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# Estudio de Mercado Vino en Singapur

Mayo, 2012

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Documento elaborado por la Oficina Comercial de ProChile en Singapur

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## INDICE

<i>I. Producto:</i> .....	4
<b>1. Código Sistema Armonizado Chileno SACH:</b> .....	4
<b>2. Descripción del Producto:</b> .....	4
<b>3. Código Sistema Armonizado Local:</b> .....	4
<i>II. Situación Arancelaria y Para – Arancelaria</i> .....	4
<b>1. Arancel General:</b> .....	4
<b>2. Arancel Preferencial Producto Chileno (*):</b> .....	4
<b>3. Otros Países con Ventajas Arancelarias:</b> .....	5
<b>4. Otros Impuestos:</b> .....	5
<b>5. Barreras Para – Arancelarias</b> .....	5
<i>III. Requisitos y Barreras de Acceso</i> .....	5
<b>1. Regulaciones de importación y normas de ingreso</b> .....	5
<b>2. Identificación de las agencias ante las cuales se deben tramitar permisos de ingreso, registro de productos y etiquetas:</b> .....	5
<b>3. Ejemplos de etiquetado de productos (imágenes)</b> .....	6
<i>IV. Estadísticas – Importaciones</i> .....	7
<b>1. Estadísticas 2010</b> .....	7
<b>2. Estadísticas 2009</b> .....	8
<b>3. Estadísticas 2008</b> .....	8
<i>V. Características de Presentación del Producto</i> .....	8
<b>1. Potencial del producto</b> .....	8
<b>1.1. Formas de consumo del producto</b> .....	9
<b>1.2. Nuevas tecnologías aplicadas a la presentación/comercialización del producto (ventas a través de Internet, etc.)</b> .....	9
<b>1.3. Comentarios de los importadores (entrevistas sobre que motiva la selección de un producto o país de origen)</b> .....	10

<b>1.4. Temporadas de mayor demanda/consumo del producto.....</b>	<b>11</b>
<b>1.5. Principales zonas o centros de consumo del producto. ....</b>	<b>11</b>
<i>VI. Canales de Comercialización y Distribución.....</i>	<i>11</i>
<i>VII. Precios de referencia – retail y mayorista .....</i>	<i>12</i>
<i>VIII. Estrategias y Campañas de Promoción Utilizadas por la Competencia .....</i>	<i>12</i>
<i>IX. Características de Presentación del Producto.....</i>	<i>13</i>
<i>X. Sugerencias y recomendaciones .....</i>	<i>15</i>
<i>XI. Ferias y Eventos Locales a Realizarse en el Mercado en Relación al Producto.....</i>	<i>16</i>
<i>XII. Fuentes Relevantes de Información en Relación al Producto .....</i>	<i>16</i>



## PRODUCTO:

### 1. CÓDIGO SISTEMA ARMONIZADO CHILENO SACH:

2204212100  
2204211100  
2204212200  
2204211200

### 2. DESCRIPCIÓN DEL PRODUCTO:

2204212100 Vino tinto con denominación de origen, Cabernet Sauvignon, en recipientes con capacidad inferior o igual a 2 l

2204211100 Vino blanco con denominación de origen, Sauvignon Blanc, en recipientes con capacidad inferior o igual a 2 l

2204212200 Vino tinto con denominación de origen, Merlot, en recipientes con capacidad inferior o igual a 2 l

2204211200 Vino blanco con denominación de origen, Chardonnay, en recipientes con capacidad inferior o igual a 2 l

### 3. CÓDIGO SISTEMA ARMONIZADO LOCAL:

2204 2111 (LTR) Wine with 15% or less Alc  
22042112 (LTR) Wine of over 15% Alc



## SITUACIÓN ARANCELARIA Y PARA – ARANCELARIA

### 1. ARANCEL GENERAL:

In Singapore, excise duty is levied for all alcoholic beverages, including wines. The excise duty for still and sparkling wines is SGD 70 per liter of alcohol. So for a 750ml bottle of wine with alcoholic strength of 13.5%, the excise duty payable will be \$7.09.

Excise duties paid are non-refundable.

### 2. ARANCEL PREFERENCIAL PRODUCTO CHILENO (\*):

No.

**3. OTROS PAÍSES CON VENTAJAS ARANCELARIAS:**

No.

**4. OTROS IMPUESTOS:**

7% Good and Services Tax (GST) applies to all goods and services imported as well as locally produced. (Note: GST is calculated based CIF value plus commissions and other charges)

**5. BARRERAS PARA – ARANCELARIAS**

The P4 Trans-pacific Agreement between Singapore, Chile, New Zealand and Brunei is effective since 2006. Alcoholic beverages, like almost all products from Chile, are exempted from tariff. However, the inland excise duty applies for alcoholic beverages.



