

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

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Bright future of California wine in China market

Report Categories:

Wine

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General Information:

This week, ATO director met with the Deputy Director General of the Guangdong Alcohol Monopolization Bureau at a wine tasting dinner held by 16 Area(China) Wine Co.,Ltd, an exclusive California wine importer that has 15 branches in Guangzhou and is also a founding member of the Pearl River Delta American Wine Import Association. Post learned that the Chinese government has newly established a specific organization which will handle imported alcohol and spirits exclusively give the sharp rise demand in recent years. In 2009, California wine sales exceeded \$24 million and according to the GM of 16 Area wine Co., Ltd, he has confidence U.S. wine will gradually replace the mid-level French wine China market in Pearl River Delta.