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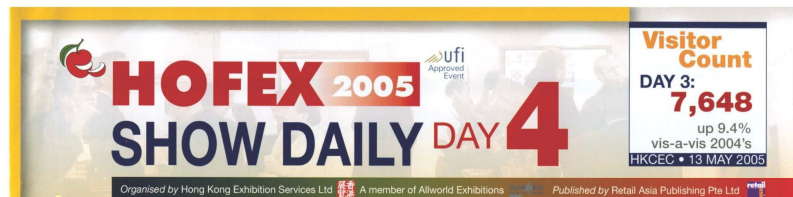
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## Mou Tai vintage dry red wine being featured in HOFEX Daily- 13 May 2005

茅台干红葡萄酒的专访刊登在展会的报刊 'HOFEX Daily' 里 2005 年 5 月 13 日



### Mou Tai red wine debuts at HOFEX

"Can any good wine come out of China?" asked a wine-maker from Europe. "A cabernet sauvignon?"

Incredible as it may seem, Mou Tai has come up with one that is full-bodied and teeming with rich fruity aroma. And it is being launched here at HOFEX 2005 by Multico Holdings Pte Ltd (Booth No: 3W04).

The name Mou Tai is well known, in fact regarded by many as a superbrand in China and beyond. It is famous for its long history of making Chinese liquors, some with alcohol content as high as 53%, and taste comparable to that of whiskey and cognac.

Says Charles Oon, Multico's group CEO: "In launching the Mou Tai cabernet sauvignon here at HOFEX 2005, we have to be very mindful of the brand equity. We have carefully introduced it in Singapore, Malaysia, Cambodia and Vietnam last year ... at only high profile political and business forums and beauty pageants."

While the brand name is excellent, the wine must be of international standard. Oon deeply believes he has a winner in his hand. His company has already invested almost US\$1 million in marketing the Mou Tai cabernet sauvignon.

"We believe in giving consumers a wider choice, not only wines from the traditional wine-producing countries. This is another reason we are taking on the challenge of marketing the cabernet sauvignon



Charles Oon and Eileen Chieng are confident that they have a winner in their hands — the Mou Tai cabernet sauvignon, from China."

Of course, another unspoken reason is that Oon has his eyes on the 2008 Beijing Olympics. The Mou Tai cabernet sauvignon may easily be the choice toast of the august gathering of not only sports men and women but many government officials and dignitaries.

However, you do not have to be a dignitary or wait until 2008 to taste the red from China. Just head for the Multico booth and ask for manager Eileen Chieng. Or the girl with the sash, Michelle Wong.



### Global warming?

There is a guy from Down Under who is partly responsible for 'global warming'.

Victor Vogt is selling red hot chillis that will set anyone's temperature up. And here he is trying to set the lady promoting Mou Tai wines on fire with his Redback chilli ... but Michelle Wong has just the right antidote — a glass of Mou Tai riesling.

Redback Chili products can be found at Booth No: 3D03, which is part of the Australian pavilion.



One of the reasons the HOFEX Show Daily went like hot cakes yesterday was that model Michelle Wong with her sunny smile decided to lend a hand. You may catch her promoting China super brand Moutai at Booth 3W04. Or have a sip of organic tea with her while reading today's daily?

For information: [www.mtpasia.com](http://www.mtpasia.com) 详情请到 <http://chinese.mtpasia.com>

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