## REQUISITOS Y BARRERAS DE ACCESO

**1. REGULACIONES DE IMPORTACIÓN Y NORMAS DE INGRESO**

All imports of processed food and food appliances must comply with prevailing requirements laid down under the [Sale of Food Act](#) and the [Food Regulations](#) including the [labelling requirements](#). Imports must meet the following requirements

Local Traders / Importers are required to apply for a Licence for Import and Transshipment of food products. The traders / importers will pay an application fee of \$21.50 (inclusive of 7% GST) for every new application.

Upon approval, the local traders and importers will be able to import products into Singapore. All wines must be clearly labeled and in accordance to the Sale of Food Act and the Food Regulations. Some of the wines will also be picked up for random check by sending their products to accredited laboratories for analysis on accuracy of labeling information and so forth.

Also, all shipments must be accompanied with the Certificate of Origin (CO). Go to website

<http://www.customs.gov.sg/leftNav/trad/Certificates+of+Origin.htm>

**2. IDENTIFICACIÓN DE LAS AGENCIAS ANTE LAS CUALES SE DEBEN TRAMITAR PERMISOS DE INGRESO, REGISTRO DE PRODUCTOS Y ETIQUETAS:**

Bottled wine is under the supervision of the Food Control Department (FDC) which is in charge of monitoring all incoming food and beverage products to Singapore. Under the government agency, Agri-Food Veterinary Authority

(AVA). For more information please visit the website -

<http://www.ava.gov.sg/FoodSector/ImportExportTransOfFood/ProcessedFood/>

### 3. EJEMPLOS DE ETIQUETADO DE PRODUCTOS (IMÁGENES)

Bottled wines are sold in supermarket, specialized wine cellar, wine boutique or retail shops and 24-hours convenient stores like Seven-Elevens.

Wines displayed in a wine boutique.



Wine Display in supermarket



# IV. ESTADÍSTICAS – IMPORTACIONES

## 1. ESTADÍSTICAS 2011

Principales Países de Origen	Cantidad (LTR)	Monto (Miles US\$)	% Participación en el Mercado
France	4599366.13	103.60	42.93
Australia	5467894.62	53.58	22.20
United Kingdom	154102.97	18.74	7.77
Italy	1271239.21	15.56	6.45
New Zealand	1032141.99	11.19	4.6
Chile (7)	1694120.62	7.40	3.07
Subtotal	14218865.54	210.07	87.02
Total	17515823.83	241.32	100,00

## 2. ESTADÍSTICAS 2010

Principales Países de Origen	Cantidad (LTR)	Monto (Miles US\$)	% Participación en el Mercado
France	3470286.65	77.12	38.75
Australia	5097297.45	47.64	23.94
United Kingdom	89573.48	12.32	6.19
Italy	995187.34	12.25	6.16
New Zealand	979455.45	10.25	5.15
Chile (7)	1818073.49	7.94	3.99
Subtotal	12449873.86	167.52	84.18
Total	15606989.27	199.00	100,00

### 3. ESTADÍSTICAS 2009

Principales Países de Origen	Cantidad (LTR)	Monto (Miles US\$)	% Participación en el Mercado
France	3783256.58	71.44	42.67
Australia	4949800.42	44.25	26.43
Italy	921988.42	10.14	6.06
New Zealand	803270.08	8.37	4.99
Chile (5)	1621800.83	6.98	4.17
United Kingdom	51565.18	6.49	3.9
Subtotal	12131681.51	147.67	88.22
Total	14778708.14	167.41	100,00

### 4. ESTADÍSTICAS 2008

Principales Países de Origen	Cantidad (LTR)	Monto (Miles US\$)	% Participación en el Mercado
France	4456633.40	90.45	43.89
Australia	5590650.67	48.91	23.74
Italy	1025223.82	13.46	6.53
United Kingdom	65709.53	11.22	5.45
USA	1207724.57	10.05	4.88
Chile (7)	1499520.34	6.19	3.00
Subtotal	13845462.33	180.28	87.49
Total	16403867.14	206.06	100.00

Fuente: Singapore Trade Statistic (Statlink)

## V ■ CARACTERÍSTICAS DE PRESENTACIÓN DEL PRODUCTO

### 1. POTENCIAL DEL PRODUCTO.

Singapore is a small but sophisticated market demanding for high quality products with accolades and international presences. Consumer here favor a broad spectrum of quality, value and convenient when it comes to their purchases. High quality premium wine has a big niche in this market.

