



# CALIFORNIA WINE MONTH 2022 HONG KONG



# CALIFORNIA WINE MONTH 2022

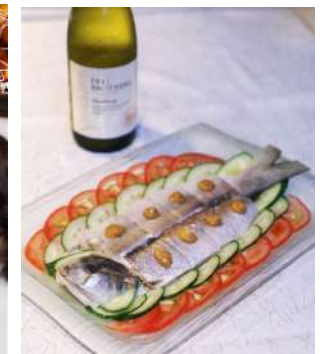
Exhibition  
&  
Tasting

140+  
Promos

10M+  
Social  
Reach

128M  
PR  
Reach

HK\$6.6M  
PR value



# SIPS OF SUMMER POPUP



# SIPS OF SUMMER POP-UP

For Hong Kong to journey through California wines, this year's California Wine Month brought the city a special **pop-up store** that hosted an exhibition on the history of California wines for **two weeks**.

Dates: July 1-16, 2022  
Location: The Wild Lot, Shop B, G/F 6-10 Shin Hing Street, Sheung Wan

In-store offerings:

- ★ **Guided tours** by trained docents for the exhibition
- ★ An array of California wines for **purchase and sampling** by local merchants exhibiting at our store
- ★ In-market wines submitted by member wineries shipped from California available for sampling while stocklists information were provided
- ★ **Music in the Vineyards**
- ★ California wine **workshops**



# EXHIBITION

The Sips of Summer pop-up store curated an exhibition that represents important and significant events in the history of California wines, featuring wineries and winemakers that have made meaningful contributions.

The exhibition presented the years 1849 to date, from the Gold Rush era to Prohibition, post-Prohibition to the Judgment of Paris; an event that changed the wine world and established California's role as a world-class wine producing region, and innovative and sustainable efforts to date.



# EXHIBITION



The exhibition is also exemplar of California's Golden State of Mind, defined by our brand pillars:

- ★ Boldness
- ★ Optimism and Inclusion
- ★ Innovation
- ★ Sustainability



# WINE TASTING WORKSHOPS

Date: July 3, 2022

Speaker: Walter Kei

Short bio: A travel and food columnist, author, radio host and TV presenter.

Topic: Chinese food and California wines pairing



# WINE TASTING WORKSHOPS

Date: July 3, 2022

Speaker: Corinne Mui

Short bio: An award-winning wine & sake educator, writer and consultant. She holds a WSET Level 4 Diploma and has over 15 years' experience in specialist wine teaching for luxury hotels, casinos, airlines and wine traders. She is also one of the WSET certified educator training programme assessors in Asia.

Topic: California wines and Chinese food pairing





# WINE TASTING WORKSHOPS

Date: July 4, 2022

Speaker: **Cecilia Wong**

Short bio: TV host and wine influencer

Topic: Introduction to California wines

Wines presented:

- 1) Orin Swift Mannequin 2019
- 2) Orin Swift Machete 2019
- 3) Robert Mondavi Winery Napa Valley Cabernet Sauvignon 2019
- 4) Robert Mondavi Winery Napa Valley Sauvignon Blanc 2019



# ADVANCED SOMMELIER SERVICE

Our advanced sommelier Reeze Choi, one of the most sought-after sommeliers in Asia, was stationed at our store during weekends when there was most traffic. Reeze introduced wines submitted by member wineries to visitors and also provided professional wine service.

Profile:  
16th of the 2019 Best Sommelier of the World Competition  
1st runner-up of A.S.I. Asia-Oceania Best Sommelier Competition 2018



# PARTNERS



Official glass sponsor



Official water sponsor

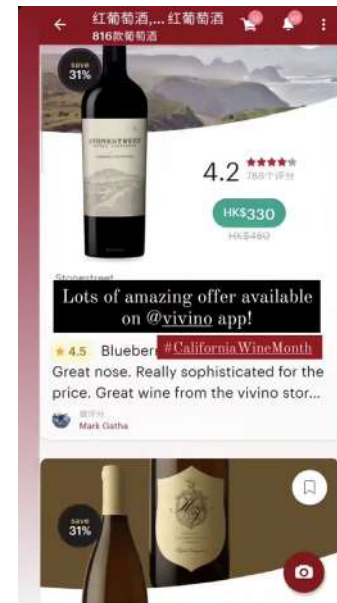
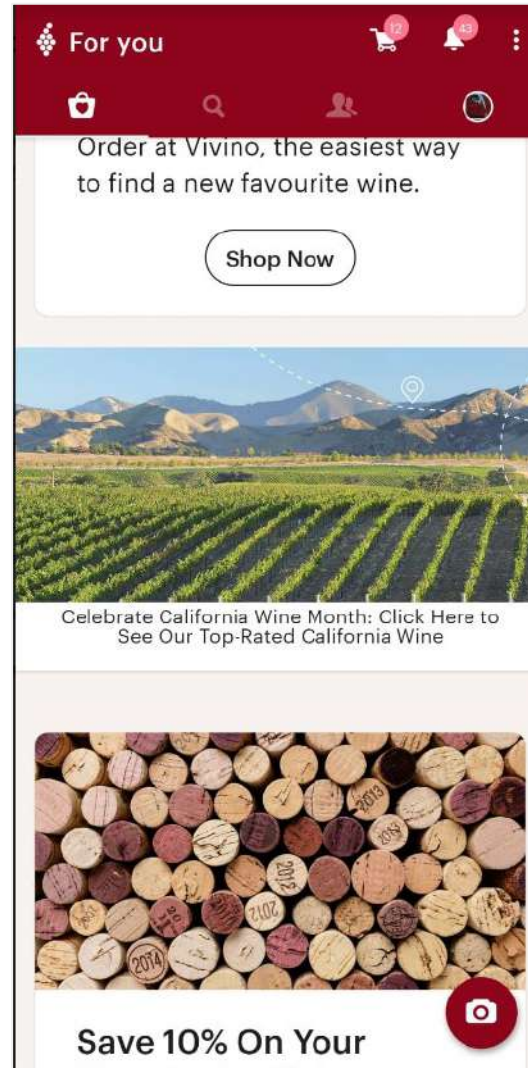


# PARTNERS



We partnered with **Vivino** to offer local merchants the opportunity to list their wines on their platform while exhibiting at our pop-up store. This also means that wine info can be accessible by scanning the labels.

During the month of July, Vivino ran promotions on California wines, with a homepage feature on their App.



# EXHIBITORS

A total of 8 merchants participated in our pop-up store to exhibit and sell their wines. Each presented a range of California wines to customers and created special prices specifically for our event days.

Exhibitors include:

- Watson's Wine
- Links Concept
- Wine Shop Asia
- Summergate
- Prime Cellar HK
- CWS Fine Wines
- ASC Fine Wines
- Thy Wine



a Suntory group company **SUNTORY**



**Watson's Wine**





**SIPS OF SUMMER  
WINE POP-UP**

**July 1 - 16**

Exhibition • Shop • Tasting • Experience • Music

<https://www.cawinmonthhk.com/>  @CaliforniaWinesHongKong  @calhkwine



**CALIFORNIA  
WINEMONTH**



**CALIFORNIA  
WINEMONTH**


**SIPS OF  
SUMMER  
WINE  
POP-UP**

July 1 - 16

Exhibition • Shop • Tasting • Experience • Music

[www.cawinmonthhk.com/](https://www.cawinmonthhk.com/)

California Wines Hong Kong

 @calhkwine



# MULTIMEDIA PROMOTIONS



# COMMERCIAL RADIO HONG KONG

## CRHK @881903.com Facebook Live

Host: Rebecca Leung

Short bio: A prominent wine personality based in Hong Kong. She is a holder of the WSET Diploma. She writes her own wine blog "Wine is Beautiful" and has regular columns in many publications.

