

# China

Einblick in eine  
fremde Welt

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Geschäftsführer CHARAKTERZ UG/ GÖNN DEER

Weingut Kollwentz & Weingut Georgium

Restaurant Obauer

Restaurant Überfahrt- Christian Jürgens\*\*\*

Restaurant Schwarzenstein- Nils Henkel\*\*

Restaurant Hecht R120/ der Seehof

One Road one Belt Sommelier Summit  
and Competition Ningxia



# *Agenda*

The background of the slide is a panoramic view of the Great Wall of China. The wall is built on a series of rolling green mountains, with several watchtowers visible in the distance. The sky is a clear, pale blue, suggesting a bright day. The overall atmosphere is serene and majestic.

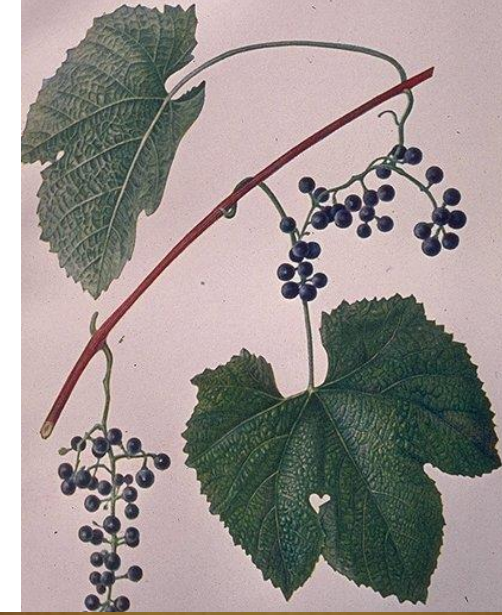
## Einführung:

- Historie
- Klima & Geographie
- Marktabbildung
- Viti- & Vinikultur

## First hand experience:

- für die Augen und
- den Gaumen

- *Vitis Amurensis* und andere nicht *Vinifera*-Gattungen
- 1892- Chang Yu: 120-150 Edelreiser
  - Kellermeister **Max von Babo**- packte 400.000 Setzlinge Welschriesling ein
- 1976 Mao stirbt- Reformen und Öffnung
- 2004 „half wine juice“ verboten
  - Kanji- jui



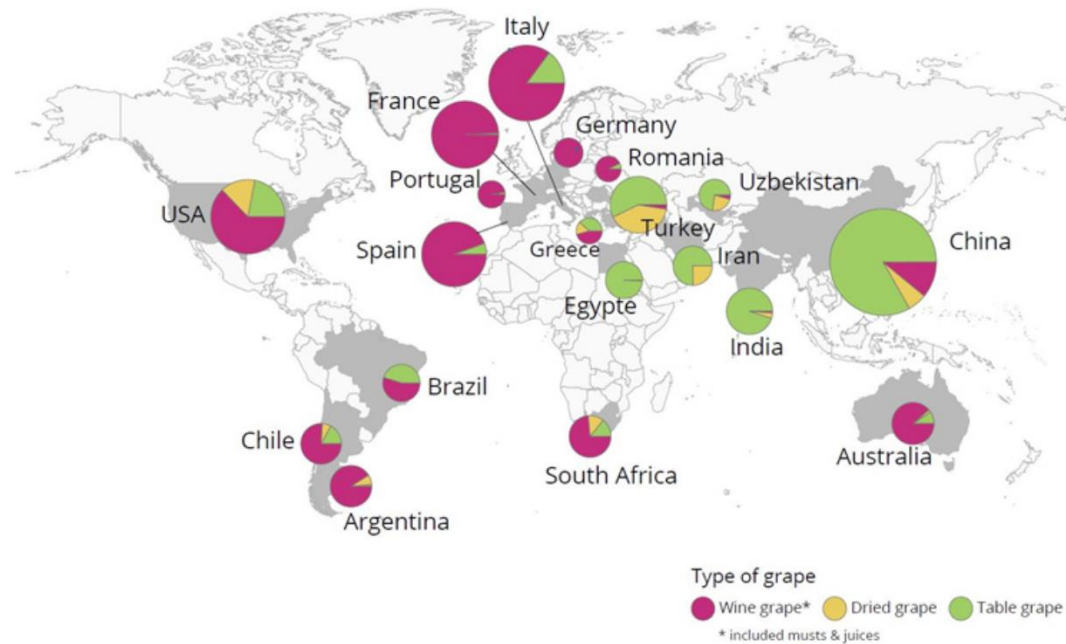
Chang Bishi

**Main vineyards <sup>a</sup>**

thousand ha	2014	2015	2016	2017	2018
Spain	975	974	975	968	969
China	813	847	858	865	875
France	789	785	786	788	793
Italy	690	685	693	699	705
Turkey	502	497	468	448	448

**Major grape producers <sup>a</sup>**

million t	2014	2015	2016	2017	2018
China	12.5	13.2	12.6	13.1	11.7
Italy	6.9	8.2	8.4	6.9	8.6
USA	7.1	6.9	7.0	6.7	6.9



Weinproduktion 2018:

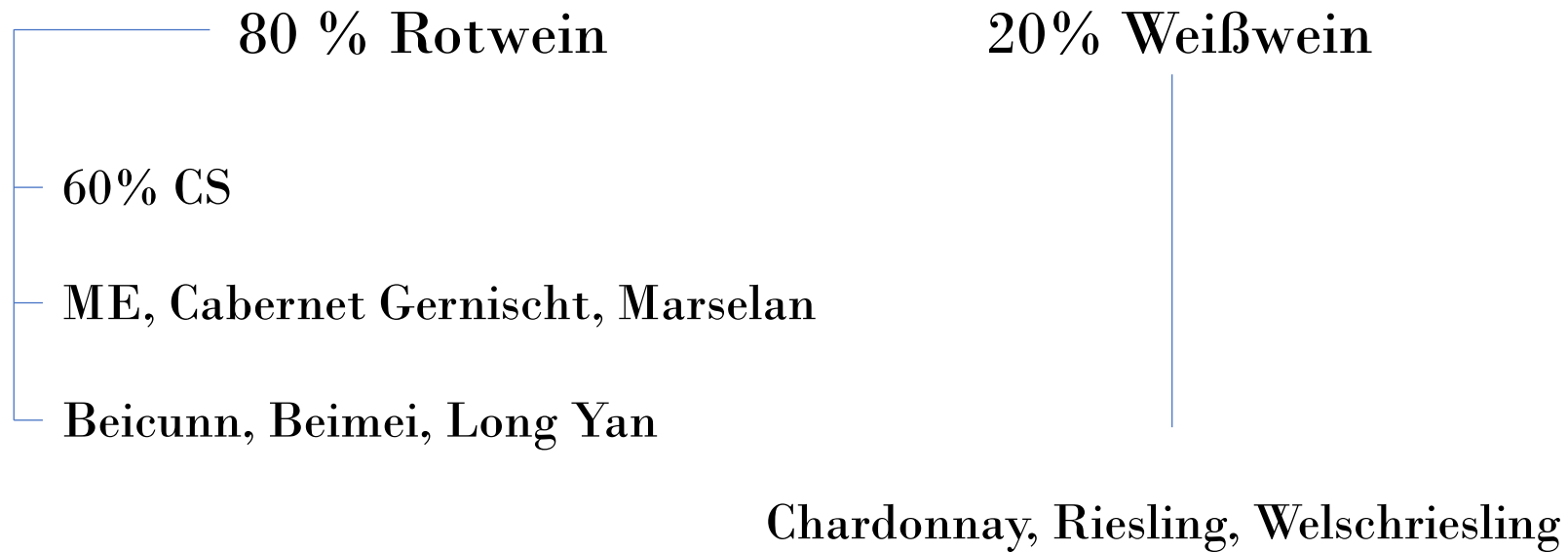
9,1 mhl

vgl. Deutschland, ZA

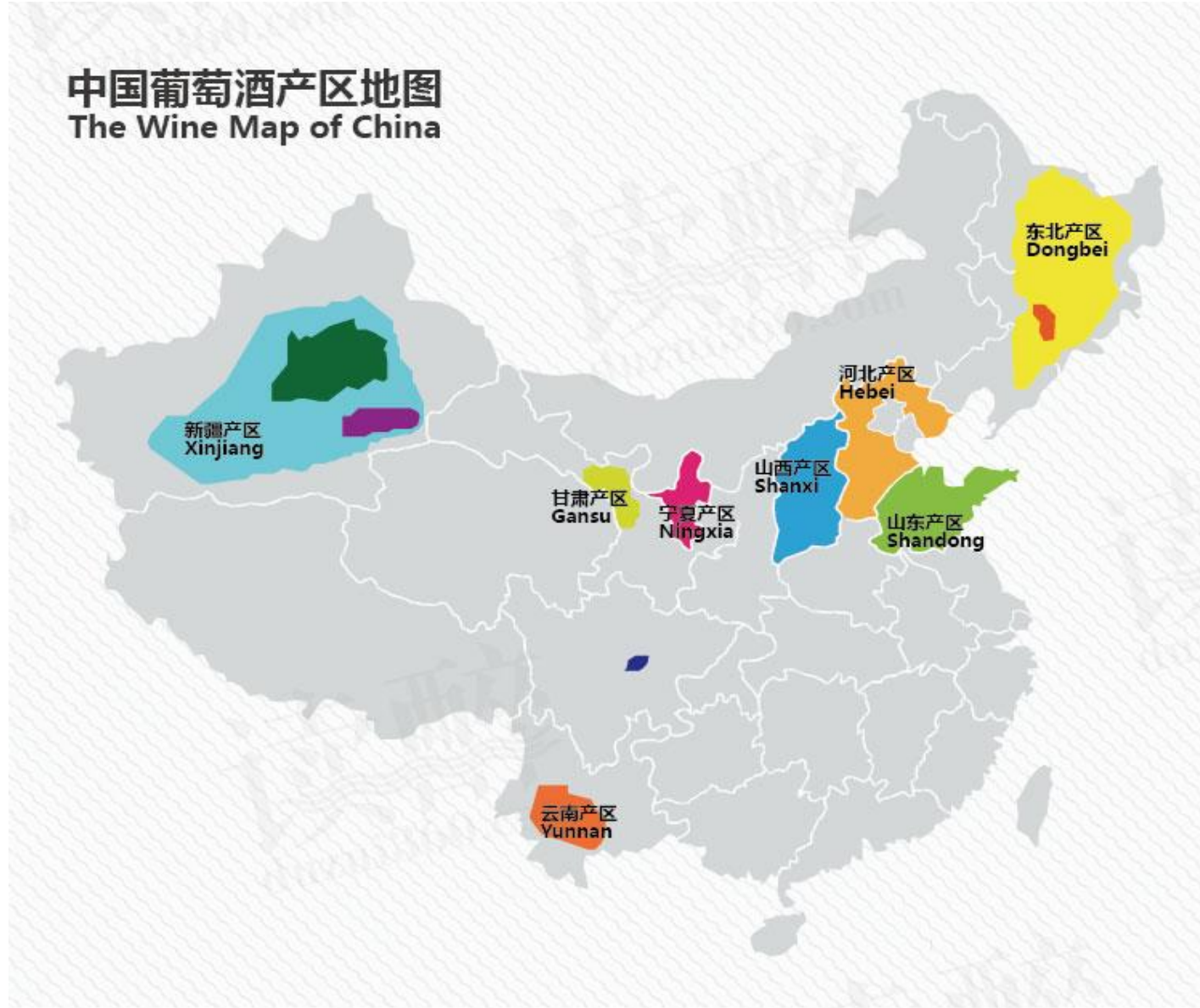
Quelle: OIV 2019

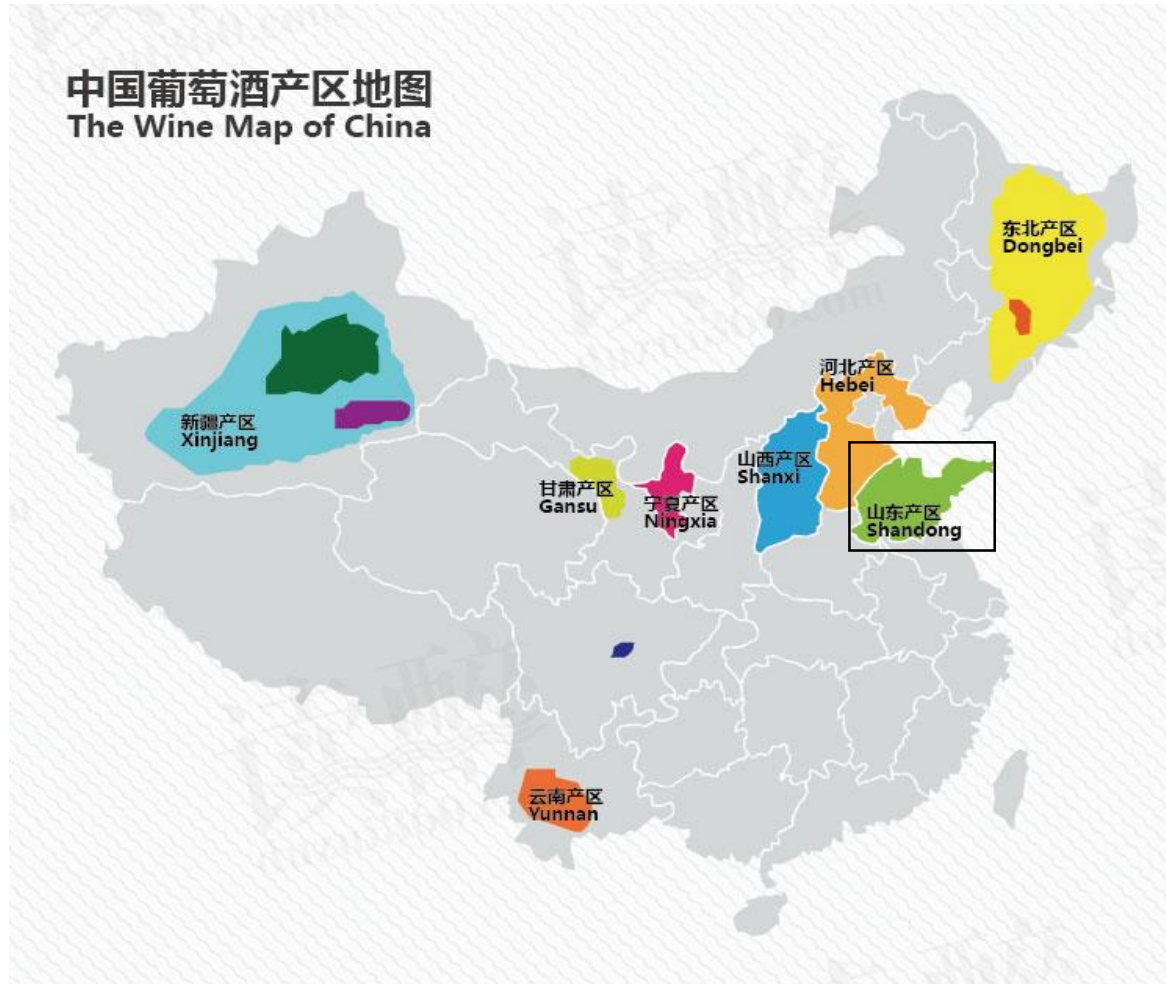
- Warum wird Wein in China konsumiert?