Singapore is located in a strategic location with a world class infrastructure for wine logistic, warehousing and tracking system, which is all part of a feature of the country's transshipment hub. The hub gives timely supply of wines from around to world, through Singapore, to the flourishing neighboring countries such as Malaysia, Indonesia, Vietnam, Thailand, Lao, Cambodia and even China and Philippines.



The trend of wine drinking has been increasing in the city nation especially since the opening of the two integrated resorts (IRs) and casinos. French is the biggest suppliers of wines and follows by Australia. Australia, with proximity advantage, input major efforts in promotion of their wines and have successfully gained the top second spot as one of the wine supplier to Singapore.

On the other hand, Chilean wines are slowly gaining acceptance in the market, especially for consumers who seek value and relatively good quality wines. Chilean wines has casted a low image in Singapore since the wines was first introduced into the market with low price strategy, which was then to compete with the Australian and New Zealand.

Over the years, Chilean wines image is picking up slowly but not quick enough, because there is not enough marketing effort and promotion to create awareness. There are more than 100 brands of Chilean wines in Singapore and not all available on the retail shelves.

Consideration has to be given for pricing during penetrating the market, also distribution network, placement of products and branding promotion. Chilean wines is viewed as cheap wines or known as table wines. However in most recent years, Chilean wines have been receiving good review through international mentions from places like De-canter, Robert Parkers and so forth. There is potential growth for Chilean wines, with a good help of strong branding campaign.

VCT Group has set up their Asia branch in Singapore and has greatly impact the image of their brands and in general raise the image of Chilean wines in Singapore and in the region. Plus points of having a branch office in Asia allow better control and better informed to penetrate the market and provide better services to the importers.

### **1.1. FORMAS DE CONSUMO DEL PRODUCTO.**

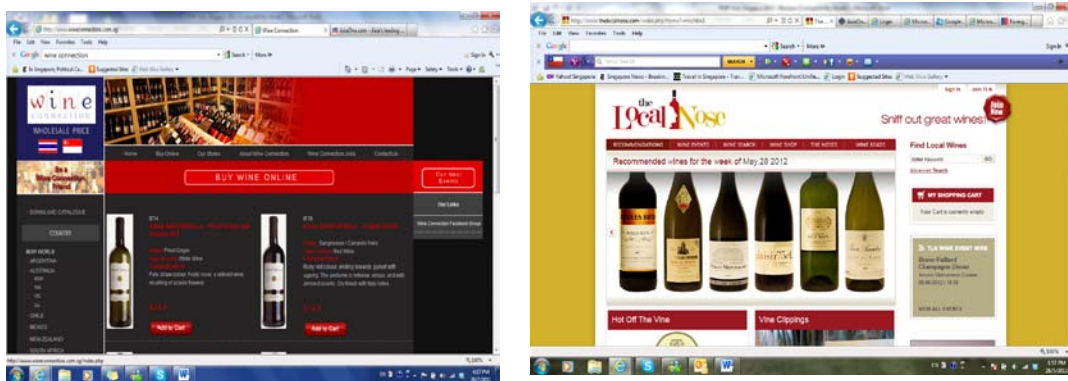
Drinking wines is sophisticated affair in Singapore. Consumers who drink wines are regarded as cultured and highly educated people. Other than Beer, the popularity of wines has over-taken by cognac, brandy and other alcoholic drink. Any occasion is a reason to drink, wedding, company gathering, social networking events, corporate event. Wines are available in hotels, restaurants, supermarket, wine boutique, hypermart, niche gourmet stores, online shops, traditional Chinese Medicine Stores, 24 hours convenience stores, flower shops, gift stores, bars and clubs.

Wines are regarded as premium luxury item in the society and hence are often given away as gifts. Hence it has a certain healthy market share in the corporate gift, hampers and seasonal gift industry.

### **1.2. NUEVAS TECNOLOGÍAS APLICADAS A LA PRESENTACIÓN/COMERCIALIZACIÓN DEL PRODUCTO (VENTAS A TRAVÉS DE INTERNET, ETC.).**

Singapore is one of the most advance countries with the best internet connection in the world and hence consumers are very savvy with online shopping and searching for information online. Many consumers order and buy their wines online as it is convenient buying from the shelves. The advantage of buying online, get a

good bargain price and also can read up on the wine note and tip on pairing before they make the decision to purchase.



Through online shop or blogshop, importers also lower their overhead cost as compare to having a retail store or rent shelf space at the supermarket.

Social network business portal or market place is also one of the popular place where consumers find the products they want.