Reach: 197k followers

Links and views:

<https://www.facebook.com/881903com/videos/437049401635951/> (5.5k views)

<https://www.facebook.com/881903com/videos/748654876353368> (2k views)

<https://www.facebook.com/881903com/videos/349383817349300> (3.6k views)

**Advertising slot in prime time slot to promote Sips of Summer pop-up store (jingle) 1M reach**





# RONNY LAU

**Wine/Play Youtube channel  
Facebook Live**

Host: Ronny Lau

Short bio: Esteemed wine author, columnist  
and Chairman of Hong Kong Wine and  
Spirits Writers Association

Reach: 2.6k

Views: 463

Published on YouTube and Facebook

<https://www.youtube.com/watch?v=bxCSQITLevc>



# BERNICE LIU

## Wine & Dine with Bernice+1

Date: July 5, 2022 10:30pm

Short bio: An International tv/movie actor who has been producing wines as a hobbyist winemaker for over 10 years. Through her award-winning wines, Bellavizio, Bernice is known as a “travelling winemaker”, and not only produces her own wine but also consults for various restaurant groups and private label projects. Her wine journey and love for wine started in Napa Valley.

Reach: 126k

Views: 5.5K

Link: <https://facebook.com/events/s/wine-dine-all-things-in-betwee/798685884846733/>



# BUDMING

## Budming

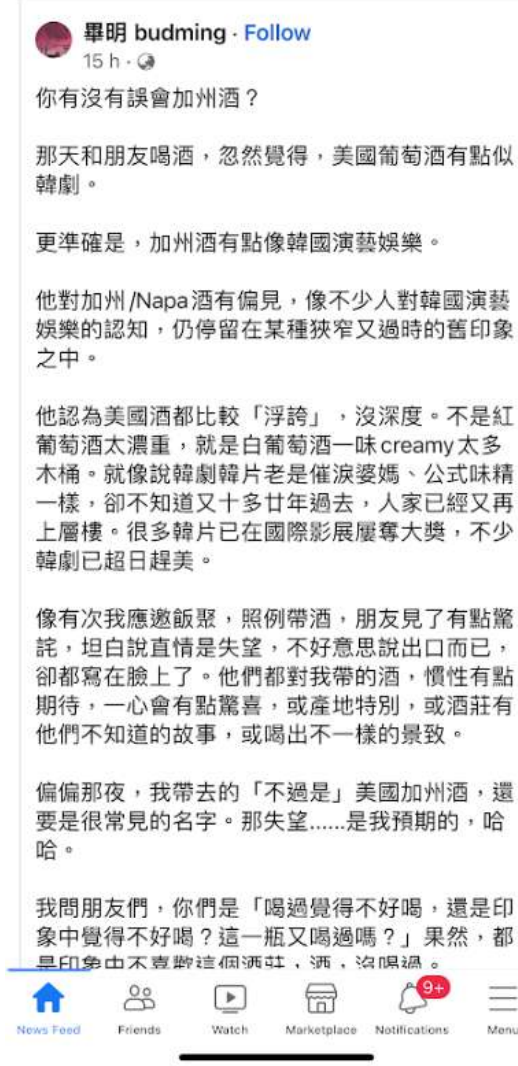
Wine writer, film critic, author

Engagement on social media,  
and an article on arts and  
lifestyle publication Madame  
Figaro

Reach: 270k+



A screenshot of a Facebook post by user 'budming 畢明' posted 43 minutes ago. The post features a painting of a dense forest with tall trees and a stream. The text of the post asks '你有没有誤會加州酒?' and discusses the author's opinion on California wine, comparing it to Korean dramas. The post has 6 likes and 3 comments.



A screenshot of a Facebook post by user '畢明 budming' posted 15 hours ago. The post features a painting of a dense forest with tall trees and a stream. The text of the post asks '你有没有誤會加州酒?' and discusses the author's opinion on California wine, comparing it to Korean dramas. The post has 6 likes and 3 comments.



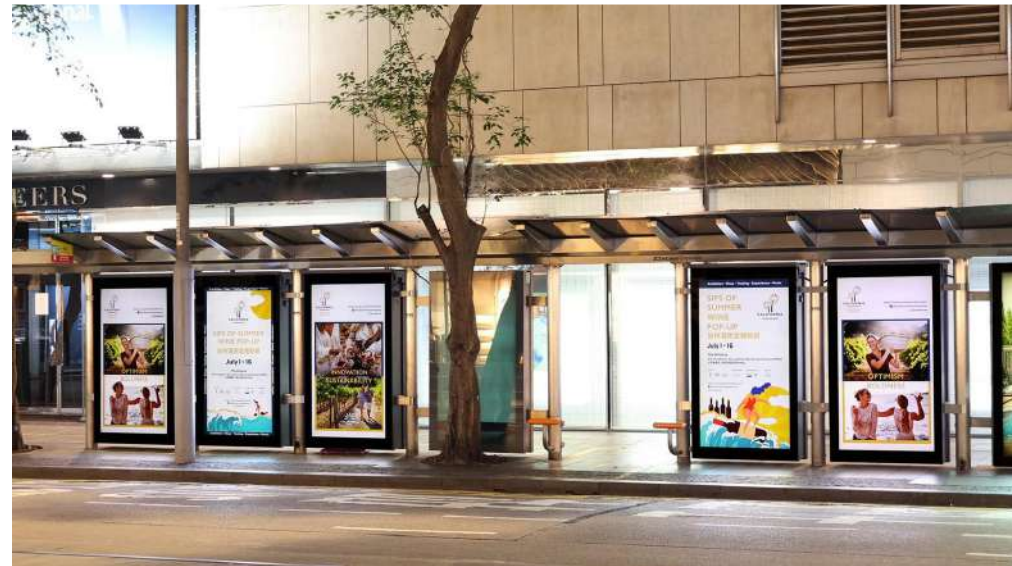
A screenshot of the Madame Figaro website article page. The article title is '畢明 | 你有没有誤會加州酒?' and it is dated 01.07.2022. The article content is a continuation of the text from the Facebook posts, discussing the author's views on California wine and its comparison to Korean dramas. The page includes social media sharing icons and a navigation bar at the top.

# TRAM & BUS SHELTERS



**Tram - 1 tram for 4 weeks** of advertising in the month of July

**Bus shelters - 24 shelters** on key districts in HK island including Central, Admiralty, Wanchai, and Causeway Bay for 2 weeks in July



# MILL MILK



Youtube Subscribers: 419k  
 Likes: 1.6k  
 Views: 59k  
 Link: <https://youtu.be/N1bF6UjFDYg>  
 Total reach: 520k +



MM MILL MILK



## Description

#MM | 拆解職場應酬讀心術 觀察肢體語言 睇穿同事真實想法 心理學家教你身體向外、拎酒杯、交換腳企代表乜? 第一印象靠肢體語言及語氣 內容僅佔10%! | #Pantry有嘢斟 #4K

MM - Mill MILK

1.6K Likes

59,733 Views

7 Jul 2022



# LIFESTYLE PUBLICATIONS

## PRESTIGE | Lifestyle Asia

### Online coverage

PrestigeOnline.com is the online lifestyle media of choice for the affluent and influential as well as among high-flying corporate leaders, the country's most eminent personalities, and Asia's social elite.