- Cepage nobles:



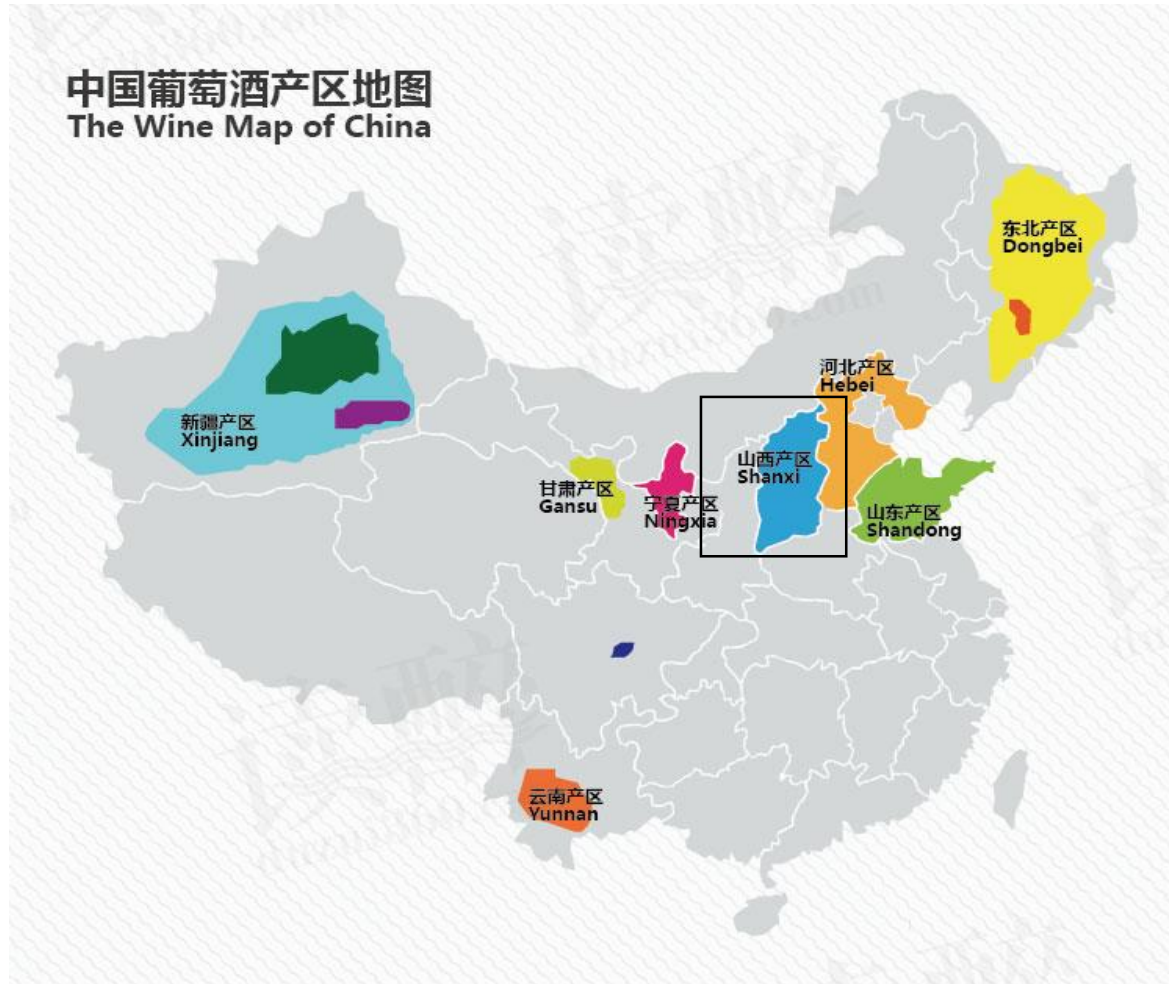
中国葡萄酒产区地图  
The Wine Map of China





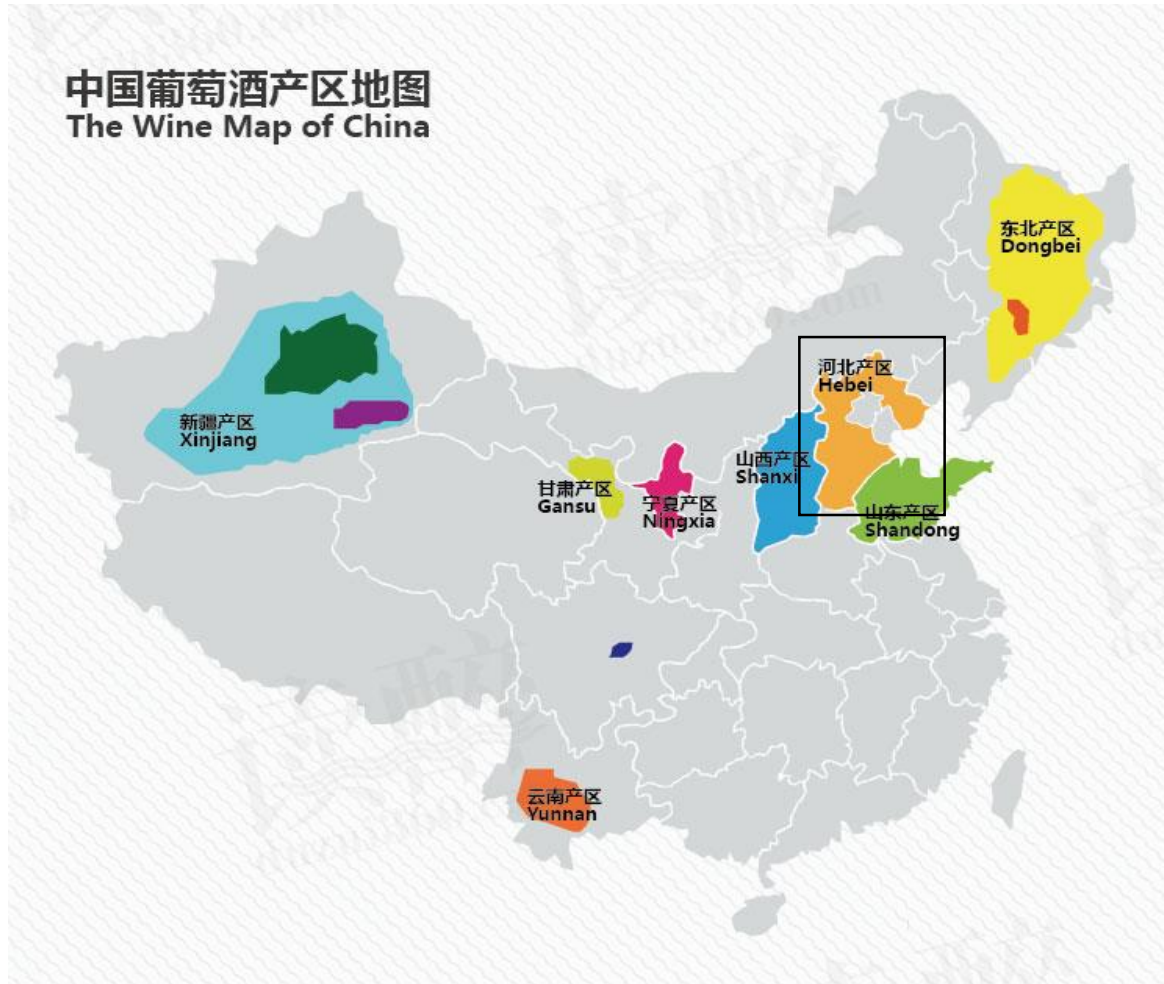
- Wiege des modernen Weinbaues
- $\frac{1}{4}$  aller Weingüter
- Bohai-Meer und Sonnenschein
- Monsoon- Pero, Oidium





