



PURSUING NEW CUSTOMERS IN ASIA



OPPORTUNITIES IN ASIA

- Growing Middle Class
- Younger Wine Consumers
- Growing Female Wine Consumption
- Rapid Uptake of Digital Media



CHALLENGES

- Rigid Regulation and High Taxation
- Low Wine Knowledge + Cultural Acceptance
- Economic Uncertainty
- Growing domestic production



BREAKING IT DOWN

Trends 2007-2016



Source: Wine Intelligence

WINE STYLE



PACKAGING + IMAGE



THE DIGITAL AGE



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LADYPENGUIN 醉鹅娘

OHTM
My dear!
— to your dearest —

CASE STUDY: Sula



CASE STUDY: Oh My Dear!