### Reach: 3M

**PRESTIGE**  
 STYLE TRAVEL PURSITS WINE & DINE BEAUTY & WELLNESS PEOPLE & EVENTS ART BASEL 2022

Home » Wine & Dine » Details » Everything You Need to Know About Cal...  
**Everything You Need to Know About California Wine Month in Hong Kong**  
 BY NATASHA LI | 05 JUL 2022

**There are over 100 varieties across California, below are some of the most iconic grapes of California**

**Pinot Noir**  
 Pinot Noir's juicy cherry flavors and floral notes complement hints of earth and leather for a wine that is at turns delicate, rich, silky, subtle – and always intriguing. A cool-climate grape, it does exceptionally well in our breezy coastal regions.

**Zinfandel**  
 Bold and rambunctious, Zinfandel can take your palate on an odyssey of flavor, from raspberry to black pepper, cloves and licorice. One of our oldest and most revered vines, we're proud to call Zinfandel our signature grape.

**What can our readers expect when visiting the pop-up store?**

To launch our pop-up store, renowned sommelier Reeze Choi will be onsite on the opening weekend (July 2 – 3) to introduce the wines available for sampling. Food columnist Walter Kei has also specially prepared a selection of delectable Cantonese bites to pair with the California wines we have on offer. Wanting to provide a seamless shopping experience, we have also partnered up with wine app Vivino to allow customers to view the details of our wines and to enjoy special discounts for a limited time.

Guided tours are available to visitors who wish to deep dive into our exhibition, while our live music performances on the weekends are perfect for those who wish to relax and unwind while enjoying our wines. The music element is our effort to bring a slice of "Music in the Vineyards", an iconic California summer tradition to Hong Kong; artists featured include Mansonvibes, Higgs Raj and Luna

**LIFESTYLE ASIA** WHAT'S ON FOOD & DRINK STYLE HOME CULTURE BEAUTY & GROOMING LIVING THE ANGELMAN

What's On 05 Jul 2022 05:21 PM  
**California Wine Month returns with music, food and a pop-up store**

**NATASHA LI** share this article

California Wines' Christopher Beros fills us in on what to expect from the fourth edition of California Wine Month.

With California Wine Month returning to Hong Kong for its fourth edition, we sat down with Christopher Beros, director of Greater China and Southeast Asia of California Wines, to learn more about wines from the Golden State and highlights for this year's event.

You may also like...

**TRSPOT** 5 things we know about L.O.P.'s new wine label

**Zuhu** Joining in: Luna is a legend on the origins of her name and sipping in Cantonese

What was your initial motivation for launching California Wine Month in Hong Kong?

Here's everything you need to know about California Wine Month in Hong Kong: [READ HERE](#)

# LIFESTYLE PUBLICATIONS

## HASHTAG LEGEND

### Coverage in print (July 2022), digital, and social media

Luxury fast-forward. #legend is the first multichannel luxury lifestyle media platform for like minded global tastemakers and trendsetters. We bring a new level of expertise, engagement and connection through exclusive content that is edgy, unique, beautiful and relevant. We celebrate legends in all senses of the word— including celebrities, changemakers and brands

Circulation: **31.8k**

Online: **350k** views per month



How often they buy wine for all occasions with a social media spin

Problem is, when it comes to wine, the #legend is the first multichannel luxury lifestyle media platform for like minded global tastemakers and trendsetters. We bring a new level of expertise, engagement and connection through exclusive content that is edgy, unique, beautiful and relevant. We celebrate legends in all senses of the word— including celebrities, changemakers and brands



How often they buy wine for all occasions with a social media spin

How often they buy wine for all occasions with a social media spin



How often they buy wine for all occasions with a social media spin



### EVENTS / CULTURE

#### The California dream, diversifying Hong Kong's million-dollar wine market

By [Author Name]



How often they buy wine for all occasions with a social media spin



#### AS ALIVE AS THE PLACE THEY'RE GROWN

How often they buy wine for all occasions with a social media spin



How often they buy wine for all occasions with a social media spin



How often they buy wine for all occasions with a social media spin

How often they buy wine for all occasions with a social media spin

How often they buy wine for all occasions with a social media spin

### LET THE GOOD TIMES FLOW

How often they buy wine for all occasions with a social media spin

How often they buy wine for all occasions with a social media spin

How often they buy wine for all occasions with a social media spin

# INFLUENCER PROMOTIONS





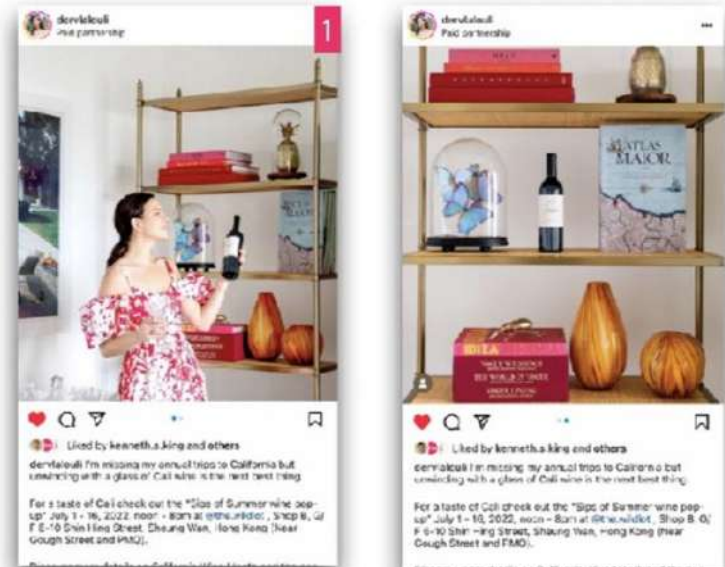
# INFLUENCER POSTINGS

We engaged 20 KOLs to support California Wine Month, resulting a total reach of **665.4k** from all accounts.

