

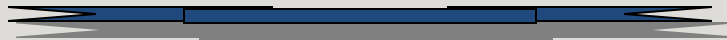


Probe Chinesischer Weine

- 5. April 2022 -


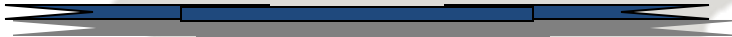
Chinaerfahrungen seit 1975

- 1975:
- Erste Reise nach Asien
 - Gründung Tochtergesellschaft Hong Kong
 - Ausbau Tochtergesellschaft in Japan (bis heute über 90 Reisen nach Japan)



- 1979:
- Erste Reise nach China
- 1981:
- Erste Gespräche über Import / Export von Weinen
- 1984:
- Joint Venture, Produktion von chinesischen Weinen

-
- 
- 1986: ➤ Beendigung des Joint Ventures
 - 1992: ➤ Gründung Representative Office in China
 - 2000: ➤ Gründung Tochtergesellschaft in China

- 
- 1994: ➤ Verhandlungen in Taiwan
 - 1996: ➤ Gründung Tochtergesellschaft in Taiwan
 - 2003: ➤ Schließung der Tochtergesellschaft
- 

2002: ➤ Erwerb des Weingutes der Stadt Eltville
- Georg Müller Stiftung -
Gründungsmitglied VDP

www.georg-mueller-stiftung.de

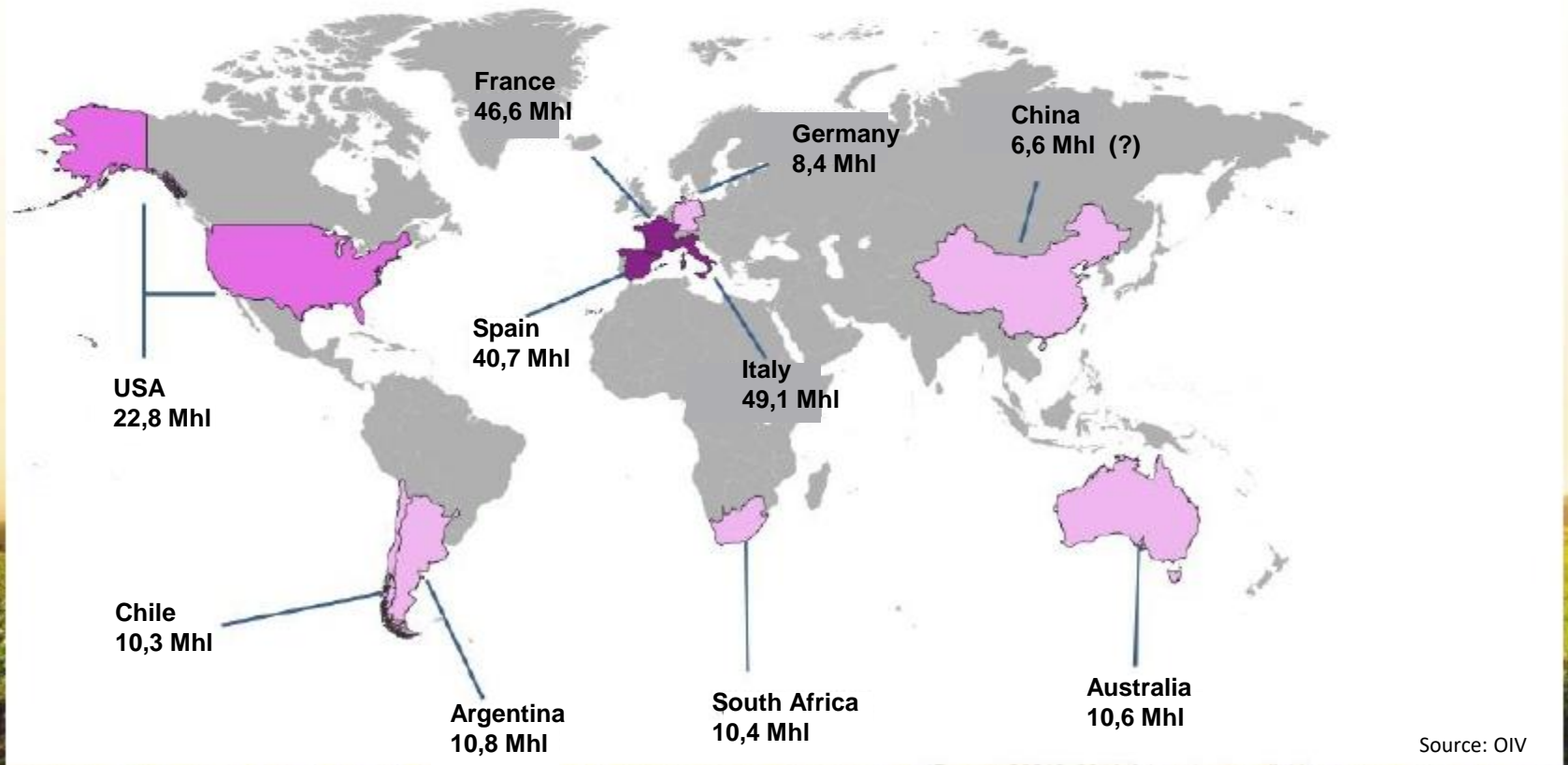
2003: ➤ Beendigung der WIV-Tätigkeit als
Vorstandsvorsitzender
(anschließend bis 2005 Berater der WIV)

