



## **MEETING RECORDING**

[https://us02web.zoom.us/rec/share/vfJnE47J\\_0IJfIH\\_uGPiW4UDFLzdT6a81SYc\\_6dYyUtMbINxsglqsUN8VpM5qYbE?startTime=1588250192000](https://us02web.zoom.us/rec/share/vfJnE47J_0IJfIH_uGPiW4UDFLzdT6a81SYc_6dYyUtMbINxsglqsUN8VpM5qYbE?startTime=1588250192000)



CHINA

## WINES OF ARGENTINA GLOBAL TALK CHINA

- ◆ Situation in China
- ◆ What we have been doing
- ◆ Ecommerce
- ◆ Next plan of Wines of Argentina



# CHINA

## Market Recover Rapidly



From middle of March, in most of the provinces, virus cases returned to zero after two months of active measures in mainland China.

After a period of silence , the business atmosphere became stronger and the community stores and catering enterprises basically back to work.



# CHINA

## Suspension ≠ termination

- From the consumer side, the domestic epidemic situation has been basically relieved. In March, Hubei was relieved, and in April 8, Wuhan was relieved.  
The comprehensive recovery date is approaching.
- According to the warm spring consumption trend released by tmall global on March 11, 120000 bottles of imported wine were sold on March 5 and 6. It is enough to see the desire for consumption flow into online in a short time when the offline channels are blocked



# CHINA

## Resumption progress $\approx$ consumption return progress

Restaurants and bars in China are cautiously resuming services, as the country emerges from a two-month lockdown, with what's estimated that 80% of catering business are resuming its normal operation, according to the country's Ministry of Commerce. The recovery is the strongest sign yet that restaurants and bars in China, the country hit first by the highly-contagious COVID-19, are returning to normality . The gradual resumption also offers some hope for wineries and wine merchants that rely on on-trade wine sales inside the country. In various cities and provinces within China, local governments are giving out dining vouchers for residents to encourage spending at on-trade premises in Jiangxi, Jiangsu, and northwestern Ningxia.

Due to the virus outbreak, the country's catering and drinks industry lost RMB 500 billion (US\$71 billion) during the seven-day traditional holiday period, says the bureau.

Diageo, the maker of Johnnie Walker whisky and Smirnoff vodka, in its latest company update, also affirmed the recovery. "In mainland China, we are beginning to see a very slow return of on-trade consumption, as restaurants and bars have started to gradually re-open," it says.

Source :<https://vino-joy.com/2020/04/12/restaurants-and-bars-in-china-resume-business/>



# CHINA

- The McKinsey report warned about expectation for post-covid consumption. About 60-70% of respondents said their consumption will bounce back to pre-covid level or slightly increase, but 20-30% said they will remain cautious or decrease spending after the outbreak.
- However, the exception is the deep-pocketed big spenders. About 10% said they will notably increase consumption after coronavirus pandemic. If there's anything to go by the revenge spending mentality, the sales at a Guangdong Hermes store is an example. Hermès Guangzhou flagship raked in US 2. million on its reopening day after being closed for months during the lockdown.
- E-commerce, as expected gained strong traction for a country that already boasts over 800 million online shoppers during the lockdown, according to the report.

Source : <https://vino-joy.com/2020/04/22/mckinsey-chinese-consumers-purge-alcohol-during-lockdown/>

2019, January- December, Top 13 import wine country

2019 年 1-12 月葡萄酒 TOP13 进口来源地情况 (按进口额降序排列)								
	来源地	Imported Volume (10 thousand liter)	Imported Value(10 thousand usd)	Average Price(USD/L)	Total Quantity (year on year basis)	Total Value (year on year basis)	Average Price(year on year basis)	Market Share
1. Australia	Australia	14,757.66	86,496.20	5.86	-10.69%	10.60%	23.84%	35.54%
2. France	France	14,596.80	69,332.60	4.75	-19.18%	-35.09%	-19.69%	28.49%
3. Chile	Chile	15,400.06	34,594.49	2.25	-8.18%	-8.06%	0.12%	14.21%
4. Italy	Italy	3,746.20	15,643.42	4.18	3.15%	-7.33%	-10.16%	6.43%
5. Spain	Spain	6,505.20	14,517.18	2.23	-6.92%	-14.33%	-7.96%	5.97%
6. USA	USA	800.48	2,847.12	4.20	-20.76%	-49.28%	-26.72%	1.58%
7. Argentina	Argentina	1,273.24	2,731.24	2.15	143.45%	4.32%	-57.15%	1.12%
8. Portugal	Portugal	755.02	2,401.93	3.20	-7.75%	-1.41%	6.87%	1.02%
9. South Africa	South Africa	693.12	2,258.76	3.26	-49.27%	-36.54%	25.09%	0.93%
10. Germany	Germany	424.52	2,233.52	5.26	-19.48%	-14.11%	6.67%	0.92%
11. New zealand	New zealand	235.44	2,082.54	8.85	-6.73%	-27.64%	-22.41%	0.86%
12. Georgia	Georgia	533.48	1,922.74	3.6	9.11%	1.22%	-7.23%	0.79%
13. Moldova	Moldova	638.66	1,276.17	2	7.71%	12.01%	3.99%	0.52%
TOTAL	总 计	61,245.88	243,371.71	3.97	-10.91%	-14.80%	-4.57%	100%