Consumers are getting free expert's recommendation and advice on what wines to drink from bloggers who write actively in the wine scene. One of the most popular blog currently is The Local Nose. Wine importers will send their wines to the Nose panel for critic and review and hence gave another extension of medium to promote and sell their wines.

**1.3. COMENTARIOS DE LOS IMPORTADORES (ENTREVISTAS SOBRE QUE MOTIVA LA SELECCIÓN DE UN PRODUCTO O PAÍS DE ORIGEN).**

Most well-established wine importers prefer to work with one or two Chilean wineries. They keep their Chilean profile small because they just want to concentrate on working with well-established brands that provide good marketing supports.

All the importers agree that Chilean wines have come a long way and that the quality has improved a lot and hence it is more than comparable to Australian and the French. However, it is only comparable to the middle to low end range of wines. Still only a couple of Chilean brands are a match with the French's, New Zealand's and the Australia's elites.

Importers here also wish that the Chilean winery will put in effort to provide more marketing supports whether in monetary or in kind to support local events such as Wine Fiesta, international events, such as art festival, F1 Race, major business conference or awards ceremony and sport events such as golf and other tournament so that there is a window opportunity to expose the brand to the wider audiences.

#### 1.4. TEMPORADAS DE MAYOR DEMANDA/CONSUMO DEL PRODUCTO.

Wine has become a must have at dinner table, at home as well as the usual venue such as restaurant. It has become a culture, especially the high income earners. Given that there are more than 1.5 million foreigners entered into Singapore to work, it has instantly increased the wine sales, hence wine consumption up. More wines are consumed during happy occasions such as wedding, corporate annual party, business award nights, and even international events in Singapore such as arts festival, conferences and seminars, meetings and sports meet.

#### 1.5. PRINCIPALES ZONAS O CENTROS DE CONSUMO DEL PRODUCTO.

Available online shop, wine retail shops, club and restaurants, pub and even traditional Chinese Medicinal Hall. Major supermarket chains have the most extensive list of wines, from the low, value for money to the exclusive hundred dollars bottles.

Wines are mostly consumed in weddings, company functions, restaurants and club. Wines are drunk at home too but usually for a party.

## VI. CANALES DE COMERCIALIZACIÓN Y DISTRIBUCIÓN

Singapore has an open and transparent distribution system. There are many wine importers in Singapore, ranging from international companies to family-owned businesses. The biggest share of the distribution channel is the supermarket chains here, such as Cold Storage, whom also own Giants, Shop and Saves, Jason Supermarket and Tanglin Market Place, NTUC Fairprice and now the value supermarket such as Sheng Siong Supermarket and Prime Supermarket.

More wine shops and boutiques are opening up across Singapore. These retail outlets market themselves with specialty wines, premium wines and customer services who can recommend wines suitable for food pairing, events and budget. That is how they are different from the supermarket.

Some medium size importers have a well-connected distribution reach in the regions. Half of their stocks will be unloaded in Singapore and the rest will be transshipped to neighboring countries such as Indonesia, Malaysia or

Vietnam. Chilean wine exporters should have a strong partnership with these importers to give the advantage of penetration to South East Asia.

Singapore is a very successful regional distribution hub for wines with an immaculate system of bonded warehousing, storage, labeling and distribution. There are several wine hub warehouses that help wine exporters to store their wines stock in the warehouse and dispatch it when an order is received from the neighboring countries. Hence this system cut shipping time, waiting time and hence has an upper hand in retaining market share among the other competition.

## VII. PRECIOS DE REFERENCIA – RETAIL Y MAYORISTA

Wine is still considered a luxury item here in Singapore, mainly a perception formed during the British rules when wines was highly priced items and only the British and the rich and affluent could afford. It is also not a tradition for local consumer to drink wine with their meal.

A bottle of entry-level Chilean wine cost around SGD 19 to SGD 28 in the supermarket. The wholesale price for Montes Classic chardonnay 2007 (83 points) is about SGD 26. The retail price would be to inflate the wholesale price by 30% or 50%. A restaurant will inflate the price by 50% - 80%.

A bottle of Almaviva (93 points) in a 5 star hotel restaurant or Michelin fine dining restaurant would cost near SGD 300 to 1000.

## VIII. ESTRATEGIAS Y CAMPAÑAS DE PROMOCIÓN UTILIZADAS POR LA COMPETENCIA

The Singapore's wine industry has reached the mature stage of the life cycle. There is a significant drop of big country promotion especially by Australia or South Africa. Even the French Wine promotion board Sopexa has closed their office in Singapore. Singapore has become very expensive to run a non-profit business.