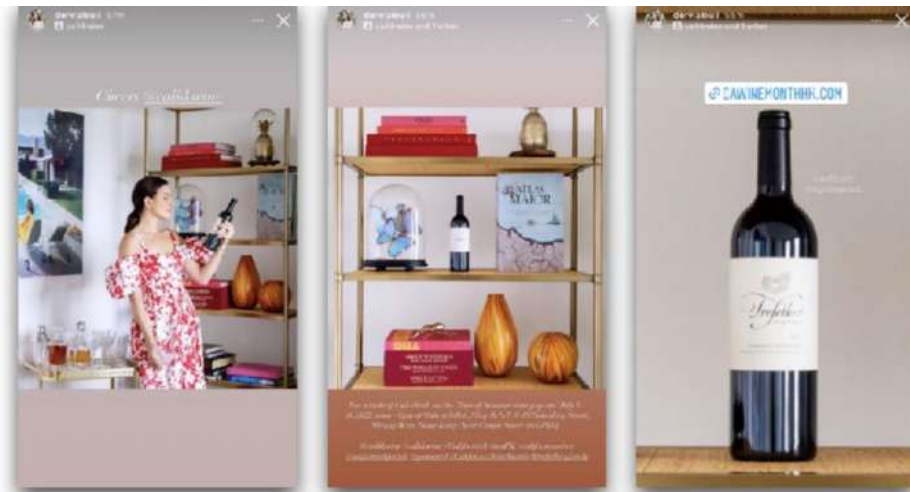
#	Channel	Platform	Post	Post Date	Reach*	Engagement*
1	@dervlalouli	Instagram		June 27, 2022	16.7k	Hidden likes; 1 comment
2	@yukimaryrosel	Instagram		June 27, 2022	57.2k	1,046 likes; 34 comments
3	@jessjann	Instagram		June 28, 2022	73.2k	Hidden likes; 6 likes
4	@3xcvelez	Instagram		June 29, 2022	25.5k	Hidden likes; 51 comments
5	@thisgirlabroad	Instagram		June 29, 2022	21.7k	2,557 plays, 55 likes; 19 comments
6	@tinalynn_cw	Instagram		June 29, 2022	49.3k	330 likes; 2 comments
7	@yukimaryrosel	Instagram		June 30, 2022	57.2k	1,256 likes; 26 comments
8	@moannaxdessire	Instagram		June 30, 2022	9.5k	1,633 plays, 349 likes; 2 comments
9	@nkwan713	Instagram		June 30, 2022	55k	532 likes; 14 comments

10	@citytraveldreamer	Instagram		July 5, 2022	13k	380 likes; 2 comments
11	@yukimaryrosel	Instagram		July 5, 2022	57.2k	4,175 plays, 771 likes; 27 comments
12	@3xcvelez	Instagram		July 5, 2022	25.5k	4,845 plays, 708 likes; 51 comments
13	@night.cap.stories	Instagram		July 6, 2022	5.9k	63 likes; 7 comments
14	@ericsgeography	Instagram		July 6, 2022	10k	230 likes; 5 comments
15	@eatwithkally	Instagram		July 6, 2022	9.9k	Hidden likes; 7 comments
16	@furellie	Instagram		July 6, 2022	56.3k	Hidden likes; 17 comments
17	@skeatravelife	Instagram		July 7, 2022	11.2k	Hidden likes; 5 comments
18	@jessjann	Instagram		July 14, 2022	73.2k	428 likes; 8 comments
19	@Jessica Jann - 湛琪清 Official	Facebook		July 14, 2022	5.7k	14 likes; 0 comments
20	@marcosora	Instagram		July 14, 2022	32.2k	Hidden likes; 4 comments

