

Castel and its Asian market specialists invite wine buyers to Vinexpo Asia-Pacific 2010.

Established in Asia for over ten years, with a subsidiary in China as well as a partnership with the Chinese market leader Changyu, the French No. 1 is consolidating its network through partnerships with ten importers who supply more than 1500 distributors in China. With 13 million bottles exported to China in 2009, Castel has confirmed the success of its development and expansion in Asia, a venture created in 1999.

Boasting a growth rate of more than 240% in 2009, Castel has today established itself as the leading exporter of bottled wine to China. This is the result of a development strategy based around flagship brands for the Chinese market with wide ranges amply responding to the needs of clients.

Vinexpo Asia-Pacific 2010 is a key event for marketing wine where an ability to adapt products to an Asian clientele is required. Activities and tastings are scheduled with the objective of capturing potential partners and consolidating its position as the European number one.

From now on, Castel is building its strategy with collaborators who are specialists in home markets and well-established locally, in order to develop privileged relationships with Asian wine professionals, for whom a human relationship remains of paramount importance.

Today in China, the professionalization of the wine sector, with a public eager for more and more information, not to mention the existence of over 300 million wine drinkers to win over, heralds a bright future. The market appears among one of the ten foremost producers and consumers of wine worldwide. Thus, Castel is investing heavily in product research and development, in packaging, in promotional campaigns, in media relations, press campaigns and even television campaigns, with the only TV campaign for French wines in 2009 renewed for 2010. These strategies have enabled Castel to become relevant in China.

For the Chinese consumer, wine is a refined attribute of social success, and Castel's 60 years of passion and experience guarantee the quality of the products it offers. To fully satisfy the needs of its Chinese clients, Castel is making use of all its know-how and all its talent by creating flagship brands such as Famille Castel, Châteaux Castel, with wide ranges. More than 150 different wines are available on the Chinese market and in Asia: French indications of origin, Bordeaux, and varietal wines are very much in demand and are present at Vinexpo.

25th, 26th and 27th May at Vinexpo Asia-Pacific - Castel Stand: EF 58

Hong Kong Convention and Exhibition Center - China

About Castel wine branch

First producer of French wines and leader in Europe, Castel is a family business set up in 1949 by 9 brothers and sisters who dedicated themselves to the promotion of a product they had always known: wine. Under the leadership of Pierre Castel, the founding President of the group, in 60 years the status of the company has evolved from that of a simple wine merchant in France and Africa to an international group covering 100 countries throughout the world,

including major emergent economies such as China and Russia, and with subsidiaries in several countries including Japan and China.

More information on: <http://www.groupe-castel.com/>

Please, do not hesitate to contact the press service for additional information or marketing materials.

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