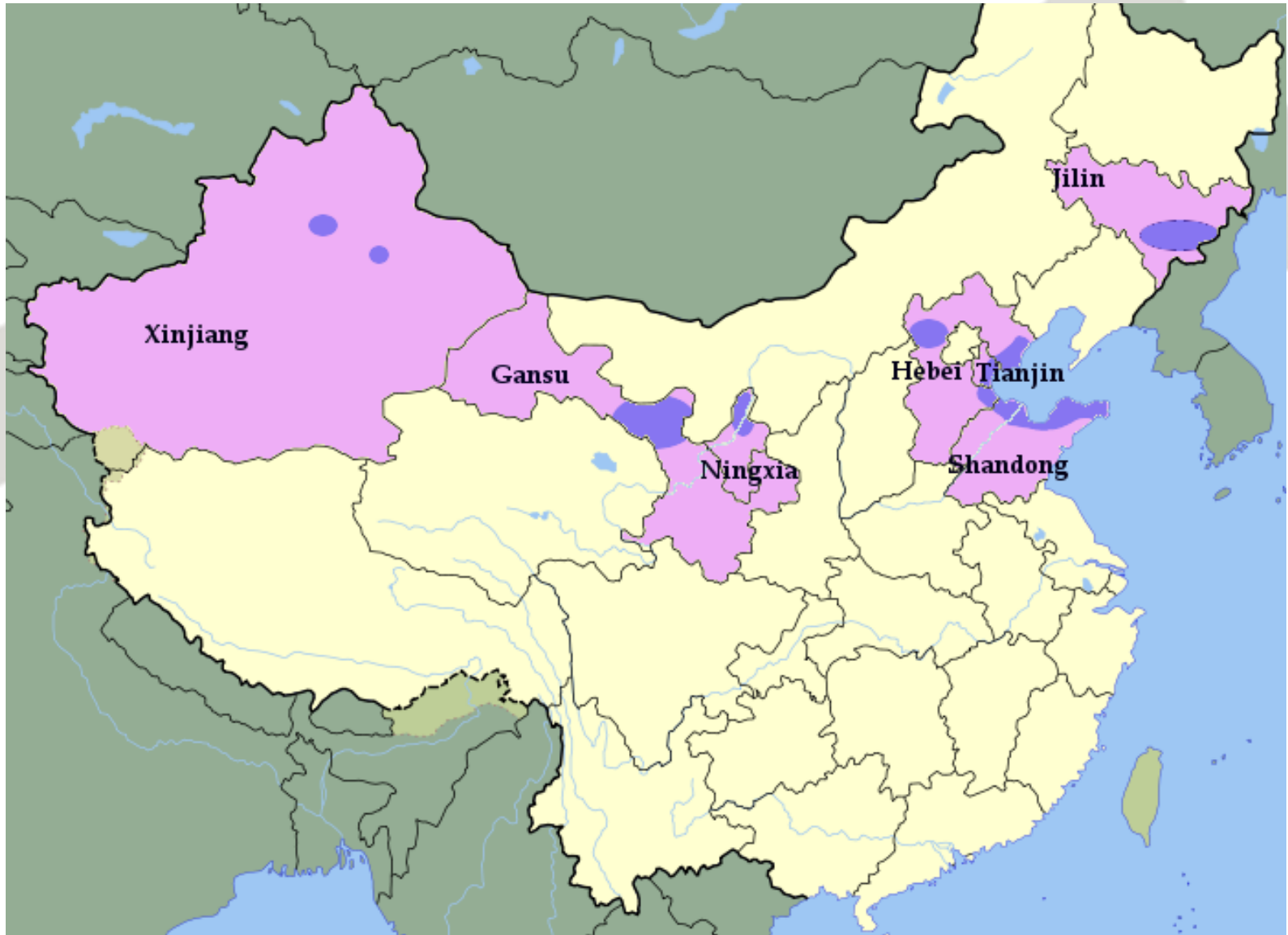
2004: ➤ Gründung der
Peter Winter Weinkellerei GmbH