\*上述总计为 2019 年 1-12 月葡萄酒进口总量统计, 不限于上述来源地。

2020 January- February Top 13 import wine country

2020 年 1-2 月葡萄酒 TOP13 进口来源地情况（按进口额降序排列）

2020 年 1-2 月葡萄酒 TOP13 进口来源地情况（按进口额降序排列）								
	来源地	Imported Volume (10 thousand liter)	Imported Value(10 thousand usd)	Average Price(USD/L)	Total Quantity (year on year basis)	Total Value (year on year basis)	Average Price(year on year basis)	Market Share
1. Australia	澳大利亚	1,933.64	14,220.04	7.35	-35.36%	-8.74%	41.18%	40.78%
2.France	法国	1,717.56	8,235.44	4.79	-31.04%	-42.59%	-16.76%	23.62%
3.Chile	智利	1,833.17	4,747.13	2.59	-39.91%	-31.64%	13.77%	13.61%
4. Italy	意大利	534.57	2,358.94	4.41	-17.30%	-20.49%	-3.85%	6.76%
5.Spain	西班牙	811.09	2,222.82	2.74	-22.10%	-16.13%	7.65%	6.37%
6.Argentina	阿根廷	370.16	470.54	1.27	336.13%	6.41%	-75.60%	1.35%
7.USA	美国	123.12	443.62	3.6	-19.79%	-39.57%	-24.66%	1.27%
8. Portugal	葡萄牙	109.34	390.09	3.57	-36.38%	-31.06%	8.36%	1.12%
9.Germany	德国	51.21	287.18	5.61	-10.11%	-14.71%	-5.12%	0.82%
10. New zealand	新西兰	26.07	277.46	10.64	-19.93%	-15.68%	5.30%	0.80%
11.South Africa	南非	79.04	271.8	3.44	-44.08%	-50.80%	-12.01%	0.78%
12. Georgia	格鲁吉亚	65.28	242.08	3.71	-37.94%	-41.08%	-5.05%	0.69%
13. Moldova	摩尔多瓦	82.45	196.17	2.38	-26.22%	-19.19%	9.54%	0.56%
	总 计	7,846.91	34,871.65	4.44	-30.15%	-25.49%	6.47%	100%





CHINA

## WINE FAIRS SCHEDULE

- CHENGDU WINE FAIR (postpone)
- CIIE (November)
- PROWINE SHANGHAI (November)
- 
- 
- 
- 
- 
- 
- 

## WINE EDUCATION

- Live streaming
- Some of cities already back to normal offline training
- 

## IMPORTERS



# CHINA

## ■ IMPORTERS ■

Who wine business observation investigated more than 10 wine importers of different scales in the country to fully understand their **inventory**

- The stock with importer can support 1 year
- Most importers can support 3-6 months in stock
- Some of the best-selling high-end fine wines are out of stock
- Well known brand operators still stock up according to the plan, focusing on October this year

<https://mp.weixin.qq.com/s/4TvIFxvMpGJGUTReyohppQ>

## IMPORTERS

### ■ How Can We Sell Wines During the ■ Coronavirus?

- Wine merchants open online stores, customers purchase wines at the site
- Personal delivery: some consumers said "heartwarming"
- Some wine merchants want to co-branding with e-commerce to "pre-sale"
- Various types of consumers emerge
- Take advantage of the community, from passively seeking the market to consumers looking to purchase