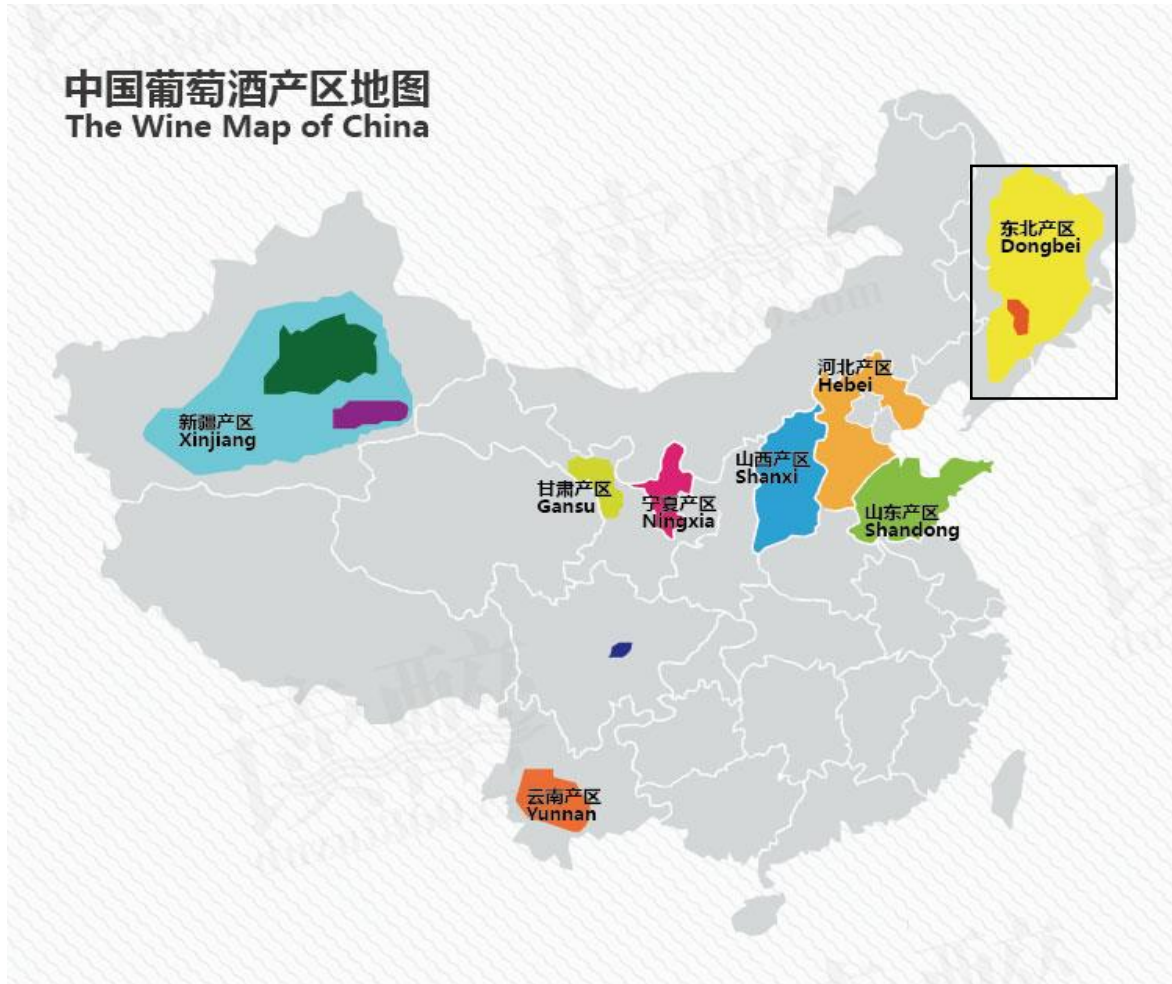
- 700 Meter über dem Meeresspiegel
- Lössplateau
- Produzent: Grace Vineyard





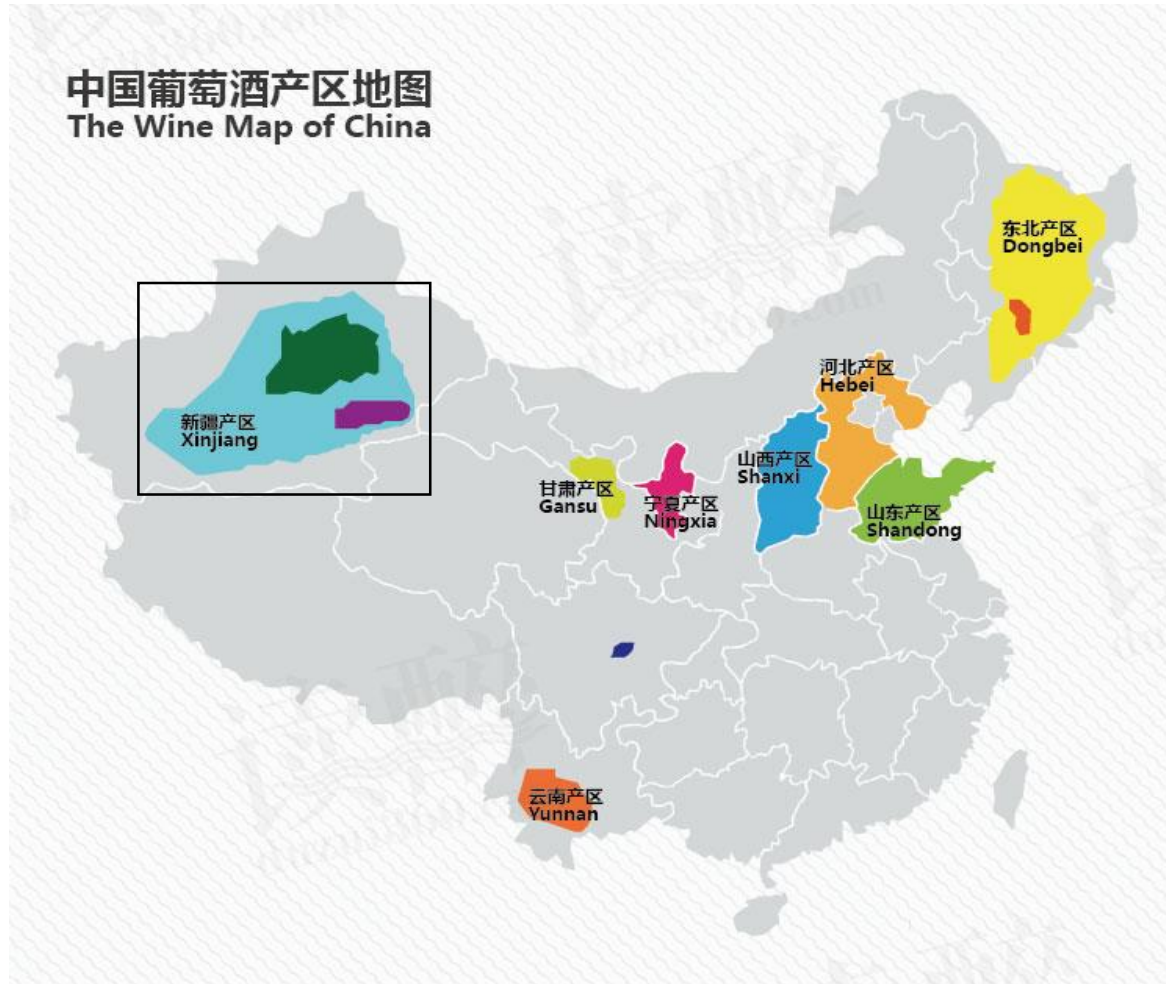
- Sungod Vineyard- COFCO
- 25.000 ha Qualitätsweinbau