2004: ➤ Gründung der Winter's Wein Direkt
GmbH & Co. KG
www.winterswein.de

2020 wine production in the 10 main producing countries

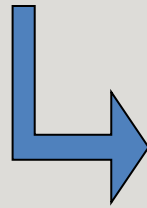
83 % of the world's wine produced by 10 countries in 2020 (TTL 260 Mil. hl)





Weinerzeugung China

- 785.000 ha*₁ Anbaufläche



Davon ca. 120.000-150.000 ha*₂
für Weinerzeugung

- Erzeugung 2020 ca. 6,6 Mio. HL*₁

- (Deutschland 2020 8,5 Mio. HL *₁)

- Erzeugung 8-10 Mio. HL*₂

*1 Quelle: OIV / DWI

*2: Schätzung Peter Winter

Weinkonsum China

% des Konsums
weltweit

1989 2,5 Mil. hl

0,9 %

2020 12,4 Mil. hl

5,3 %

Sources: OIV, Euromonitor
Estimates: Winter

Weinkonsum 2020 pro Kopf: 0,9 L

(1,24 Mrd. Liter – 1,44 Mrd. Bevölkerung.)

74% Rot (Farbe „**Red**“: steht für Glück, Nutzung bei Geschenken, Festen!)

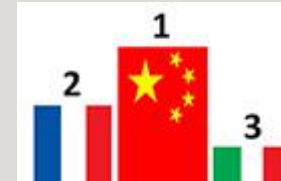
23% Weiß (bevorzugt von Frauen)

3% Rosé

[China Tops World League of Red Wine Drinkers](#)

[The People's Republic overtakes France and Italy as the world's biggest consumer of red wine.](#)

