

GRANDES PAGOS DE ESPAÑA ANNOUNCES TWO WINE AMBASSADORS IN GUANGZHOU AND SHANGHAI

(Hong Kong, June 07, 2013) - Grandes Pagos de España completed their Asian tour last week and visited Seoul, Shanghai and Guangzhou. During this time, two wine ambassadors were selected in live competitions. 19 iconic Spanish wineries showcased 40 of their top premium wines at the events. Enthusiastic support for Spanish wines was displayed in the attendance of approximately 800 visitors.



Visitors tasting wines at the event in Shanghai

Congratulations to Tony Tang and Eddie Cheung who won the contests and are now the first official GPE Wine Ambassadors in Shanghai and Guangzhou respectively.

Tony, who has been in the industry for two years as a sommelier and wine educator for Beijing De Long Bao Zhen International Wines, is very excited about his new role, "I'm very happy that I won and became GPE's Wine Ambassador in Shanghai. This group consists of very high quality wineries. It's my honor to represent them and I hope I will be able to introduce these wineries to more people in China. I also look forward to the wine trip - I feel so lucky because I know this trip will allow me to learn more about Spanish wines and enable me to make more friends from the industry."

Eddie, the founder of WineSpace and a wine writer in China, says, "I believe this is the right action at the right time. If you take into consideration the way Spanish wineries are taking further mileage in building up its image and expanding its market in China. The Chinese market needs more presence of top Spanish wines to provide education and easier access for wine lovers, both distributors and drinkers, to help them understand and *feel* the actual strength of

the quality of Spanish wines."



Victor de la Serna and Tony Tang



Jeannie with Carlos Falco (President of GPE) and Eddie Cheung

Applicants submitted their 1000-word essays on "*How can top Spanish wineries best promote their wine in major cities in China?*", and the best three were selected to compete in the live competition at the event. This competition consists of a blind-tasting challenge as well as a question and answer session, and in the end the finalist who received the highest score won the title. The prizes for the winners include a 7-day trip to Spain and 24 bottles of wines from the participating wineries.

Jeannie Cho Lee MW, who conducted the competition, says "I am delighted to find out that there is a strong interest in Spanish wines in Shanghai and Guangzhou with many professionals and wine lovers who are eager to learn about Spanish wines. For GPE, having two Wine Ambassadors in two key cities in China will be beneficial to their long term goal of educating and sharing the best wines of Spain with the mainland Chinese market."

Victor de la Serna, a wine critic and owner of Finca Sandoval, comments, "Our tastings this year

were highlighted by the contests to choose two new Ambassadors of Grandes Pagos de España in China. Over the next year, both will be visiting the 24 estates in Spain and will report back home on the concept of terroir-based, highly singular wines in that traditional European wine producing nation."

About Grandes Pagos de España

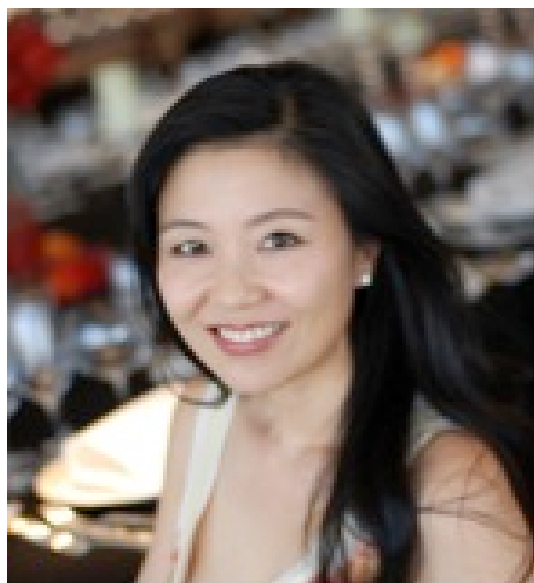


The best vineyards have historically played an important role in the Spanish wine world - one such example is the centuries-old appreciation of top growths from Jerez. However, beginning in the mid-19th century, Spanish wines developed on a different track when the bodegas industriales appeared on the scene - big negociant firms that mass-produced brand name wines from grapes often sourced from multiple locations.

In 2000, a group of small producers of single-estate wines from Old and New Castile formed the Grandes Pagos de Castilla in order to revive the unique character of Spanish wines produced from high quality single growths. This non-profit association eventually became Grandes Pagos de España in 2003, in response to growing interest throughout the country in promoting the single-growth concept and to seek excellence through the direct relationship between wine and its place of origin.

Participating wineries include: Aalto, Abadia Retuerta, Alonso del Yerro, Arinzano, Calzadilla, Cervoles, Mas Doix, Dehesa del Carrizal, Fillaboa, Finca Valpiedra, Luna Beberide, Mauro, Maurodos, Mustiguillo, Pagoes de Familia, Pago de Vallegarcia, Gramona, Recaredo and Secastilla.

About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine (MW) and an award-winning author, wine critic, judge and educator. Jeannie's pioneering book, *Asian Palate*, exploring Asian food and wine pairings in ten Asian culinary capitals, won the Gourmand award for Best Food and Wine Pairing Book in the World in 2010 as well as the International Association of Culinary Professionals (IACP) award and the Organisation Internationale de la Vigne et du Vin (OIV) award in 2011.

Jeannie was appointed as Professor of Wine at the Hong Kong Polytechnic University where she is involved in creating a new Master's degree program in International Wine Management. She is also a Wine Consultant for Galaxy Macau, responsible for the master wine list of over 50 F&B outlets, as well as for Singapore Airlines, involved in selecting all the wines served on all routes. Recognised for her contributions to the wine industry, Jeannie won the Vintaly Award in 2009 and was named the 26th most powerful person in wine by Decanter magazine in 2011.

Jeannie holds a Certificat de Cuisine from Cordon Bleu and her love for food and wine inspired her to found AsianPalate.com, a site that celebrates the confluence of Asian food and wine. Jeannie is a Master Sake Sommelier from Japan's Sake Service Institute and is a Certified Wine Educator from UK's Wine & Spirits Education Trust as well as the US Society of Wine Educators. Jeannie's interest in wine began at Oxford University where she spent her junior year before returning to Smith College where she graduated with a dual degree in Government and Sociology. Jeannie then went on to obtain a Master's degree in Public Policy & International Relations from Harvard University.



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