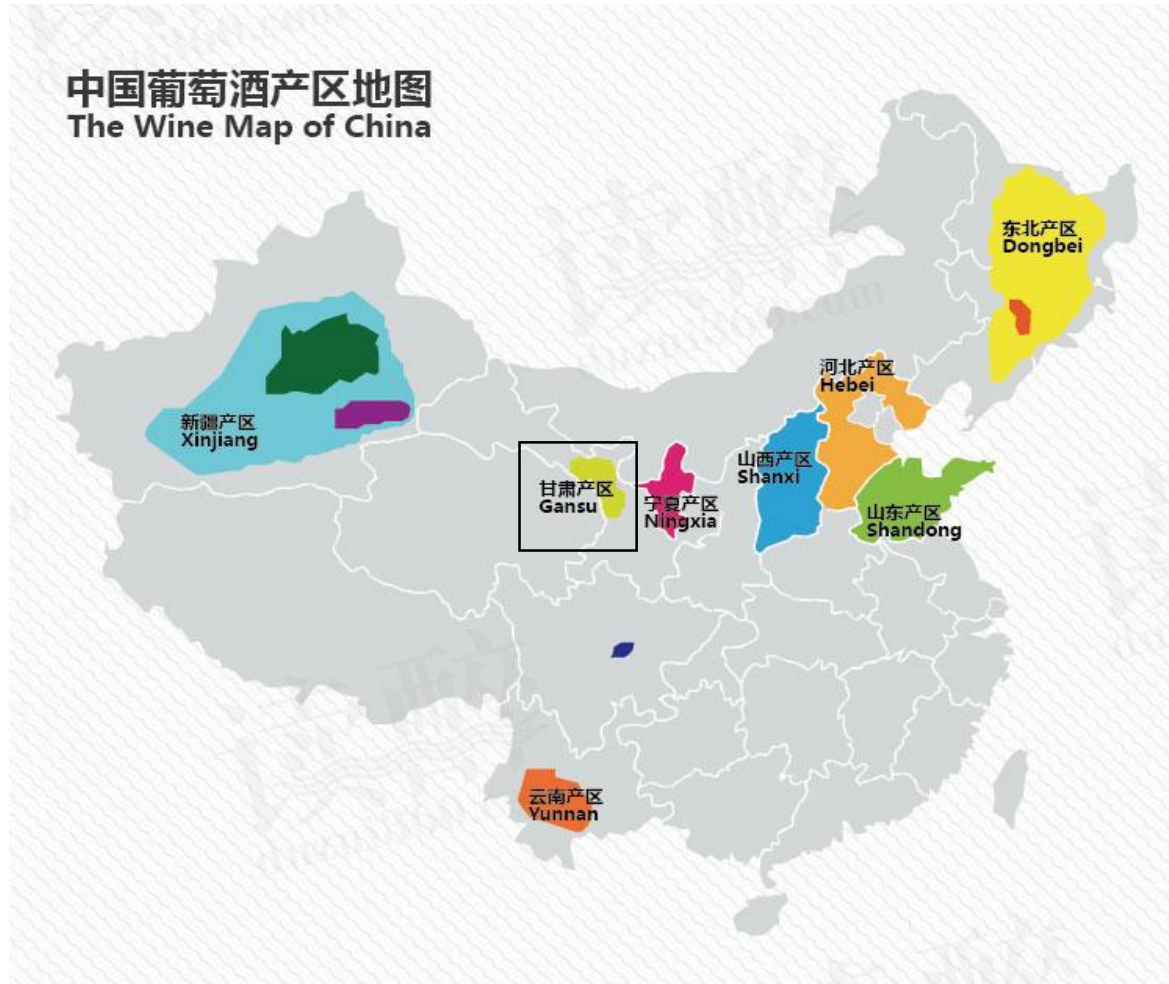


- Liaoning- Golden Ice Wine Valley
- bis -30 Grad Celsius

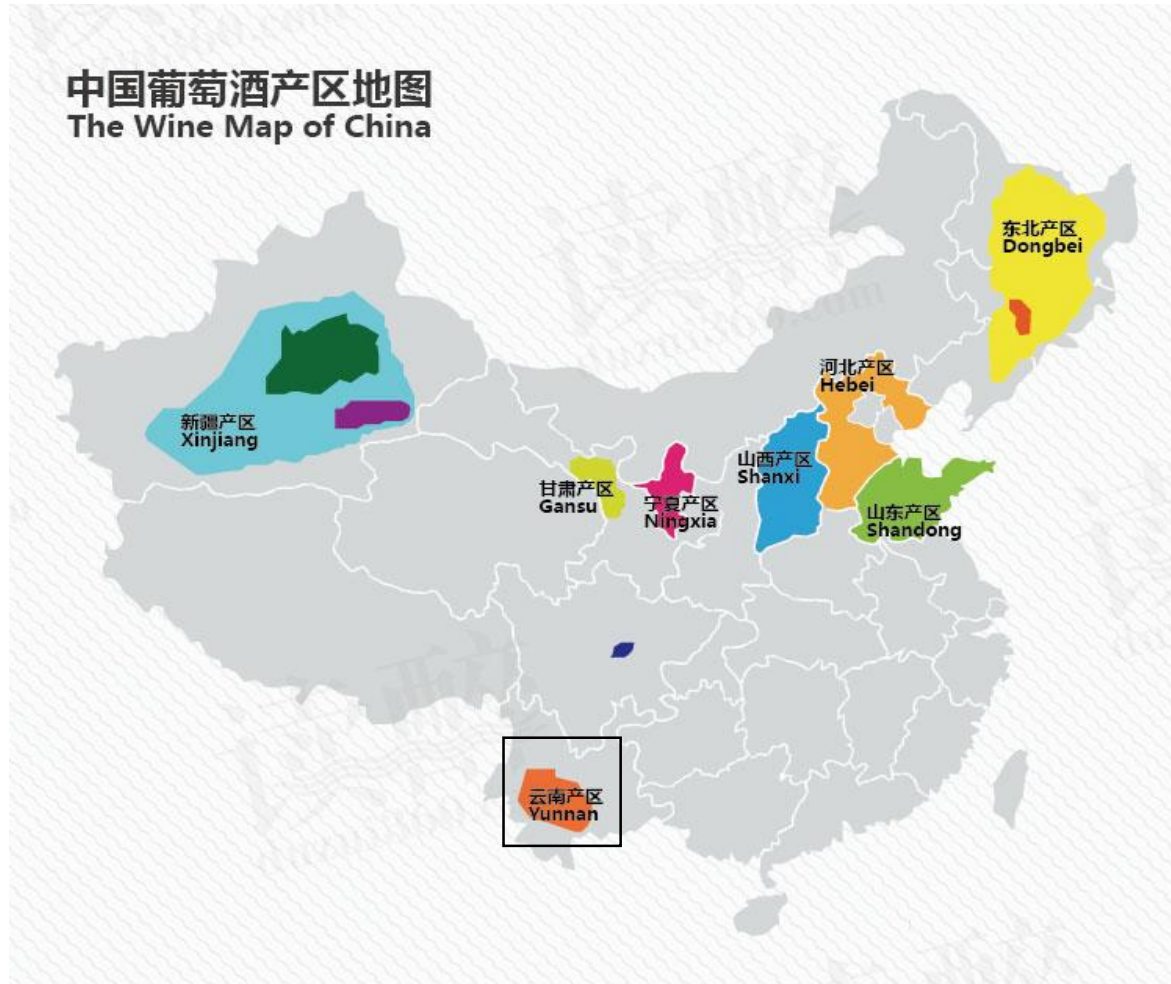




- autonome Region
- 16.000 ha
- Tianshan Bergkette
  - Rest ist Wüste



- PN- Anbau bei 200mm Niederschlag