Source :WBO <https://mp.weixin.qq.com/s/BZv6goSXkgkF2QglO6Oedg>



CHINA

## Covid-19 Impact on ARGENTINA WINE IMPORTERS

Investigate of 10+ importers  
Shanghai , Beijing , Fujian , Zhejiang  
different scales



# CHINA

1

**Which of your channels got the biggest impact?**

40% on trade

50% Traditional distributor

2

**Are the months (Feb-Mar) a peak season for your business under normal circumstances?**

60% : not peak season

40% : yes peak season

3

**Please indicate a percentage of business decline due to the outbreak.**

50% said 30-50%

34% said 70-80%

16% said hard to say



4

## Have you ever considered of other ways of sales ?

25% choose on line (ecommerce )  
25% choose Live streaming,videos  
16% Choose expand sales channels  
16% Choose no better ways

5

## Does the current situation impact your portfolio management?

20% Choose Yes ,but not obvious ,will import new products  
50% Choose Yes, has impact , will not import new products  
30% Choose Has impact but will see

6

## Are you facing any inventory issue? any plan to import more

Most choose “Enough inventory , can hold for 3-6 months”  
Part of the products need to import



# CHINA

7

**How much time do you think your business need to recover from the loss?**

17% choose End of 2020 ,  
25% choose 2021 ,  
17% choose in 2 years ,  
35% choose 2<sup>nd</sup> half year , for example October,

8

**What do you prefer your winery to do in order to support you ?**

More Brand / marketing promotion support  
More sharing of the marketing materials ,  
Strengthen social media  
More support on ecommerce  
Understand the situation in China , keep positive  
Support on the export price



CHINA

WINES OF ARGENTINA EVENT UNDER  
COVID -19  
MALBEC WORLD DAY

**#MalbecArgentino**  
**Me gusta!**







**CHINA**

## **CONTENT**

### **MALBEC WORLD DAY WOFA EVENT**

#### **GRAPEA WINE SCHOOL**

live streaming wine course 4.9 / 4.15

MWD live - streaming 4.17

#### **FU SHENG WINE BAR**

Malbec world day living - streaming 4.16

#### **WINES OF ARGENTINA TMALL SHOP**

#### **WINES OF ARGENTINA JD SHOP**

### **OTHERS**

ASC education team online Malbec World Day online Course

Dragon Phoenix Malbec World Day online wine course



CHINA

DATE 9<sup>TH</sup> APRIL - THURSDAY

## GRAPEA WINE SCHOOL

Live streaming wine course

Questions & answers about Malbec / Argentina

**Speaker** :Liu Ling ling

**Topic** : All about Argentina Malbec you need to know

- 1.The history of Argentina Malbec
- 2.The characters of Argentina Malbec under different terroir )
3. Argentina wine (Malbec )regions , from north to south
4. the development of Malbec , how about Malbec today

**Time** : 2 hours, 20:00- 22:00

**Playback** : scan QR code by wechat on the poster

**Viewers** : 3129

#MALBECARGENTINO

关于马尔贝克,  
你想知道的都在这里!

马尔贝克,  
这个品种有何奇妙?  
爱上马尔贝克的你,  
一定是特立独行的酷GUY!  
在法国失宠的小儿子,  
在阿根廷怎么就成了葡萄酒王子?  
温暖的、丝滑的、优雅的……  
美味的、果香的、矿物感……

刘灵伶 | 阿根廷葡萄酒认证讲师  
中农葡萄酒酿造工学硕士

# 阿根廷马尔贝克 我喜欢 #  
# Malbec Argentino Me Gusta #

爆料星期四 第7期  
T-I-M-E  
2020.04.09  
20:00 周四

扫码立即观看



CHINA

## REAL TIME INTERACTION

**WOFA GLOBAL TALKS**

**Wines of Argentina**

**CHINA**

### REAL TIME INTERACTION

**FANTASTIC 爆料星期四 马尔贝克** 第6期

马尔贝克, 这个品种有何奇妙?

要上马尔贝克的课。

已结束: 3139人次

问题区

双曾: 讲的非常好!

Sky Li 李殿晓: 阿根廷名庄不少但为什么没有酒庄呢? 像智利, 美国的一款代表酒庄呢?

Marie: 老师, 辛苦了。一口气讲了一个半小时。

Pesca & Ama Piccola: 老师, 辛苦了。一口气讲了一个半小时。

Peter Xu: 相比智利, 智利的产量更加靠谱?