However the promotion with in-house supermarket has gain popularity. A space out of the supermarket will be rented within the vicinity and it offer consumer more than just sales of wines. The supermarkets hire professionals to help consumer choose their wines and provide suggestions on food pairing and so forth. They gave away education brochure as part of branding exposures.

There is also an increase of French, Australian and California wines sponsoring wine classes here in local institution. It is an effective method to give exposure to potential wine sommeliers. Click here for the format of the Professional Wine Course offer by one of the local polytechnic - [http://www.tp.edu.sg/cec\\_marketing\\_scwine.pdf](http://www.tp.edu.sg/cec_marketing_scwine.pdf)

Australia is still very active with less elaborated wine marketing events. Beside participation in fairs like Food & Hotel Asia, Wine for Asia, they are active with smaller events such as smaller wine tasting event which is organized by retailers such as the Wine Fiesta.

Here is what a creative way of promoting wines by Austrade, a promotion run with Giant Supermarket.

**SHIRAZ**

Shiraz, also known as Syrah, is a dark-skinned grape that enjoys immense popularity. The skin of the grape is deep red but the flesh is white. It is the offspring of 2 grapes, Druza and Mondeuse Blanche and originated from Northern Rhone of France. Shiraz is used as a varietal, or is blended with other grapes. The beauty of Shiraz is that it can flourish in a range of climates. Cooler regions produce wines that have black cherry, pepper and spice characters. Warmer climates allow grapes to mature fully, producing intense aromatic wines with blackberry fruit and exotic spiciness of sandalwood, violet and black pepper. Shiraz has become Australia's signature wine, particularly the Barossa Valley which is reputed for being one of the premium regions of the world for Shiraz. The Barossa Shiraz is distinctively intense with rich chocolate and spice notes.

Due to the concentrated flavours and high tannins, Shiraz wines show layers of intoxicating complexity with age. This full-bodied wine complements a wide variety of dishes featuring red meat, roasted herbs, mushrooms, onions and certain seafood dishes. Satisfy your gastronomic temptations now!

**SUGGESTED FOOD PAIRING**

- Barbecued Steak
- Black Pepper Beef
- Curry Fish Head
- Peking Duck
- Roasted Pork
- Roasted Duck Breast with Steamed Bok Choy
- Seafood Fried Rice
- Stir Fried Spicy Lamb
- Thai Curry Crab

**Giant**  
Big Smiles. Great Value.

**SAVOUR THE FLAVOUR**

**SUGGESTED FOOD PAIRING**

**BAROSSA BOXER SHIRAZ**

Displays exotic characteristics of rich chocolate, cherries, dark berry fruit and spice notes

**Fish Head Curry**

**INGREDIENTS**

- 500g Fish Head
- 300ml Water
- 1 teaspoon Salt
- 2 tablespoons Tamarind Juice
- 250g Grated Coconut
- 1 stalk Lemon Grass (sectioned and mashed)
- 3 tablespoons Curry Powder
- 100g Lady's Finger (sectioned)
- 1 Tomato (cut into wedges)
- 1 Onion (cut into pieces)
- 4 Green Chillies (sliced)
- Sugar (to taste)

**Ingredients for Paste**

- 8 Shallots
- 3 Cloves Garlic
- 1 small piece of Ginger

**PREPARATION**

1. Rinse fish head and cut into halves. Rub salt all over it and rinse well. Marinate with tamarind juice.
2. Squeeze grated coconut for 250ml of thick coconut milk. Extract thin coconut milk by adding 300ml water in the squeezed grated coconut.
3. Place all the ingredients for the paste into a food processor and blend until a fine paste is formed.
4. Heat oil in a wok. Add ground paste, lemon grass and curry powder.
5. Stir fry until fragrant. Pour in thin coconut milk and bring to boil. Add fish head, lady's finger, tomato, onion, chillies and sugar. Use medium heat and bring to boil.
6. Lastly, pour in thick coconut milk and cook briefly.

For feedback & suggestions, feel free to send us an e-mail at [service@giantpermarket.com.sg](mailto:service@giantpermarket.com.sg)

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Big Smiles. Great Value.

Competition is strong here and promotion campaign is an essential to ensure constant brand awareness and loyalty.

Austrian wine Marketing Board organized another year of Austrian Wine Festival with a good selection of fine restaurants in Singapore. The festival was a successful campaign that revives the charm of the old world and instantly gains a status in the high society.

Read more about the Austrian Wine Festival 2010 here - <http://www.thewanderingpalate.com/events/austrian-wine-festival-2010-new-wines-from-old-world/>

Chile's most successful award-winning or 90 plus wines should come together and plan a festival as such to gain a place in the hearts of the elitists and the affluent wine-drinkers in Singapore and in the region.