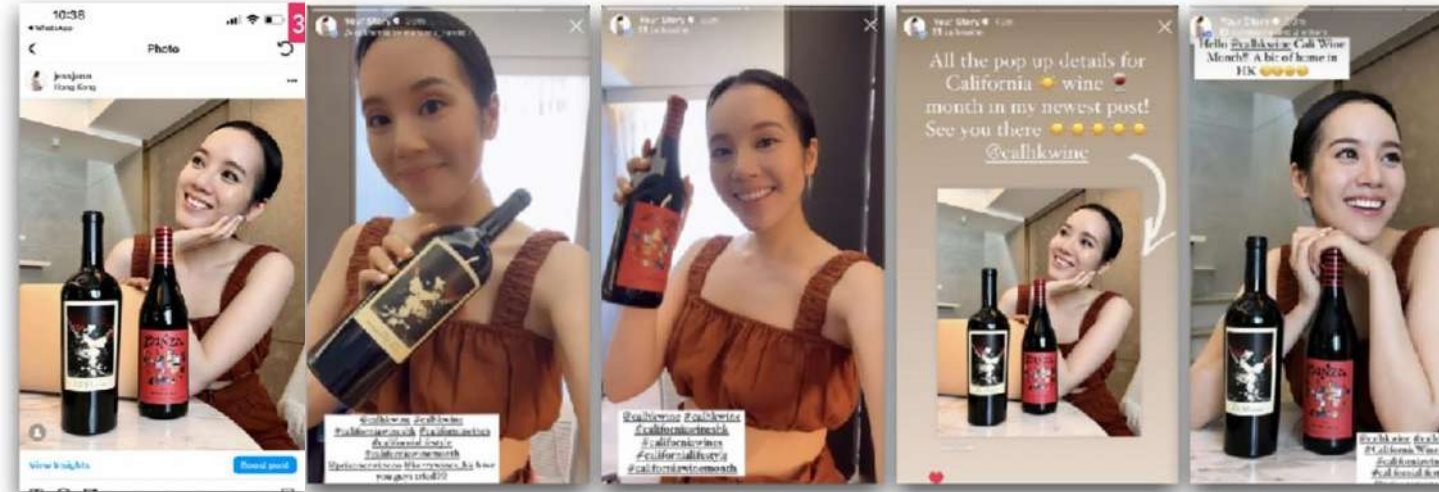
# INFLUENCER POSTINGS



@yukimaryrosel

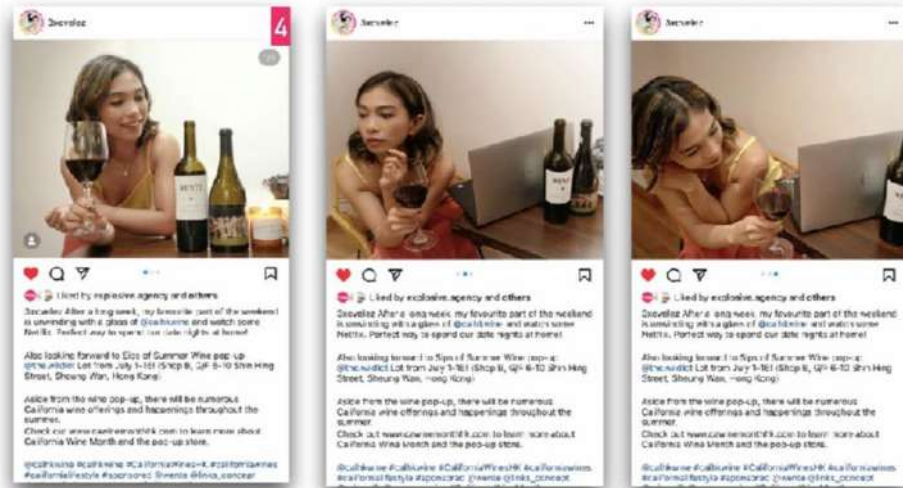


@dervlalouli

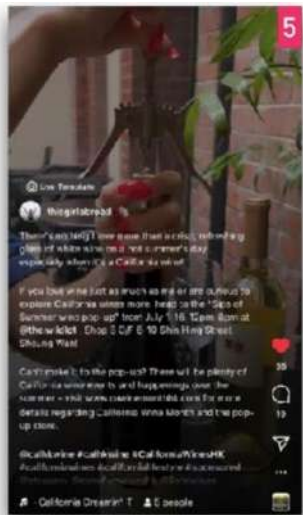


@jessjann

# INFLUENCER POSTINGS



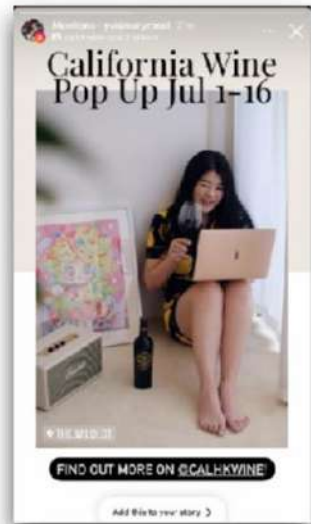
@3xcvelez



@thisgirlabroad

@tinalynn\_cw

# INFLUENCER POSTINGS



@yukimaryrosel

@nkwan713

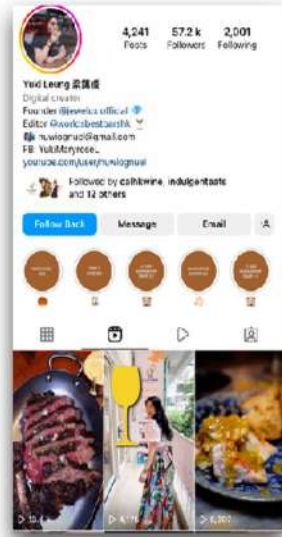


@moannaxdessire



@citytraveldreamer

# INFLUENCER POSTINGS

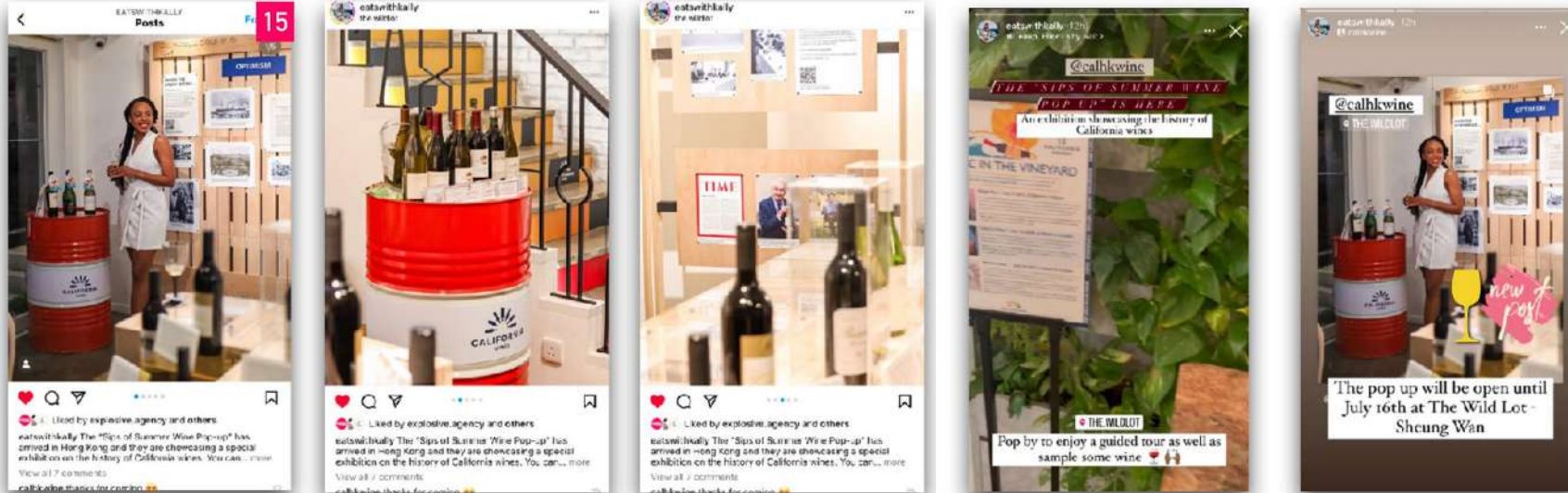


@yukimaryroesel



@3xcvelez

# INFLUENCER POSTINGS



@eatwithkally



@furellie

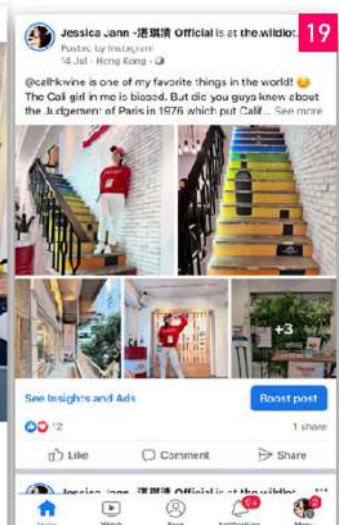
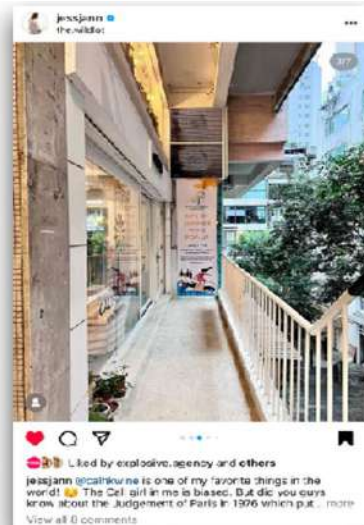
# INFLUENCER POSTINGS