Damian R: 谢谢老师, 老师讲得真好

20200409 贝克.pdf 9.84MB

讨论区 (218)

CUYO 库约

马尔贝克 22.4%

25.0%

问题区

Joe Z: 请问老师有没有推荐几个阿根廷典型的酒庄? 可以方便喝着学习的

下期直播会讲酒庄

孙景华: 马帮味少吧

钱旭\归普葡萄酒教育: 请问现在酒庄很流行混酿吗?

酿造过程中会加酒石酸吗?

钱旭\归普葡萄酒教育: 请问混酿很流行吗?

Joe Z: 请问老师有没有推荐几个阿根廷典型的酒庄? 可以方便喝着学习的

阿根廷酒庄: 刚才说的每个产区的风格没记住! 能发一下吗?

茅台欧艳: 做苹果酸乳酸发酵吗?



CHINA

DATE 15<sup>TH</sup> APRIL - WEDNESDAY

## GRAPEA WINE SCHOOL

Live streaming wine course

Questions & answers about Malbec / Argentina

Topic :

Argentina Malbec

traditional style / modern style / future trends

Speaker : Leon Liang , co - host Ryan Zhou

Time : 1.5 hours ( 20:00- 21:30 )

Playback : scan QR code by wechat on the poster

Viewers : 4560

A promotional poster for a wine course. At the top left is the hashtag #MALBECARGENTINO. At the top right is the Wines of Argentina logo. The main title in large pink characters is "阿根廷马尔贝克:" followed by "传统风格/现代流行/未来走向". Below this, a vertical column of text describes the wine: "温暖的", "丝滑的", "优雅的", "美味的", "果香的", "矿物感". The word "MALBEC" is written in large pink letters, with "易饮的" (easy to drink) below it. A photo of a man in a suit, Leon Liang, is on the right. Below the photo are two hashtags: "# 阿根廷马尔贝克 我喜欢#" and "# Malbec Argentino Me Gusta #". A pink rounded rectangle contains the name "梁扬" and the text "阿根廷葡萄酒认证讲师" and "多届中国盲品大赛冠军". At the bottom left, it says "酒万个为什么" and "T-I-M-E 倒计时". The date "2020.04.15" and time "20:00 周三" are in pink boxes. At the bottom right, it says "扫码立即观看" next to a QR code.



CHINA

## REAL TIME INTERACTION



已结束 4557人次

倍速



已结束 4557人次

倍速







CHINA

DATE 16<sup>TH</sup> APRIL - FRIDAY

## FU SHENG WINE BAR

Live streaming wine course

Questions & answers about Malbec / Argentina

**Topic :** Malbec with Argentine Food while tasting

**Speaker :** Lead by Xing Wei

(MW candidate , visited Argentina 2019)

guest Wanglin (Dragon phoenix educator

visited Argentina in 2019, Argentina wine educator)

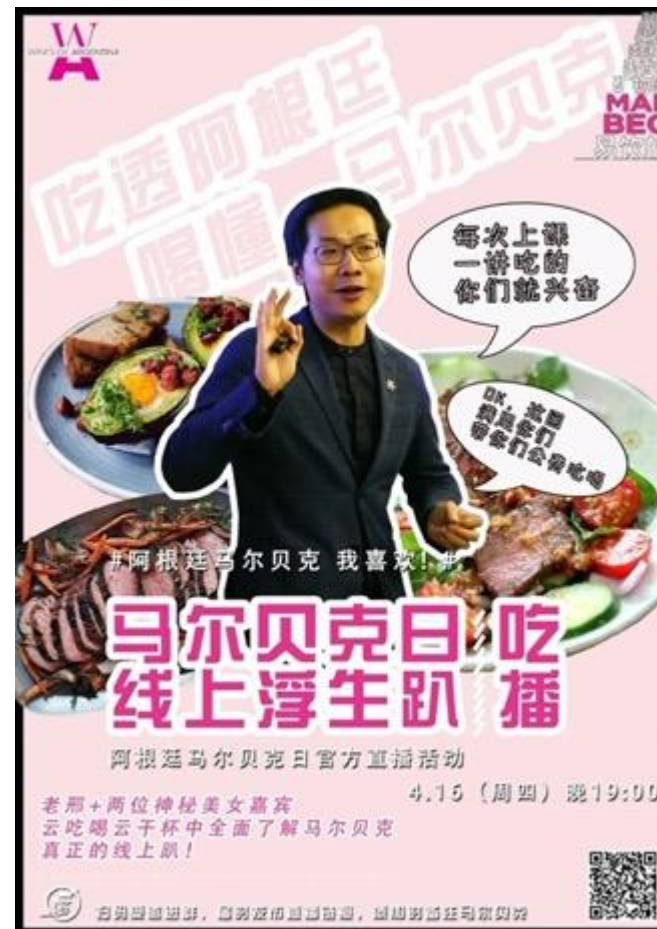
guest Liao sang (Dragon phoenix educator,