- Tröpfchenbewässerung Schmelzwasser



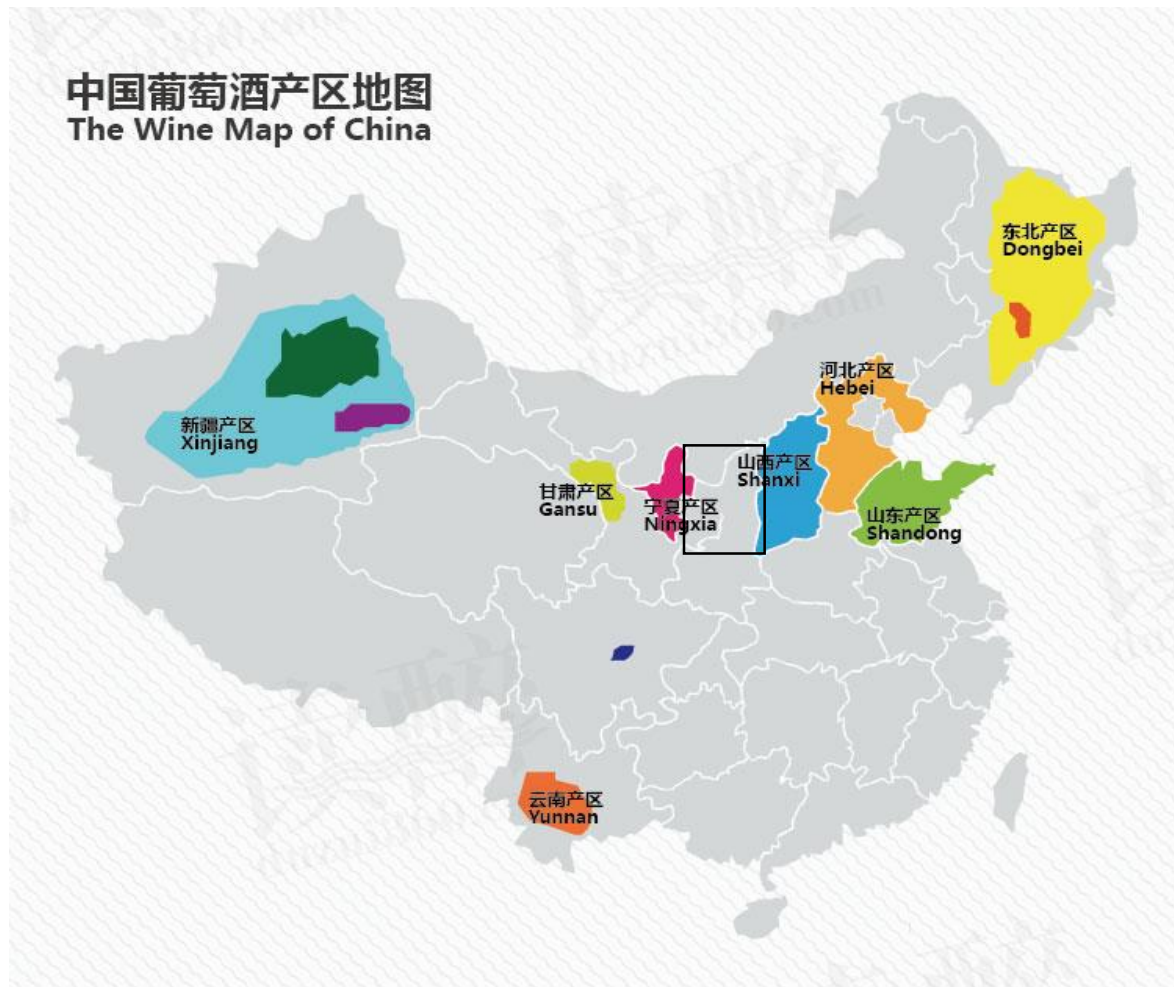
- Shangri- La: 2200- 2600m -> Reduktion
- 30 ha
- LMVH „Ao Yun“- CS/CF- Blend
- brutale Sonneneinstrahlung



Seit 2013

300€ EVP

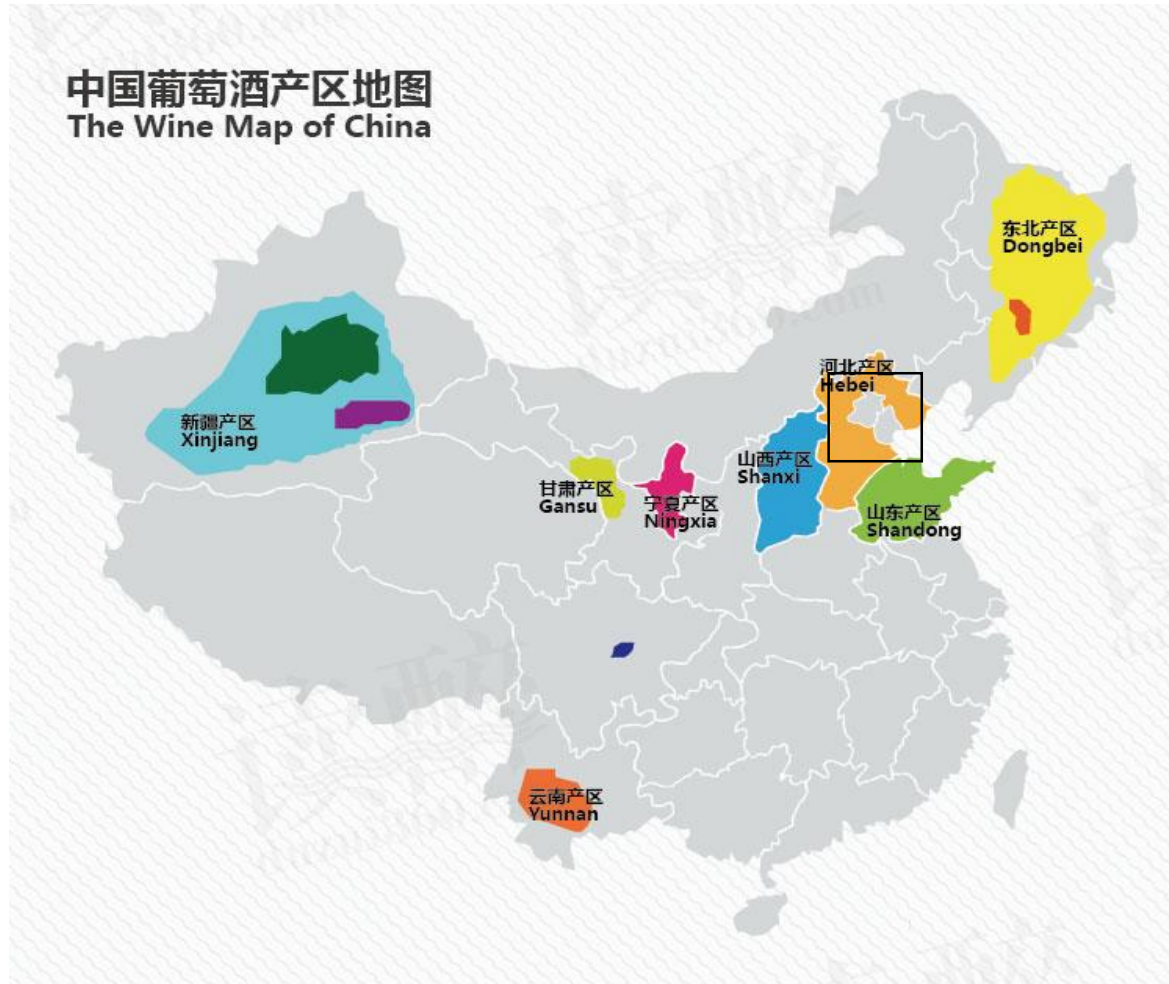
15%+ Alk.



马达思班  
MADA  
s.p.a.m.

