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Mou Tai vintage dry red wine being featured in international magazine 'Retail Asia' - Jul 2005

茅台干红葡萄酒的专访刊登在国际杂志 'Retail Asia'。刊登於 2005 年 7 月



Mou Tai debuts red wine from China

MOU TAI has created a red wine in China that is full-bodied, with a rich fruity aroma. Launched by Multico Holdings Pte Ltd at HOFEX 2005 in Hong Kong in May, the Mou Tai cabernet sauvignon is targeted at the regional markets.

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.



Charles Oon and Eileen Chieng are confident that they have a winner in their hands — 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 from China."

The Mou Tai cabernet sauvignon may easily be the choice toast at the august gathering at HOFEX 2005 of not only sports men and women but many government officials and dignitaries as well. **ra**

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