

di: Federica Lago

Export: Dal Fornos Amarone conquers China

The famous Italian winery Dal Forno signs an exclusive distribution agreement: one bottle out of six is going to China



Will Amarone conquer China? Surely something is moving and among the wineries that are tightening important commercial agreements in the Country of the Dragon there is the renowned cellar of Romano Dal Forno. During Vinitaly, in fact, Romano Dal Forno signed an important commercial agreement with the Pinyou Trading company of the Chinese entrepreneur Hong Weidong. On Monday 8th April, we had the opportunity to be present at this new collaboration signing time, which, this year, will bring one bottle out of six of the well-known winery into the Chinese market, destined to become export-oriented second benchmark after the United States. For more than 13 years Pinyou Trading, one of the top 5 in the Chinese market, has specialized in importing and distributing wine in China, and in the last few years "made in Italy" it has become its strong point, focusing exclusively on Italian wine. We asked Hong Weidong, the founder, the reasons for this step that we can



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summarize in a "very high quality-price ratio of wine, compared to other countries, and a variety of vines unique in the world".The company, with its two offices covering 2/3 of the Chinese provinces, has created a real task force of seven people who will deal only with high-end wines, of which Amarone by Dal Forno is the first ambassador of the territory. During the year about 10,000 bottles will leave for China, 7,000 of Valpolicella Doc Superiore and 3,000 of Amarone della Valpolicella Docg. The main distribution channels will be the "corporate" and the ho.re.ca. collaborating with 5-star hotels and promoting the image of Italy as a synonym of quality, prestige and elegance.Michele Dal Forno, sales manager of the winery, was also present: "We have been in China for almost six years, establishing more or less profitable collaborations, we have traveled different paths but we have not managed to grow as we wanted and above all with a development program suitable for this market. It is necessary to have strong relationships with local companies such as Pinyou, which has a vast organization that covers the entire vast Chinese territory. I expect an important return from this agreement "