- Jade- Vineyard
- Boutique- Weingut
- Gegenseite Helan Mountain



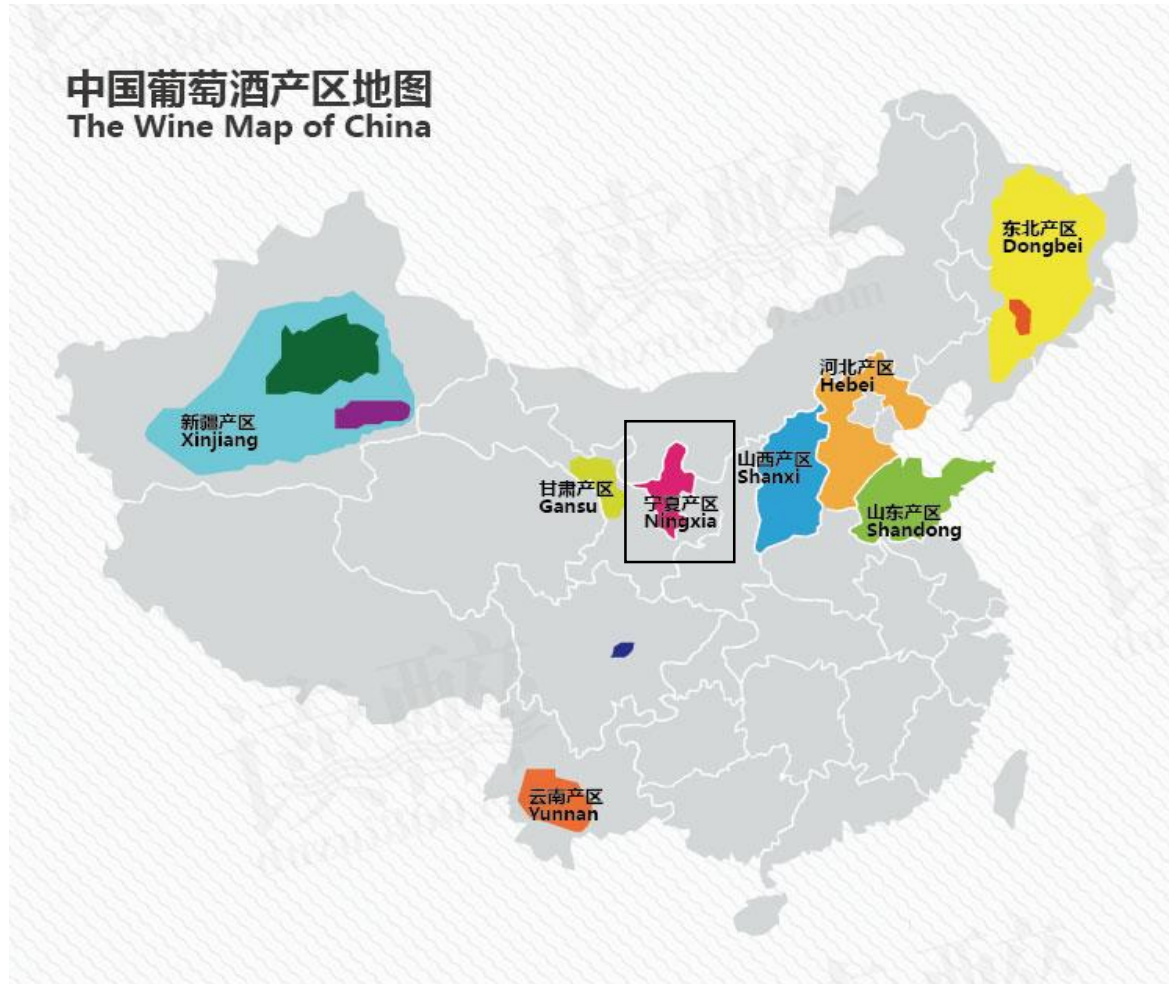


- Dynasty- 3. big player:
  - 1980 Rémy Martin & Staat
  - Erfolg wegen Beijing



- **2013 Einbruch- Antikorruptionsgesetz**
  - *Fine wine Hong Kong*
- 1- 1,5 Flaschen Konsumation im Jahr
- 50% chinese firms now- vgl. Torres China
  - Zero tax trades
- Sparkling und pairing- kaum Thema
  - Ganbei
- Given face crucial- vgl. Jeannie Cho Lee MW
  - big names
- Wine fraud & warehouses- vgl. Links Concept imports
- Amazon China- 90% imports- 400% 



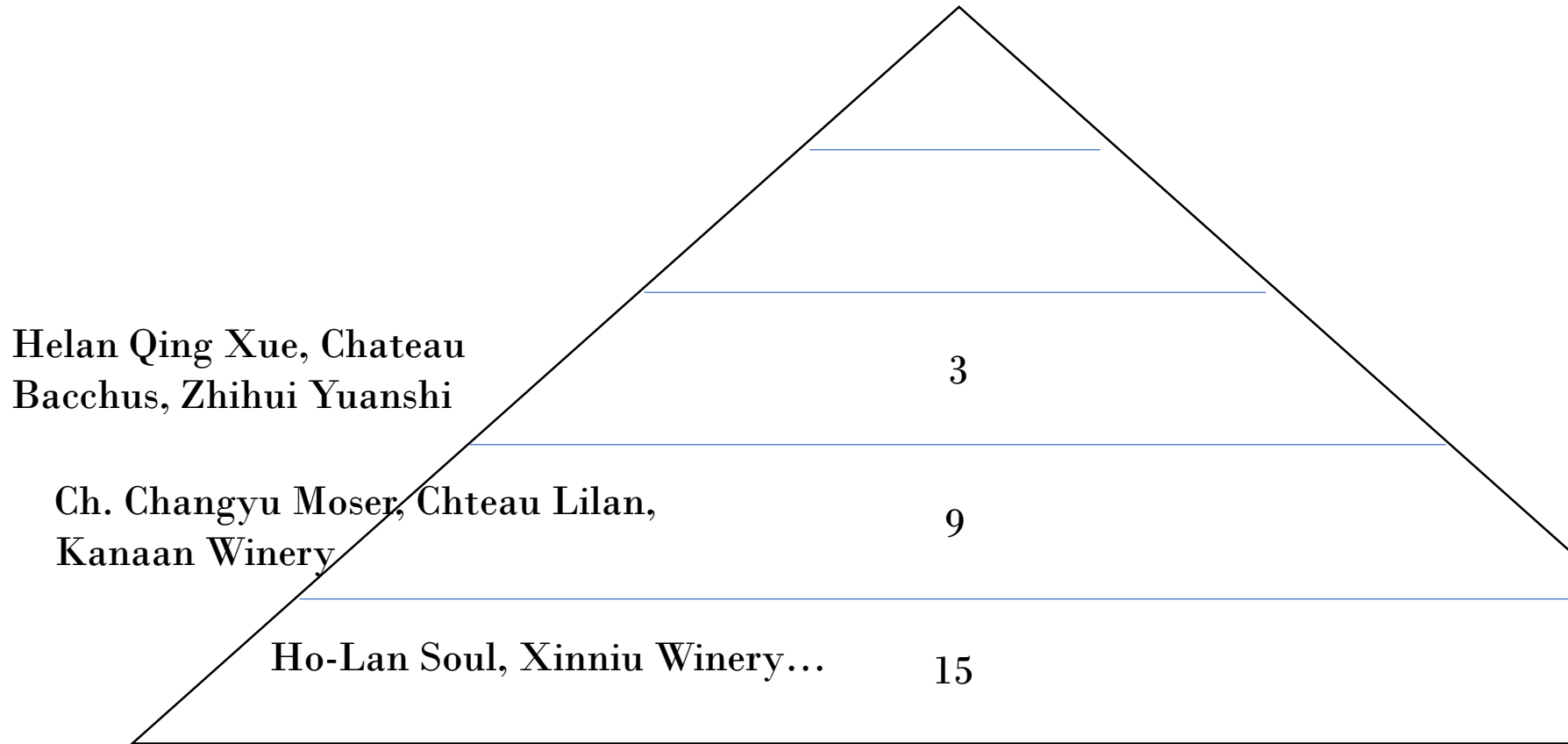


- „beste Voraussetzungen“:  
Yellow River vs. Semi Desert  
Alluvialböden vs. Buttage  
Sonneneinstrahlung vs. Temperatur
- Klima -20 bis +40 Grad Celsius
- Ningxia Wine Challenge:  
2015/2017- 48 Winemaker (23  
Nationen) & 3 Hektar Rebfläche

# Klassifikation/ Cru- System

2013 beginnend- alle zwei Jahre erneuert

Stand: 2017



Emma Gao-  
Silver Heights

Grundlage:

Hektarhöchstertag, Pflanzvorgabe (Parzelle),  
neben sensorischer Prüfung, „Erlebniswelt“, Reklamationsmanagement...

