

***German Wines are en vogue – light, easy to drink and goes very well with Asian Kitchen***

***S&D German Wines in Hong Kong sells the wines of more than 15 Boutique Wineries***

*All of the partners of S&D German Wines have personal and professional wine knowledge and background. All partners have one idea: Promoting and Selling German Wines in Hong Kong and Greater China.*

***Andrea Springmann** for example grew up in a winemaking family in the southern part of Germany (Black Forest). Before she came to Hong Kong she worked in a marketing and strategy company specialized in tourism industry. One of the Andrea's main tasks is the development of strategies and marketing concepts for wine destinations.*

***Hong Kong is a very interesting wine hub in Asia:***

*There are no customs or taxes on wine, a lot of Wine Events, an international wine fair in November and every 2 years the world largest exhibition Vin Expo.*

***Wine as an investment is a very hot topic in Hong Kong.***

*And last but not least Hong Kong is the gateway to China.*

*Key success factors are*

- *the product (exclusivity with 15 boutique wineries),*
- *know how,*
- *sales (highly motivated sales team and online shop) and*
- *networking (wine tastings and wine events,*
- *education trainings,*
- *social media and memberships).*

*And S&D did very well on this.*

***The greatest challenge S&D German Wines faced during the set-up was the image of Germany:***

*Germany is a "beer country" with heavy food like sausages, kraut and bretzeln. And Germany is associated with industrial products like cars (Mercedes, Porsche, BMW, Volkswagen), chemicals, machinery and engineering.*

*But Germany is also a wine country with 13 wine regions with more than 100.000 hectares and over 40 grape varieties.*

***To cope with these challenges S&D German Wines joins Wine Fairs, organizes wine events and wine tastings as well as education trainings.***