# IX. CARACTERÍSTICAS DE PRESENTACIÓN DEL PRODUCTO

All supermarkets (Premium to valued) have a wine department in their premise. Bottles are categorised by country. Sophisticated supermarkets will have a wine cellar with temperature control room that store premium wines. Retail shops such as The Cellar Door house premium wines and hence are presented with superior interior and comfortable shopping experience.

Brix Cellar Singapore



Fine dining restaurants have their own cellar display.



There is also a Park Square Singapore's Divine Wine Society which is very formal. Best known as Wine Fairy. Watch the video here - <http://www.youtube.com/watch?v=9r07pMN5Kxk>

## X. SUGERENCIAS Y RECOMENDACIONES

In Singapore, quality and country image are very important. The country image usually is tied with expected quality of the products. It is a matter of out of sight and hence out of mind. The consumers here are spoiled for choice as the market is flooded with different brands, different quality and different price range to suit each and every consumer's budget, demand and expectation. The vital point is to make sure the importer or distributor you work with must know who their target market is in order to effectively build a successful brand in Singapore.

The image of Chilean wine has improved over the years. And especially thanks to Concha y Toro, the VCT Group for their heavy marketing and promotion campaign in Asia. Almost all wine drinkers will know Concha y Toro and their other labels when they hear people speaking of Chilean wines. It is clearly obvious, getting bottles of wines involved and exposed in any elite international events in Singapore is essential to a success in Singapore. For example, Concha y Toro sponsor wines for the international Golf tournament and other fashion festival and so forth.

The other way for new brands is to tap on the various exhibitions such as the annual Wine for Asia Exhibition and the biennial Food and Hotel Asia exhibition. New winery can take this opportunity to visit the market, get to know people, meeting face to face and discuss potential deals. Visit the market is very important because it will give you an idea of how to manage your product, labels, brand campaign and so forth and at the same time step into the importer and distributor's shoes to understand how they conduct their business.

Advertise in local industry related magazine is another way to create brand awareness. Branding is essentially important and local publisher give priority to clients who work with them, especially during their selection of wine articles, wine tasting event and critic panel selection. These reviews are critical for local wine drinkers. (See Anexo)

Brand awareness is top priority and is the only way to have a stable position in the wine market. Therefore packaging with clear marking or indication of "Product of Chile" and an image are some of the ways to educate consumer. Educating the consumer here is important because they would usually create a culture and buy these products. When these products are sellable and proven popular, the retailers will place more orders and it will increase the import into Singapore.

Lastly, I would like to recommend producers of Chile's most successful award-winning or 90 plus wines, to come together and collaborate to do a Chile Festival with a chain of fine restaurants and Michelin star chef to entice the hearts of the elitists and the affluent wine-drinkers in Singapore, to make them fall in love with Chilean wines. The essence of having all the wineries work together would create an impact in the food and wine industry and can achieve the best result with shared resources. Chilean wineries must work together. Going solo would mean you need a very big investment to see ROI.

## XI. FERIAS Y EVENTOS LOCALES A REALIZARSE EN EL MERCADO EN RELACIÓN AL PRODUCTO

There are the general local food fairs, which are annual events that draw local crowds. There is also a regional event and a bi-annual trade/industry event that are suitable for promoting fresh fruits.

Evento: **Food and Hotel Asia (FHA 2014) / Wine & Spirits Asia 2014**  
 Fecha: 8 – 11 April 2014  
 Lugar: Singapore Expo Hall 1- 9  
 Website: <http://www.foodnhotelasia.com/>

Evento: **Asia Wine Expo 2012 (formerly WFA)**  
 Fecha: 1 – 3 November 2012  
 Lugar: Suntec City Convention and Exhibition Hall  
 Website: <http://www.asiawineexpo.com/>

Local consumer fair, very popular with consumers and the best platform to introduce new product and create brand awareness:

Evento: **Wine Fiesta 2012**  
 Fecha: October 2012  
 Lugar: Duxton Hill, various Restaurants  
 Website: <http://www.facebook.com/media/set/?set=a.449774487542.243149.129484332542>

## XII. FUENTES RELEVANTES DE INFORMACIÓN EN RELACIÓN AL PRODUCTO

1. **Agri-Food Business Directory (Online portal)**  
 URL: <http://www.agri-biz.com/indexSABD.aspx?DirID=95&Version=english>
2. **Agri Food & Veterinary Authority (AVA)**  
 URL: [www.ava.gov.sg](http://www.ava.gov.sg)
3. **Singapore Customs**  
 URL: [www.customs.gov.sg](http://www.customs.gov.sg)



ANNEXO An extract from a Gourmet Magazine - GOURMET”



**TEXT** EDWIN SOON **PHOTOGRAPHY** VEE CHIN & ALECIA NEO **ART DIRECTION** NORSHAM HUSAINI & DENISE REI

In its third year and fifth iteration, the G top wine challenge received an unprecedented number of wines and 14 panellists were tasked with whittling them down to 100.