Argentina wine educator)

**Time :** 3 hours ( 19:00 – 22:00 )

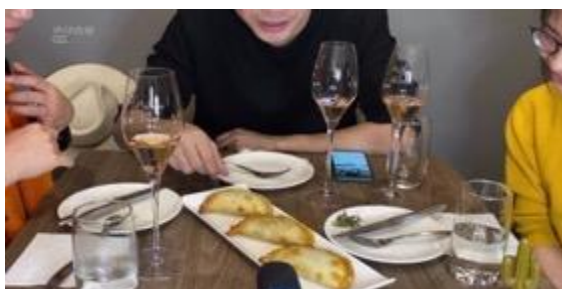
**Place :** Argentina Malbec & Beef Restaurant

**Viewers:** Estimate 6000





CHINA





CHINA

DATE 17<sup>TH</sup> APRIL - FRIDAY

## GRAPEA WINE SCHOOL

Live streaming wine course

Questions & answers about Malbec / Argentina

**Topic :** In China , if you would like to buy a bottle of Argentina Malbec , what need to know ?

Blind tasting 10 different Malbec

**Speaker :** Leon Liang , co - host Ryan Zhou

**Time :** 1.5 hours ( 20:00- 21:30 )

**Playback :** scan QR code on the poster by wechat

**Viewers :** 6155

Through this live streaming ,

Tmall & JD Advertisement implantation the sales is

**1050 USD**







CHINA

## REAL TIME INTERACTION



已结束 416人次

快速



BIGGERRR



已结束 416人次

快速

[https://taoquan.taobao.com/coupon/unify\\_apply.htm?sellerId=2200735541409&activityId=f9e1621e56634014ae5c168e6a94734b](https://taoquan.taobao.com/coupon/unify_apply.htm?sellerId=2200735541409&activityId=f9e1621e56634014ae5c168e6a94734b)



小海归

京东店铺：阿穆尼葡萄酒官方旗舰店



JD.com

小海归



已结束 416人次

快速



小海归

天猫店铺：阿穆尼葡萄酒官方旗舰店



小海归



CHINA

## OTHER ONLINE EVENTS BY WINE SCHOOL



ASC Education team  
Malbec World Day online Course



Dragon Phoenix Education School  
Fongyee Walker MW  
Malbec World Day online course



CHINA

## WINES OF ARGENTINA TMALL SHOP

### Shop Promotion

- 4.17- 4.19 (3 days promotion)
- Lady Penguin short video promotion
- Coupons
- Buy 1 get 1 free , buy 1 get 2<sup>nd</sup> bottle half price
- Goody bag (wofa glass)
- MWD live streaming
- SEM promotion





MALBEC

世界马尔贝克日  
Malbec World Day  
活动时间: 4.17-19

优惠券

全店满300减30元 (可与店铺优惠券叠加)

店铺优惠券 叠加后满减

10	优惠券 满100元可用	满100元 可减	10
20	优惠券 满200元可用	满200元 可减	50
50	优惠券 满500元可用	满500元 可减	80
80	优惠券 满800元可用	满800元 可减	110

满赠好礼

限时福利秒杀

17-24日 每日0-6  
限量100份  
9.9  
限时秒杀

比安味醒白勃里露  
·送·同款  
¥79 128

马黛那佩涅斯干红  
·送·同款  
¥139 158

第二瓶半价  
¥99 108  
图南门赤霞珠干红

第二瓶半价  
¥169 198  
DADAAS 达1号干红

梵安多美斯干红白  
·送·同款  
¥198

安美醇桶1300马尔贝克  
·送·同款  
¥199

第二瓶半价  
¥188 198  
图南酒庄梅洛干红

第二瓶半价  
¥238 268  
普尔巴马尔贝克干红

2件75折  
原莱美人卡多系列马尔贝克  
¥99 119

MALBEC  
卡多系列马尔贝克干红  
¥128 150

MALBEC  
图南酒庄梅洛干红  
¥159 199

4瓶 298元 原价 774  
MALBEC  
/专/属/福/袋/

WINES OF ARGENTINA

买一送一  
科隆酒庄家族精选马尔贝克  
¥199 210

MALBEC  
伊州马尔贝克木桶陈酿干红  
¥206 236

MALBEC  
图南酒庄梅洛干红  
¥298 338



CHINA

## WINES OF ARGENTINA JD SHOP (New Shop)

JD platform promotion :

