

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Guangzhou

California wine added romance to Valentines Day

Report Categories:

Wine

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Report Highlights:

General Information:

Public Affairs Section of U.S. Consulate General Guangzhou hosted a St. Valentine's Day event for Chinese public on February 14, 2011. The event was kicked off with a lecture on the culture, history, customs, and symbols of the romantic day, and the universal values of love behind it. Besides enjoying the world famous love poetry, attendees also celebrated with the presence of California wines. Wine varietals included Cabernet Sauvignon, Pinot Noir, and Zinfandel. This event was also micro-blogged on Sina site, with ATO/GZ director's suggestions on how to enjoy St. Valentine's Day with these three types of wine. So far, 16 re-micro-blogs and 9 comments about the wine had been generated. Netizens also asked the question of where to buy American wines in Guangdong province. These micro-blogs have already reached over 2,100 followers. For more information on this event, log on to U.S. Consulate General in Guangzhou's micro-blog link: <http://t.sina.com.cn/1660527111>