The G Top 100 list is based on four criteria: quality; value (within the price bracket); availability (only wines available locally); and an X-factor we call excitement.

The choices also recognise outstanding producers and importers who have made efforts for proper storage and handling of wines. Indeed, a handful of what would have been highly regarded wines had to be disqualified because of storage problems.

Ultimately, the list reflects the judges' idea of what makes a great wine and one that they would personally buy.

So here we are after two days of tasting at the Intercontinental Hotel Singapore: A wine of the year, a dozen creme de la creme wines that rose above the rest and another 87 wines - together, they reflect the best tipples in Singapore today.

Furthermore, an additional 10 quaffing and quenching wines for everyday drinking have been included. These are well-priced bottles you can be proud to serve 10 people or 100. You can plan a meal around them or pick and choose your selections for pure sipping pleasure - choose among beaujolais, a cote du rhone, a moscato and a merlot.

ADDITIONAL REPORTING: SISTER GONZALES

THE PEAK SELECTIONS **GOURMET & TRAVEL 147**

## G'S WINE PANEL



**EDWIN SOON**  
Trained as an economist and oenologist, Soon moderated the wine tastings and has a few wine books under his belt. He has picked grapes, worked as a cellar rat. Currently, he trains sommeliers and provides wine consulting services.



**CARRIE CHEN**  
A self-proclaimed tea enthusiast, Chen is the owner of Tea Bone Zen Mind, a high-end speciality tea boutique. Having studied tea for over 20 years in Japan, Taiwan and China, she is trained in the many rituals in Asian food and beverage.



**CHRISTINE YAP**  
A gynaecologist by profession, Yap has been a keen wine enthusiast since 1991. The member of the Confrerie des Chevaliers du Tastevin particularly loves Old World red wines.



**GERALD LU**  
Lu is head sommelier and general manager at the newly opened Praelum Wine Bistro in the Duxton enclave. The internationally certified sommelier was Singapore's Best Sommelier in 2010.



**INDRA KUMAR**  
A certified sommelier and specialist of wine, Kumar was given the title of Singapore Best Sommelier in 2009. Formerly with Fullerton Bay Hotel, he now oversees Russian fine dining restaurant Buyan's 6000-bottle cellar.



**JANICE KOH**  
The F&B manager of Michelangelo's and Original Sin fell in love with wine while taking a certificate of restaurant management course by Le Cordon Bleu in Australia. Koh is always on the lookout for a crisp and dry riesling.



**LAM FOOK PING**  
Having been awarded the wine scholarship by the Asian Gastronomic Awards of Excellence in 2011, Lam constantly looks to expand his knowledge. Currently working with a wine merchant, he is a firm believer that it's a never-ending journey.



**MICHAEL TAY**  
Executive director of the Russia-Singapore Business Forum and adjunct professor at the Lee Kuan Yew School of Public Policy, Tay is a fan of the wines of Beaune, France. Between 2003 and 2008, he was also our republic's Ambassador to Russia.



**PAUL LING**  
A financier by profession, Ling started appreciating wines in 2005. One of his biggest influences is Peter Sisseck of the Spanish wine Pinguo, whom he met at a dinner. He enjoys everything from amaronne to champagne.



**TAN KAH HIN**  
Tan is founder and grand senechal of the Confrerie des Chevaliers du Tastevin. He was past president of the International Wine & Food Society of Singapore and co-founder of the Commanderie de Bordeaux and Ordre des Coteaux.



**TAN YING HSIEN**  
Awarded the prestigious Champagne Trinity Scholarship in 2010, Tan has since set his sights on adding Master of Wine to his list of credentials. He has fulfilled his lifelong dream of opening his own wine bar, Taberna, in Binjai Park.



**SARAH MAYO**  
Mayo is the founder of a consumer wine recommendation website, The Local Nose. She is currently completing a diploma programme with the UK-based Wine & Spirit Education Trust.



**STEPHANIE RIGOURD**  
Rigourd graduated from Tain L'Hermitage Sommelier School and formerly served as head sommelier of Le Charlemagne. She is currently sommelier at Hilton Singapore and organises tasting "tours" of France's wine regions.



