to be working very well

Sustainable Development – Product, Sale and Networking

- ✓ Exclusivity with 16 boutique wineries in Germany
- ✓ Know-how
- ✓ Education Programmes
- ✓ Networking in Germany, Hong Kong and China
- ✓ Professional Sales Team
- ✓ Online-Shop
- ✓ Social Media like Facebook

1

How I started

2

Why I choose my business

3

What seemed to be working very well

4

What are the problems and the challenges

5

How did I solve these problems and overcome obstacles

Typical Image of Germany

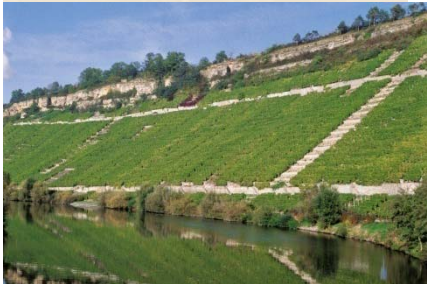


Typical German Products



Germany – A Wine Country – 4th largest in Europe

13 different wine regions with more than 100.000 hectares and over 40 grape varieties.



1

How I started

2

Why I choose my business

3

What seemed to be working very well

4

What are the problems and the challenges

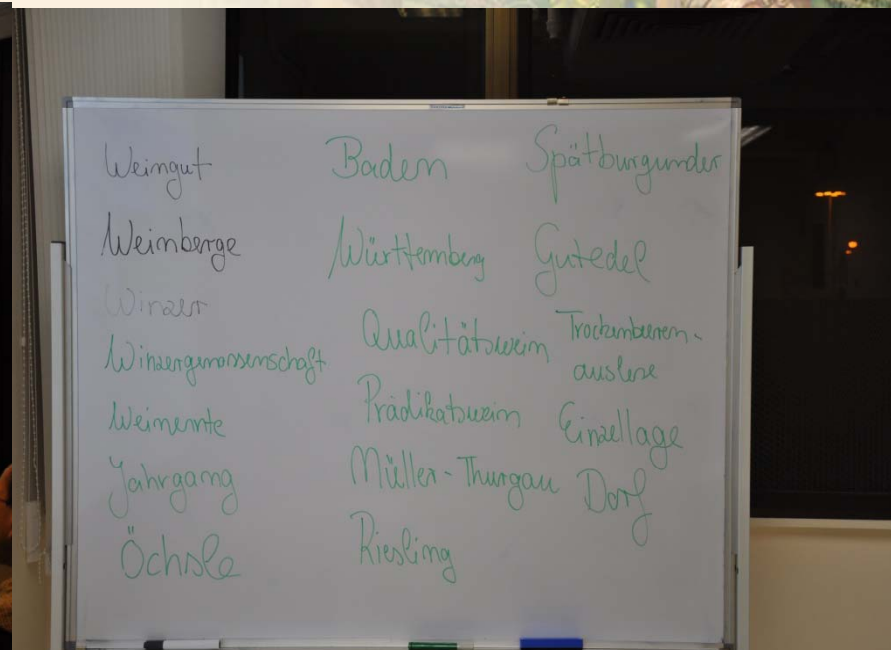
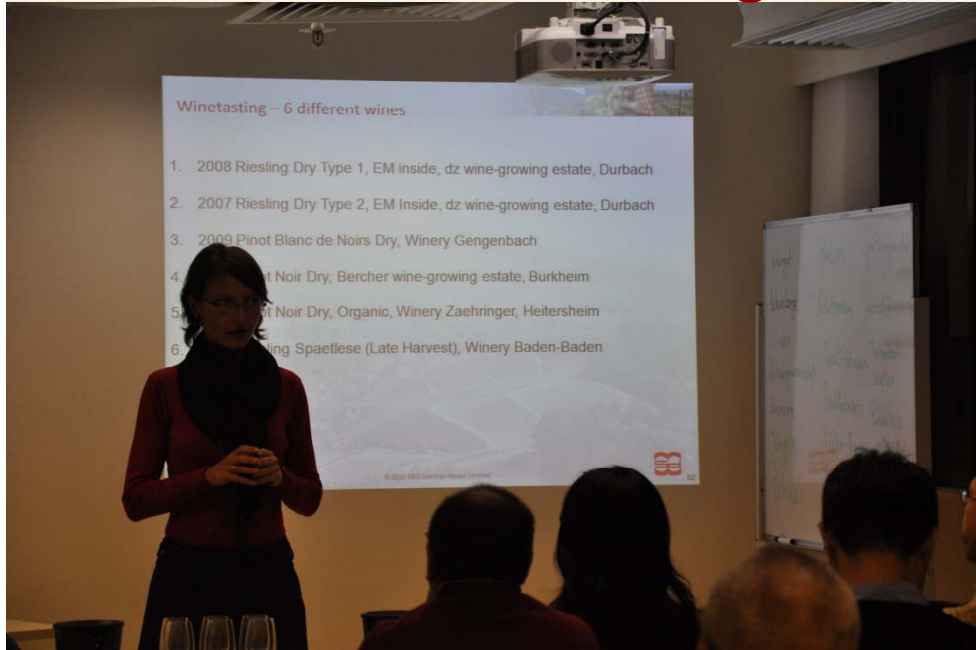
5

How did I solve these problems and overcome obstacles

Joining Wine Fairs



Wine Education Trainings...



...the right glass for each wine



Wine is an experience for all senses



Especially Tasting Tasting Tasting...



Cheers!



S&D German Wines Limited
Room 3207, 32/F, Tower 6, The Gateway
7-11 Canton Road, Tsim Sha Tsui
Hong Kong

Tel: +852 21178286
Fax: +852 21179290
E-Mail: info@sd-germanwines.com

www.sd-germanwines.com