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Meiwei/Two Dog Wine promotion brought a taste of Napa Valley to Changsha

Report Categories:

Wine

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General Information:

On March 27, ATO Director delivered opening remarks at a press release and tasting event for Two Dog Napa Valley wine in Hunan's provincial capital of Changsha. The main point of the speech was to instill confidence in the Meiwei/Two Dog brand given local consumer's suspicions regarding adulterate and fake imported wine which has been prominently featured in local news outlets. Following the press event, Two Dog wine's Guangzhou headquartered distributor, Meiwei Wines, organized a 200 plus wine tasting for select government officials and affluent consumers in Changsha. Two Dog's owner and managers attended the event along with Chief Winemaker Eric Padilla who led the tasting. Mr. Padilla led a large but exceptionally captive audience of consumers through five wine selections and explained why California wines are superior in quality and reasonably priced. After the tasting numerous purchases were made including one for 25 cases of Cabernet Sauvignon made by a local official from a surrounding Changsha suburb. Meiwei Wines is a proud member of the Pearl River Delta American Wine Import Association.