**SUZANNE BROCKLEHURST**  
Having been a wine enthusiast since her undergraduate days, Brocklehurst's 25 years of experience in wine judging, consulting and writing span three continents.

I won't be surprised if tomorrow Frescobaldi starts to make wine on the moon! The climate is changing, so the wine-growing regions, too.

STEPHANIE RIGOURD

## TOP 100 WINES

### REDS CABERNET & CABERNET BLENDS



**BERINGER KNIGHT'S VALLEY CABERNET SAUVIGNON 2009**

ORIGIN US  
PRICE \$64.95  
FROM TREASURY WINE ESTATES

Deep purple. Arresting flavours of cassis, eucalyptus, mint, pandan, plum, cocoa and chocolate. Tannic with earth and minerals at the end.



**VINA MAIPO PROTEGIDO CABERNET SAUVIGNON 2008**

ORIGIN CHILE  
PRICE \$69  
FROM CONCHA Y TORO

Engaging nose of cassis, dried flowers, oak, cinnamon and vanilla. A jammy fruit bomb with herbs and dried tea leaf flavours.



**YALUMBA THE SIGNATURE 2006**

ORIGIN AUSTRALIA  
PRICE \$79  
FROM MONOPOLE

Inky black. Green herbaceous notes accompanied by some coffee, jam, cherry and minerals. Relatively rich with flavours of tea leaf and earth. Needs a little time.



**BODEGA GRAFFIGNA CENTENARIO CABERNET SAUVIGNON 2008**

ORIGIN ARGENTINA  
PRICE \$80  
FROM PERNOD RICARD SINGAPORE

Subtle, with currant and cassis amid dried flowers, earth, vanilla, oak and cinnamon. Well-balanced and good flavours, with soft tannins.



**WYNDHAM ESTATE GEORGE WYNDHAM CABERNET MERLOT 2007**

ORIGIN AUSTRALIA  
PRICE \$80  
FROM PERNOD RICARD SINGAPORE

Deep purple. Fruity with meaty overtones. Flavours of mint, tea leaf and white flowers, prune and plum. Balanced with good acids and length.



**CONCHA Y TORO DON MELCHOR 2007**

ORIGIN CHILE  
PRICE \$123  
FROM SUTL WINES & SPIRITS

Big and rich wine with vanilla, eucalyptus, wood, cassis and blackcurrant. Flavours of Asian spice box, chocolate and plum. Complex and layered. Needs time.



**JACOB'S CREEK ST HUGO CABERNET SAUVIGNON 2007**

ORIGIN AUSTRALIA  
PRICE \$130  
FROM PERNOD RICARD SINGAPORE

Deep purple. Lovely nose of eucalyptus and touch of green leaf, violet, dried tea and dark fruit. Good tannin structure, tasty on the back palate and with a refined finish.



**JACOB'S CREEK JOHANN SHIRAZ CABERNET 2001**

ORIGIN AUSTRALIA  
PRICE \$150  
FROM PERNOD RICARD SINGAPORE

Blackcurrant with spice and tobacco. A hint of cocoa and vanilla with green leaf notes. Medium tannins and good balance. Needs time.



**FATTORIA NITTARDI "NECTAR DEI" 2008 IGT MAREMMA TOSCANA**

ORIGIN ITALY  
PRICE \$124  
FROM PONTI WINE CELLARS

Inky black. Ripe fruits including blackcurrant, liquorice, cherry and berries. Some baked and caramel flavours with spice. Complex with good tannin-acid-sweet balance.



**WOLF BLASS BLACK LABEL CABERNET SHIRAZ 2006**

ORIGIN AUSTRALIA  
PRICE \$169  
FROM TREASURY WINE ESTATES

Inky violet-black. Big wine, ripe dark stone fruits, plum, prune, eucalyptus, currants and spice. Big tannins that will soften with time. Complex.

#### IN GOOD TASTE

If the flavour of your wine depends on where you drink it, then you can be assured of a great glass in these incredible tasting rooms.

**Chateau Haut-Brion, France**  
Enjoy one of the winery's namesake vintages from the small tower and take in spectacular views of the manicured park and flower garden while you're at it.

**Craggy Range Giants Winery, New Zealand**  
An elegant farmhouse with views of Te Mata Peak is the perfect setting to experience the winery's Aroha Pinot Noir 2009 vintage.

**Lopez de Heredia, Spain**  
This unusually shaped tasting room is built around an old kiosk and is constructed from gold-tinted steel for a truly indulgent sampling of their Vina Tondonia Red Gran Reserva 1991.