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first hand experience:

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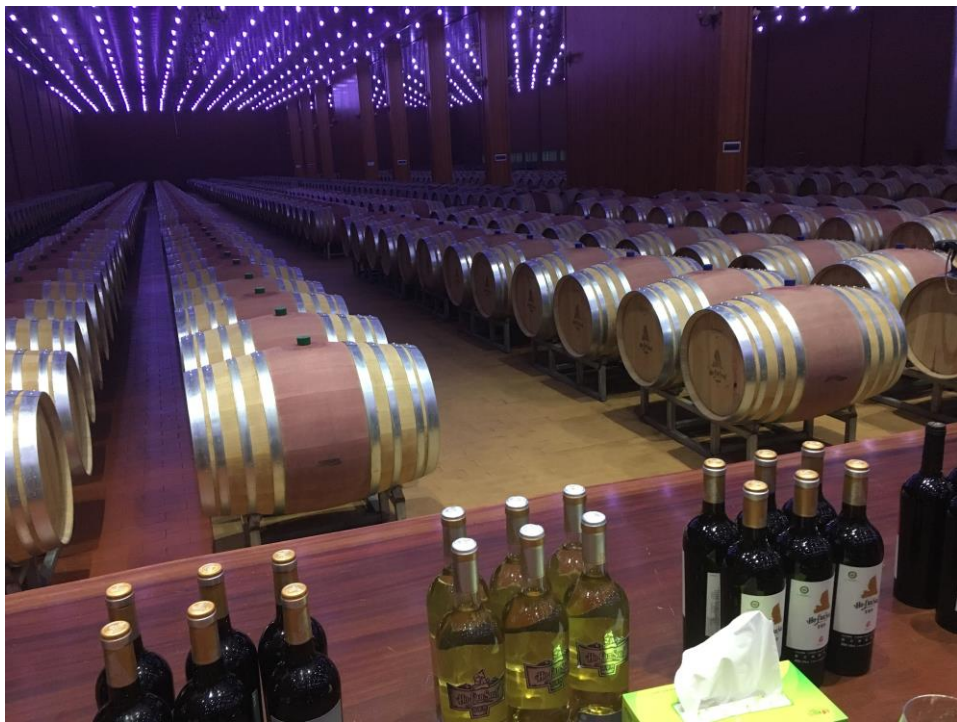
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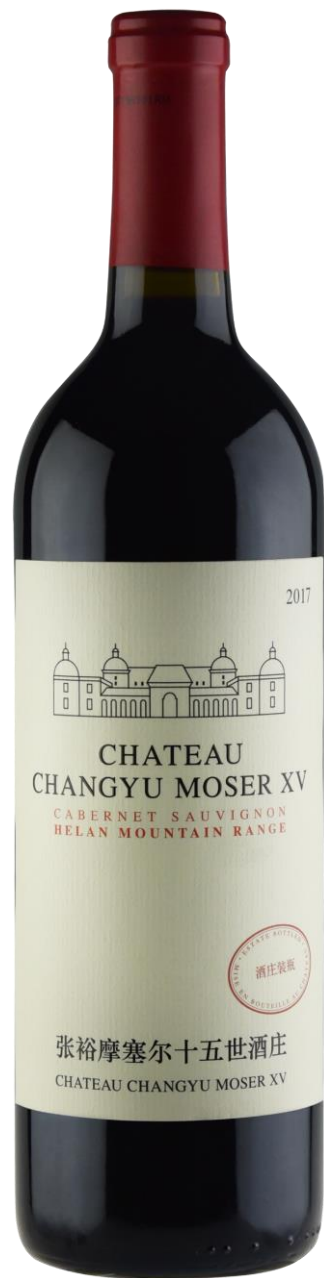
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Blend:  
CS, ME &  
snake dragon  
pearl

10 Monate  
franz. Eiche

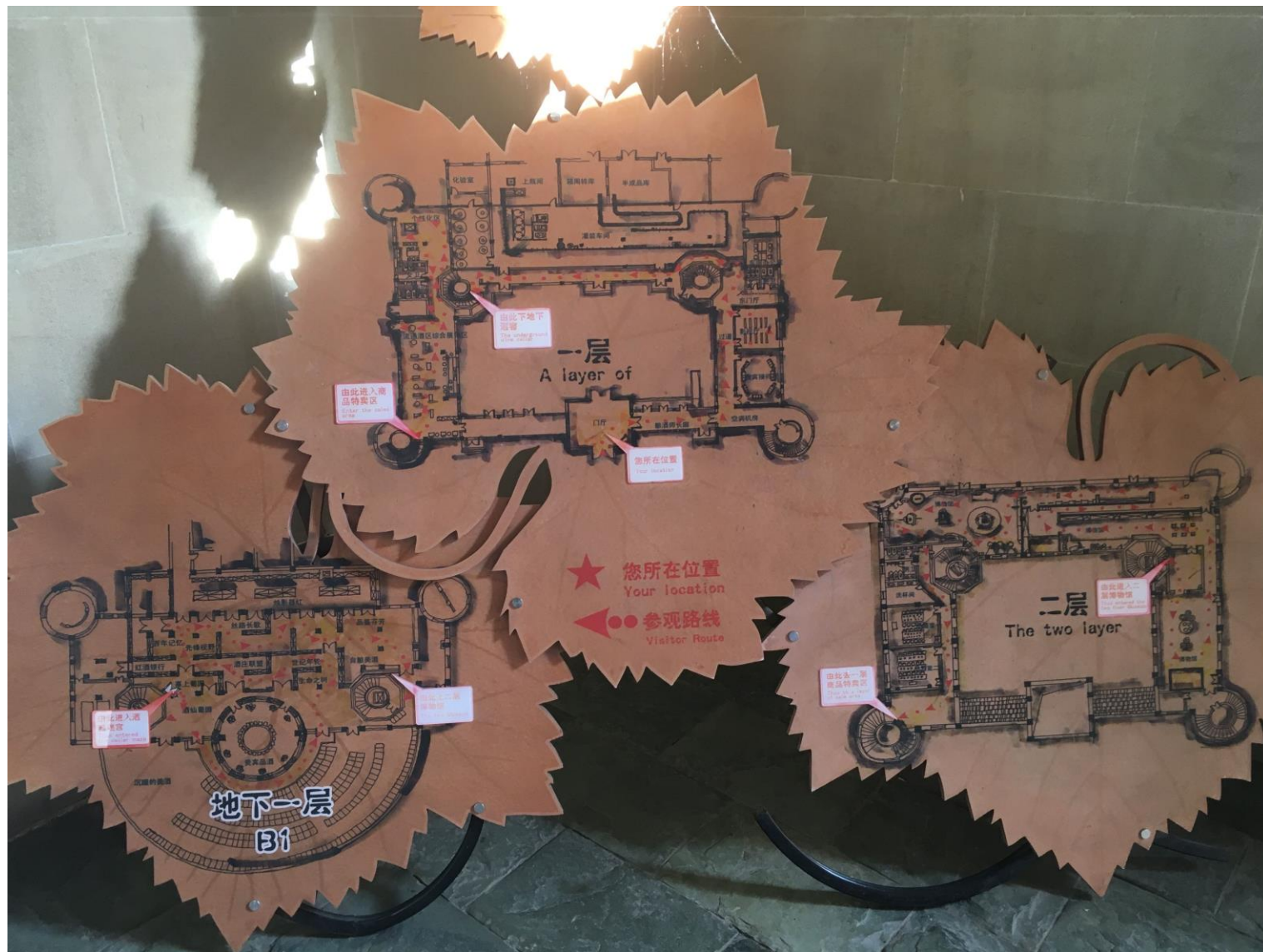
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Quellen:

-The Oxford Companion to Wine, Jancis Robinson

-Weinakademie Österreich, Ferdinand Mayer

-Frank Kämmer & Lenz Moser Seminar: Weinland China

-Court- Buch

-Erfahrungen d. Sommers 2018