@skeatravelife



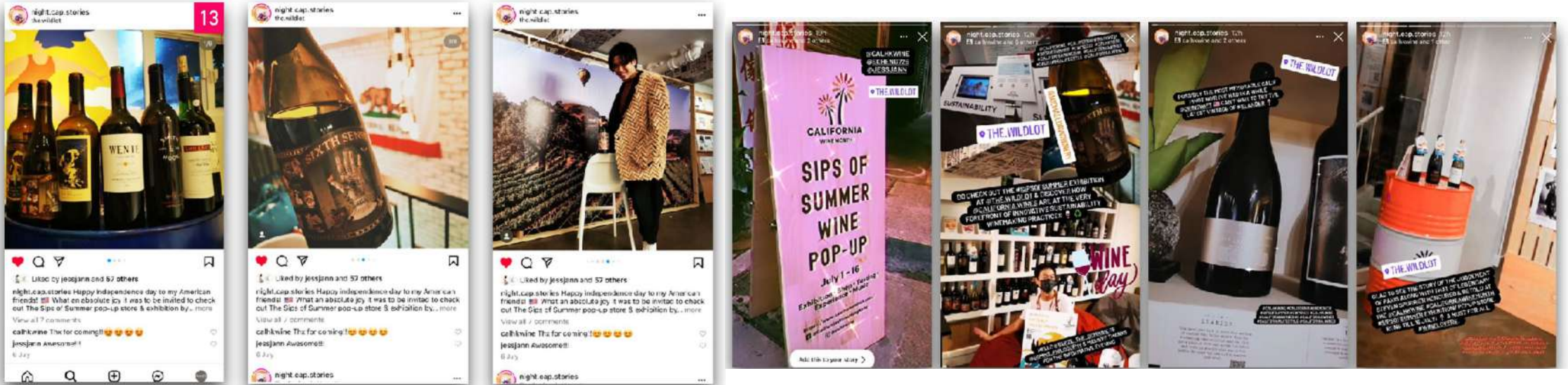
@jessjann



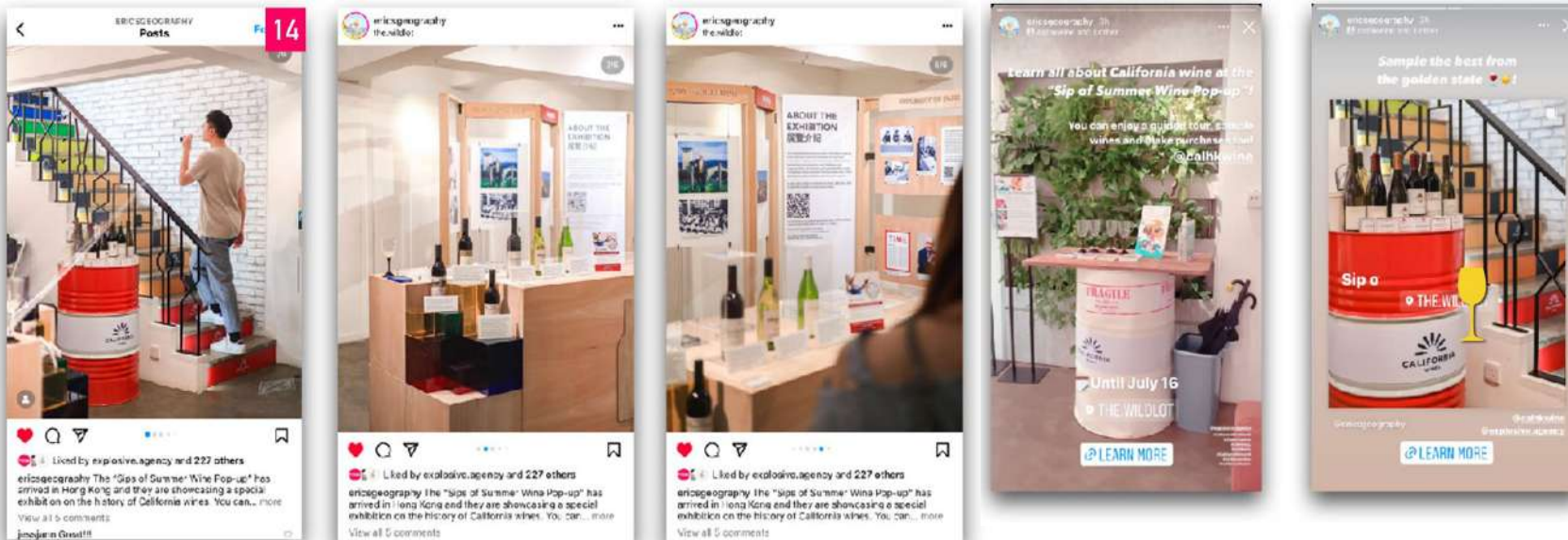
@marcosora



# INFLUENCER POSTINGS



@night.cap.stories



@ericsgoography



# ON-PREMISE PROMOTIONS



# ON-PREMISE PROMOTIONS

Our California Wine Month's **on-premise campaign** features a selection of restaurants offering California wine pairing menus or wine by the glass offers throughout July and August.

## List of participating restaurants:

泰泰

唐述

翠亨村

甘棠燒鵝

百樂潮州

生記 金紫荊

Backstreet Steaks

Chinesology

Kin's Kitchen

Pheromone

SENSORY ZERO



# ON-PREMISE PROMOTIONS



# ON-PREMISE PROMOTIONS



Pheromone  
Steakhouse  
CA wine pairing dinner for 24 guests

Kin's Kitchen  
Chinese Restaurant  
CA wine pairing dinner for 32 guests

# ON-PREMISE PROMOTIONS



翠亨村

Chinese Restaurant

CA wine pairing dinner for 32 guests X  
2 Sessions

百樂潮州

Chinese Restaurant

CA wine pairing dinner for 24 guests x  
2 sessions

# ON-PREMISE PROMOTIONS



甘棠燒鵝

Chinese Restaurant  
CA wine pairing dinner for 32  
guests



# ORGANIC COVERAGE



# RETAIL PROMOTIONS

Retail promotions is one of the core elements of California Wine Month. This year, multiple retailers and merchants joined us to promote California wines in the months of July and August.



## List of participating retailers:

Altaya Wines	Rare and Fine Wines
Apita	Riedel Hong Kong
Berry Bros. & Rudd	Sogo
burgundy etc	Summergate Fine Wines & Spirits
City'Super	Thy Wine California Wine Specialist
Enoteca	Town House
Golden Gate Wine	Town House Too
Kerry Wines	UNY
MyiCellar	Victoria Wines
Oriental Pearl (HK) Ltd.	Watson's Wine
Pier Bar	Wine Picks
Ponti Wine Cellars	Wine Shop Asia
Prime Cellar HK	Wine Warrior
	WineNow Mall



# RETAIL PROMOTIONS

適逢七月 CALIFORNIA WINE MONTH

## 美國加州頂級佳釀品鑒

JULY 2022 | 19:00 - 20:30 | MYCELLAR SHOWROOM

參照 JUDGEMENT OF PARIS 1976 STARDARD \$1120 | EARLYBIRD

HOW MANY OF THESE CALIFORNIA WINERIES DO YOU RECOGNIZE?

PONTI EXCLUSIVE

CHATEAU MONTELENA	GRIGI HILLS ESTATE	QUINTESSA
Heitz Cellar	GALERA	BV KORGSGAARD
Shafer	DUCKHORN VINEYARDS	ULYSSES SEGHESSIO
DECOY	MIGRATION	Ferriani
PARADUXX	KOSTA BROWNE	SIDURI
TWOMEY	SILVER OAK	ARALJO
Hudson	OVID	DA NA
JOEL GOTT	TRINITY OAKS	WINE MOUNTAIN

1-31 JULY

# Napa

CALIFORNIA WINE MONTH SUMMER 2022 HONG KONG

## California Summer

CALIFORNIA WINE MONTH

# California Wine Month

全線加州酒 9折起

WINE MAVEN WENTE VINEYARDS

## CALIFORNIA WINE MONTH

SPECIAL 3-BOTTLE BUNDLE

UNTIL 31 JULY

% OFF ANY 3+ BOTTLES

## California Summer Napa Valley

California Wine Month Specials

WINE MAVEN

CALIFORNIA WINE MONTH SUMMER 2022 HONG KONG

new world

# RETAIL PROMOTIONS



# SEMINARS & TASTINGS



**Silverado VINEYARDS**

**WEEKEND FREE TASTING**

22 JUL 2022 (FRI) 23 JUL 2022 (SAT) 24 JUL 2022 (SUN)  
 ifc mall Shop Lee Gardens Shop iSQUARE Shop  
 Lab Concept Shop Festival Walk Shop YOHO MALL Shop  
 Elements Shop New Town Plaza Shop

4:00 - 8:00 PM



Enoteca Hong Kong in-store tasting



Riedel wine glass x CA wine tasting



# SEMINARS & TASTINGS



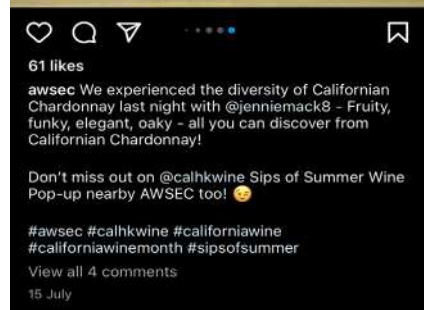
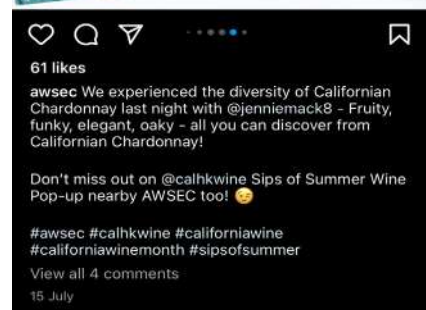
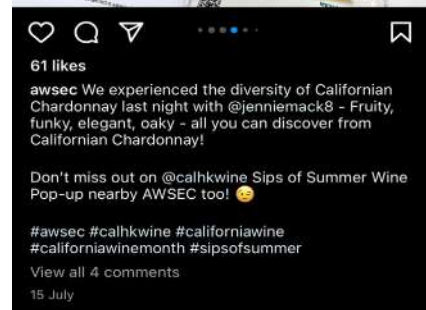
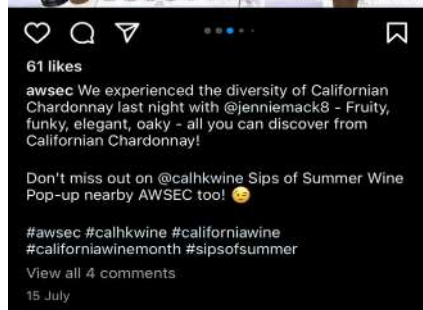
## California wine tasting by MWM Wine School by Debra Meiburg MW



