

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Guangzhou

U.S. Winery to train major 5-Star Hotel Chains in Pearl River Delta, Mar 16

Report Categories:

Wine

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General Information:

On March 16, 2011 ATO Director and the CEO of a major California winery discussed sponsorship of a professional wine education program geared towards the twelve new 5-star hotels opening in Guangzhou this year. The winery is committed to bringing a team of instructors led by a Master Sommelier and supported by two regional Advanced Sommeliers. ATO Guangzhou will be developing a timeline with some of the major hotels to conduct training and media outreach plans to showcase the distinguishing features of fine U.S. wines by the highest form of experts in the global wine industry.