- Live streaming (By JD team Cynthia Yang)
- JD web page display

Shop promotion

- Coupons
- Buy 1 get 1 free , buy 1 get 2<sup>nd</sup> bottle half price
- Goody bag (wofa glass)
- MWD live streaming

Results of total sales : 380 USD



A promotional poster for Malbec wine. It features a woman with long dark hair, wearing a pink top, sitting at a table with a glass of red wine. The background is dark red. Text on the poster includes: "4月17日 阿根廷国际马尔贝克日" (April 17th Argentina International Malbec Day), "邂逅阿根廷葡萄小王子" (Meet Argentina's Little Prince of Grapes), "— 马尔贝克" (— Malbec), "每一支葡萄酒都有一个故事" (Every bottle of wine has a story), "每一支马尔贝克都有一段独特传奇" (Every bottle of Malbec has a unique legend), "扫我关注" (Scan to follow), "葡萄酒 七小姐" (Wine Seven Miss), "英国WSET 4 Diploma Candidate" (UK WSET 4 Diploma Candidate), "美国ISG国际侍酒师认证" (American ISG International Sommelier Certification), "法国波尔多梅多克骑士勋章获得者" (Recipient of the French Bordeaux Medoc Knight Medal), "2019中国葡萄酒业最具影响力十大女性之一" (One of the Top 10 Most Influential Women in the 2019 Chinese Wine Industry), "主题：探索舌尖上的马尔贝克" (Theme: Exploring Malbec on the Tip of the Tongue), "Discovery About Malbec", "4月17日晚20点" (April 17th 8 PM), "七小姐抖音直播间不见不散" (Seven Miss's Douyin Live Stream Room,不见不散), "京东京造官方旗舰店" (JD Jingzao Official Flagship Store), "阿根廷国家馆" (Argentina National Pavilion), and two QR codes.

- JD web page display







## TMALL GLOBAL New Consumption Trends

Want to go out  
Get in to shape  
Gan Bei on line  
Practice cooking skill  
Take on line courses

Take on line courses  
Practice cooking skill  
Gan Bei on line  
Get in to shape