# SEMINARS & TASTINGS



## California wine seminar by Asia Wine and Spirits Education Centre



# SEMINARS & WORKSHOPS



Anty Fung



California wine seminar at PolyTechnic University



# WEBSITE

[www.cawinemonthhk.com](http://www.cawinemonthhk.com)  
10k + direct traffic  
1.7k social traffic



**Opening Date and Time**  
July 1 - 16, 2022  
12:00 pm - 8:00 pm  
Open daily

**Location**  
The Wild Lot  
Shop B, G/F 6-10 Shin Hing Street, Sheung Wan, Hong Kong  
(Close to George Street and PMQ)  
上環雪廠道6-10號(英皇鐘錶及PMQ)

Home About Us Retail Promotions Events Pop-Up Partners



Site sessions **12,304** ↑ 7,053%  
Unique visitors **8,275** ↑ 6,416%

### Sessions over time



Sessions by traffic source

Traffic Source	% Change	Sessions
Direct	↑ 5,460%	10,175
Facebook	↑ 485%	983
Google	↑ 373%	497
Instagram	↑ 1,115%	316

Hong Kong > **11,453**

**Hong Kong**  
11,453 sessions, 93% out of total



# SOCIAL MEDIA

Instagram

Search

calkwine Message Follow ...

198 posts 1,882 followers 604 following

**California Wines Hong Kong**  
Wine/spirits  
California Wine Month 2022  
加州美酒月 2022  
Hong Kong 🇭🇰  
#CaliforniaWines #calkwine #californiawineshk  
18+ to follow  
[www.cawinmonthhk.com](http://www.cawinmonthhk.com)

CWM Promo CWM pop ... Creators CWM pop...

6,450

內容互動次數

47.3% 來自廣告

+4.3% vs 4月20日 - 6月25日

72,587

已接觸的帳戶數量

95% 來自廣告

-31.7% vs 4月20日 - 6月25日

## 帖子互動情形

對 4月20日 - 6月25日

讚好次數

3,145

+486%

回應數量

2,729

收藏次數

99

分享次數

67

213

## 熱門帖子

依據讚好



## 接觸的廣告受眾



自訂時間區段不提供廣告受眾的人口統計資料。

## 粉絲和非粉絲人數

根據接觸人數

1,333

粉絲人數



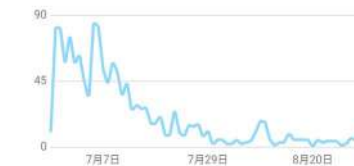
7.1 萬

非粉絲人數

## Facebook 專頁瀏覽次數

1.4K

↑ 104% (在過去67天)



## 新 Facebook 專頁讚好次數

136

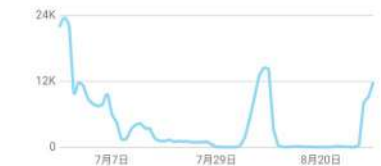
↓ 28.4% (在過去67天)



## Facebook 專頁接觸人數

155.0K

↓ 8.9% (在過去67天)



## Instagram 商業檔案瀏覽次數

9.0K

↑ 467.9% (在過去67天)



## 新 Instagram 追蹤者人數

612

↑ 512% (在過去67天)



## Instagram 接觸人數

72.6K

↓ 31.7% (在過去67天)



自訂

6月26日 - 8月31日

1,887  
粉絲

## 成長

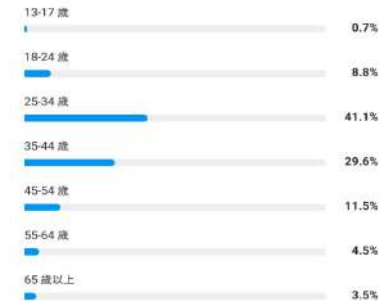
● 整體	497
● 粉絲人數	612
● 取消追蹤人數	115



## 年齡範圍

在你的粉絲中

全部 男性 女性



## 性別

在你的粉絲中

55.5%

女性



44.4%

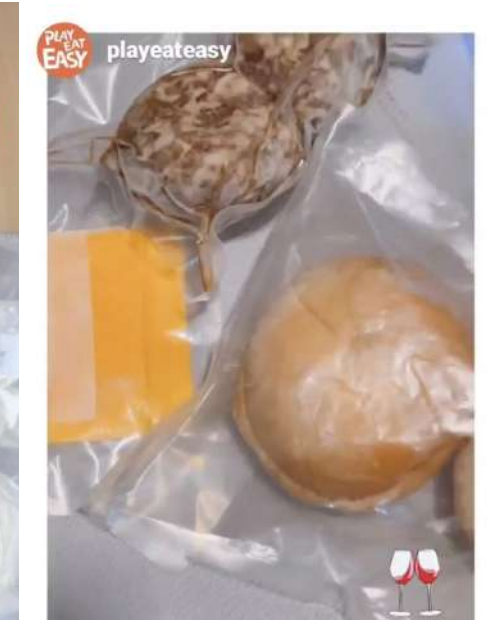
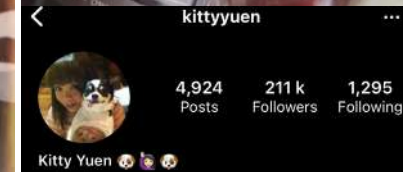
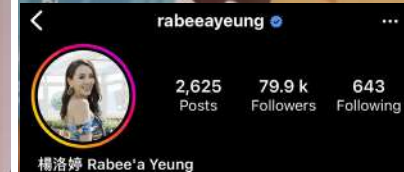
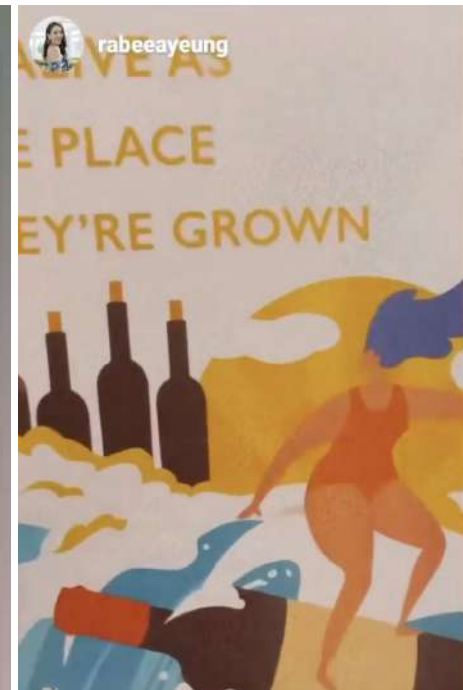
男性



# PRODUCT SEEDING

We conducted a **product seeding campaign** pre-media launch to raise awareness and create buzz for California Wine Month, and to promote our Sips of Summer pop-up store. The product hamper includes a bottle of California wine (supplied by local importers/winery members) and a food pairing kit, and was distributed to **40 key wine and lifestyle media and KOLs**.

Total reach: 1.8M



加州美酒月2022  
加州葡萄酒配pizza或者burger都超match!  
7月1日起仲會舉行《Sips of Summer 加州酒限定體驗館》



# CLIPPINGS - SOCIAL MEDIA

**kellynylau**

KODAK PORTRA 400 50 FILLS x F96/3 ISO

**Get Ready for Summer!**

@calhwine  
 #calhwine  
 #CaliforniaWinesHK  
 #CaliforniaWines  
 #CaliforniaStyle  
 #openholidays

2,920 Posts   5,503 Followers   785 Following

KELLY.LAU

**chunchai**

LUCAS & LEWELLEN  
 PINOT NOIR  
 2011

#calhwine #californiawineshk #californiawines

667 Posts   18 k Followers   1,027 Following

Chunchai

**juno\_mak**

a golden state of mind  
 thank you  
 @calhwine  
 #calhwine  
 #californiawineshk  
 #californiawines  
 @peony1006

Machete  
 2019 CALIFORNIA RED WINE  
 BOTTLED BY  
 MRS SWIFT CELLARS  
 3037 BELLEZA, CA

1,722 Posts   125 k Followers   134 Following

juno mak

**rkwithadrian**

And of course the "California wine"

@calhwine

489 Posts   30.5 k Followers   4,657 Following

Fork with Adrian

OREGON  
 CALIFORNIA'S WINEGROWING

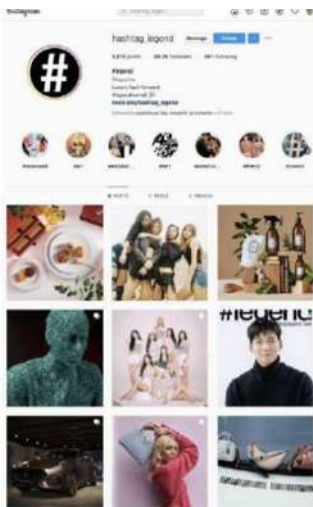
#CALHWINE #CALHWINE #CALIFORNIAWINESHK #CALIFORNIAWINES #CALIFORNIALIFESTYLE

放假去邊 OpenHolidays

5,848 Posts   174 k Followers   267 Following

open.holidays

# CLIPPINGS



**想吃車媽媽** @maggiermk012 2022.7.9 三編者

**Sips of Summer加州酒限定體驗**

喜歡喝Wine的朋友又有好地方介紹喇！Sips of Summer加州酒限定體驗館由即日起至7月16日在The Wild Lot舉行，大家可在這段日子內的指定時間參加導賞團或可品嚐和購買一系列加州葡萄酒，懂酒的我這天便跟好友走到這舒適的好地方品嘗加州美酒。

而隨體驗館便更有男子為我們介紹加州葡萄酒歷史、酒庄和釀酒師的偉大貢獻，更展現現出1849年至今從淘金熱到禁酒令再到巴黎審判等歷史，在品酒之餘令客人對加州葡萄酒認識得更加深入。

深入認識了加州葡萄酒歷史之後我們便拾級而上到佳釀酒的好地方，內裡佈置得很Chill可以輕鬆鬆鬆的品美酒。

場館放置了這件由Mr. Robert Mondavi朋友，以Robert Mondavi Wines木塞為他自製的外套真係好形仔，有朋友如此真的不枉此生來！

今天有Nick為我們講多款加州葡萄酒的小故事為我們娓娓道來，詳細趣味的說法令大家也被他和美酒深深吸引著。

首枝是Hahn Estate Merlot 2019，這枝美國中海岸區的紅酒風格優雅，入口甜順滑口味較Dry但酸度柔和，帶點橡木及莓果的味道堪稱入口

別以為這酒是容易飲的Robert Mondavi Winery Cabernet Sauvignon 2019，這酒在品酒家眼中是極難得的好酒，除了橡木桶陳釀，熟成美，香味及酸度的結構亦很好！

李麗芝 (麗) Goldenstone Anderson Valley Pinot Noir 2019，這酒口醇滑中心酒味清甜和酸度，喝下後的話是果香和酸度平衡的味感不難喝！

而隨酒特備多款當地的Michael David Winery Firehawk Cabernet Sauvignon 2018，將精選的釀酒師的風味展現不再簡單，每瓶均貼上本地釀酒師的標籤和酒名。

隨場品酒還有Goldenstone Old Vye Zinfandel 2018，酒質的香氣入口又感醇厚不覺太酸且酸度適中，入口時能感到酒味和果香和酸度的平衡好喝！

最後品酒師和釀酒師Cory Starr Marketa 2019有關於葡萄酒的歷史和釀酒師的歷史，更隨場內有設計師、藝術家、釀酒師和品酒師的展示。

今年之酒展多是以一試釀酒師自己的酒類和佳釀在內不難品酒，所以如果酒展不行的話，大家便應該考慮到品酒師的佳釀。

加州葡萄酒釀造師和釀酒師的歷史以及釀酒師的歷史，細細可以透過酒展得知及了解，由酒展中可得知加州葡萄酒的歷史和佳釀，及品酒師的歷史和釀酒師的歷史，及品酒師的歷史。

#calkwine #CaliforniaWinesHK #californiawines #californialifestyle #happyhour #wine #thewildlot #是這樣樣 想吃車媽媽

明周文化

Denise Lam

196

“The Soul of Napa Reimagined” 加州陽光下的Robert Mondavi

專欄 | 04.07.2022

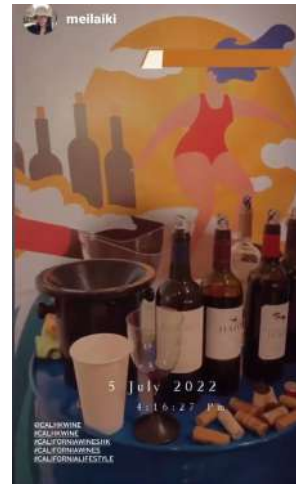
文 Denise Lam 插 Denise Lam 留言

正直六月，剛好是 Robert Mondavi Winery Summer Concert 的季節，雖然今年酒莊未能前往加州 Napa Valley 舉行音樂會，但酒莊也非常細心安排了一場 Virtual Tasting，聯同中、港、台、東南亞等亞洲地區進行線上 Wine Tasting。

三款葡萄酒皆為赤霞珠品種：2019 Napa Valley Cabernet Sauvignon, 2018 The Estates Oakville Cabernet Sauvignon, 及 2014 To Kalon Reserve Cabernet Sauvignon。

Virtual Tasting 由葡萄酒大師 Mark de Vere 領導，分享 Robert Mondavi 堅守不絕地維護優質的葡萄酒的精神，於 1966 年創立 Napa Valley 成為 Table Wine 以外可持續發展的優質葡萄酒的理想。

# CLIPPINGS





THANK YOU