## 春天里 新消费

天猫国际暖春消费趋势

### ► 想出门

进口脱毛仪成交同比增长 850%  
每个人都想出门遛遛弯  
就连宠物美容毛护毛素销量都是平时 6 倍



### ► 塑个身

瑜伽用品成交同比增长近 800%  
然而很多人复工在即，根本来不及锻炼  
于是，一款进口塑身服成交达双 11 的 33 倍



### ► 云干杯

进口葡萄酒 2 天售出 120000 瓶  
甜酒卖了 15000 瓶  
白天云上班，晚上云干杯



### ► 练厨艺

厨电、烹饪工具成交同比增长 110%  
你以为人们宅在家里都在修炼厨艺  
其实进口方便速食增长高达 724%



### ► 上网课

德国钢笔、日本打印机销量激增  
一款进口儿童书桌销量达平时 40 倍  
为了让孩子在家也能好好上课，父母们都拼了

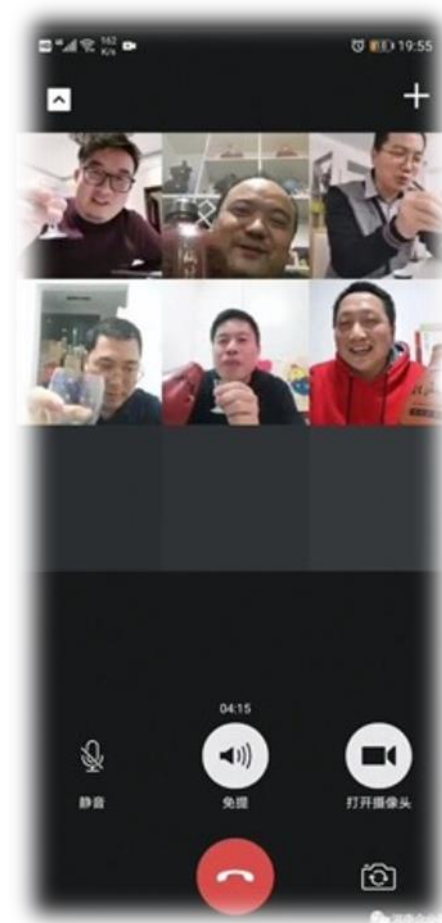




CHINA

## “GAN BEI”(Cheers / Salud) Online CLOUD DRINKING

- 120000 bottles of imported wine sold in 2 days
- 79% red wine ,21% White wine , average Price 87 CNY , 65% consumer prefer to buy wines less tan 100 CNY / bottle
- 3.8 Queen's day ,sold 15000 bottles of sweet wine , 12.5% of the total sales







CHINA

## OPPORTUNITY ECOMMERCE



[https://agentingptj.tmall.com/shop/view\\_shop.htm?spm=a230r.1.14.25.215240eeO3Sr6h&user\\_number\\_id=2200735541409](https://agentingptj.tmall.com/shop/view_shop.htm?spm=a230r.1.14.25.215240eeO3Sr6h&user_number_id=2200735541409)

<https://mall.jd.com/index-10172949.html>

**Results of 3 days Malbec World Day promotion  
total sales : Approximately 12000 USD**



**CHINA**

**NEXT ?**

- **TMALL .COM & JD.COM**
- **2020 ONLINE MASTER CLASS CHINA PROJECT**





# CHINA

- Dragon Phoenix Wine Consulting, the wine education and consulting firm set up by Fongyee Walker MW and Edward Ragg MW in Beijing, together with Trust in Taste provides sample sized bottles of wines (60ml) for tasting and education, enabling wine students to do on line courses and taste wine samples at home.
- This eliminates the risk of getting students and teachers infected at classrooms as wine spitting bears high risk for coronavirus transmission.
- it will be the first/ only one education school can provide this service not just online course but also with wine tasting , which has more attractive for the market .



**SMALL  
BOTTLE  
SAMPLE**



## MEDIA REPORT ABOUT THIS CREATIVE ONLINE TASTING COURSE

### Vino Joy News

BORDEAUX HONG KONG WINE

#### Wine merchants and course providers get creative during outbreak



BY NATALIE WANG  
2020-04-06

COMMENTS 0



From using sample-sized wines for virtual wine course to launching e-tasting with chateau owner at home, here are how wine education providers and merchants are coping with stay-in wine learning and tasting in mainland China and Hong Kong.

Wine tasting and wine events across the globe have been cancelled due to the threat of COVID-19, forcing many merchants, wineries and wine education providers to rethink their strategy.

Wine tasting and wine events across the globe have been cancelled due to the threat of COVID-19, forcing many merchants, wineries and wine education providers to rethink their strategy.

Dragon Phoenix Wine Consulting, the wine education and consulting firm set up by Fongyee Walker MW and Edward Ragg MW in Beijing, has hunkered down during the national lockdown in China but its online courses took no respite including blind tasting.



The blind tasting study kit used by Dragon Phoenix comes with sample sizes, which are bottled and packaged by Trust in Taste (photo credit: Dragon Phoenix Wine Consulting)

During strict lockdown and strict social distancing orders, the wine education provider switched to Trust in Taste, a Australian company that provides sample sized bottles of wines (60ml) for blind tasting and education, enabling wine students to tune in to online courses and taste wine samples at home.

Every wine that comes with Dragon Phoenix study kit for blind tasting courses was bottled and packaged by Trust in Taste, then purchased and delivered to students before online course starts.

This eliminates the risk of getting students and teachers infected at classrooms as wine spitting bears high risk for coronavirus transmission.

In Hong Kong, at least one confirmed case involved a wine student at a local wine education center, which then led to closure of the institute until mid-April, Vino Joy News has learned.

For merchants in Hong Kong, most have [slashed minimum orders](#) to encourage online wine sales.

Media Source :<https://vino-joy.com/2020/04/06/wine-merchants-and-course-providers-get-creative-during-outbreak/?from=timeline&isappinstalled=0>



**CHINA**



**¡MUCHAS GRACIAS!**