30. January 2014

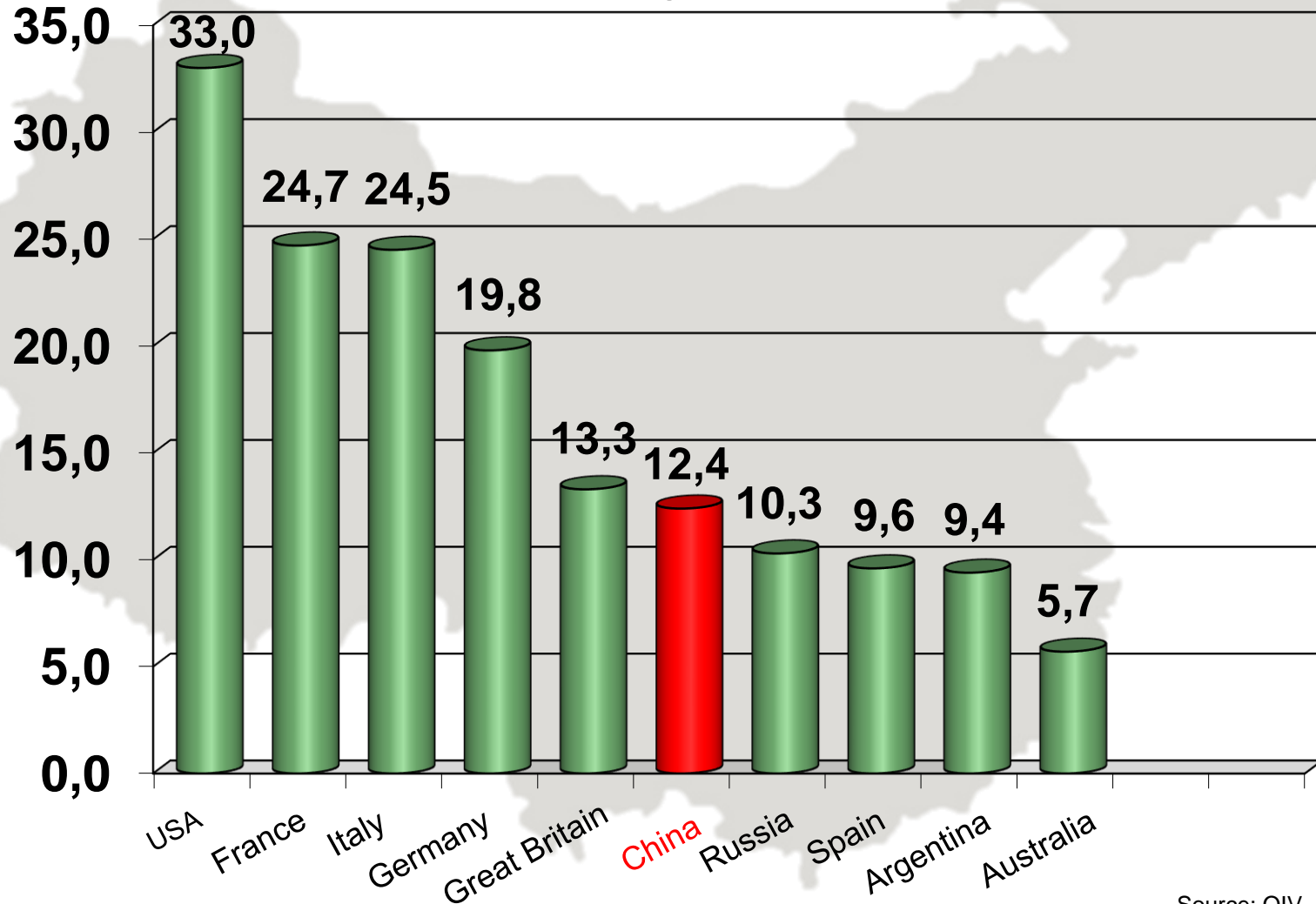


Source: Euromonitor
Estimate Peter Winter,

TOP TEN Wein Konsum

2020

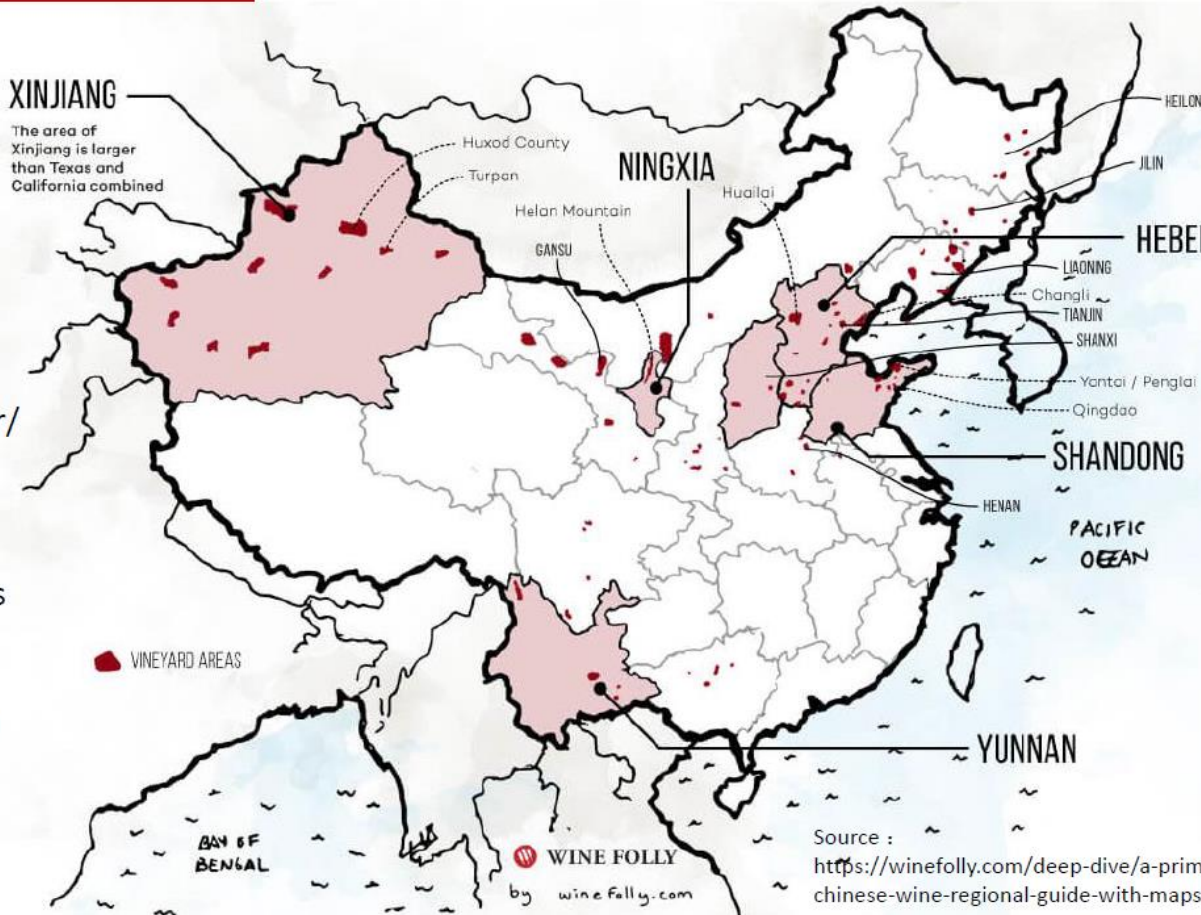
- in Mio. hl -



Source: OIV

China Wine Regions

- The 9th largest wine producer in the World (2018)
 - 6.29 million hectoliters (- 37%)
- The 5th largest wine consumer in the world (2018).
 - Average consumption : 1,5-2L/year/ pers
- Grapevine first arrived in China during the Han Dynasty, more than 2,000 years ago
- Modern winemaking started only in the 1980s (Changyu, Shandong, 1982)



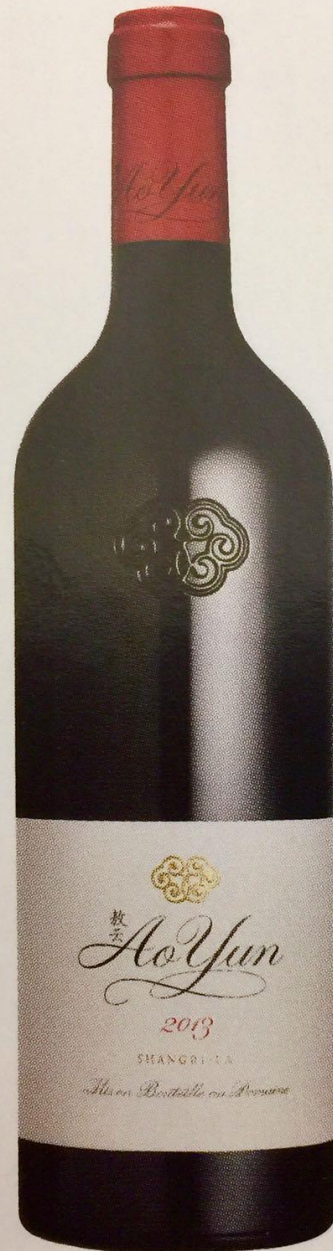


Die chinesische Regierung gab in Auftrag, Cabernet Sauvignon-Trauben entlang des Flusses Lancang im gleichnamigen Distrikt an der Grenze zu Tibet zu pflanzen. (© East by Southeast)



Source: Weinfeder e.V.

Moët-Hennessy investiert in Tibet!



SKY HIGH: AO YUN
The name of Moët Hennessy's first prestige Chinese red wine might mean "flying above the clouds", but Ao Yun refers not to one's state of mind after a few delicious glasses, but the location of its winery, 2,500 metres high in the Chinese province of Yunnan. Each of the 24,000 bottles, a mix of 90% Cabernet Sauvignon and 10% Cabernet Franc, will be retailing at £225. bbr.com

Guinness World Records declares World's Highest Vineyard

2nd October, 2018 by Lauren Eads

The Guinness Book of World Records has declared a vineyard in Tibet to be the highest in the world, beating even vines planted in the foothills of the Andes in Argentina.



GWR's Iris Hou presented the record on 27 September

Officially, the world's highest vineyard is the 'Pure Land & Super-High Altitude Vineyard' in Cai Na Xiang, Qushui County of Lhasa, Tibet, and stands at 3563.31m above sea level.

This makes it the highest vineyard in the world, as confirmed by Guinness World Records adjudicator, Iris Hou, on 27 September, a release stated.

The site is reported to be owned by Rong Shun Biotechnology Development Ltd, who planted almost 67 hectares of Vidal, Muscat and the indigenous Bei Bing Hong in 2012, according to *Decanter China*.

Other contenders to the title had included the Altura Maxima vineyard in Argentina's Salta province, owned by Bodegas Colomé, which is commonly regarded as the world's highest vineyard.

However this adjudication puts paid to that claim, with Colomé standing at 3,111m – some 450m below Pure Land & Super High.



Workers gather at the vineyard to celebrate the World Record

**Guinness Buch der Rekorde:
Höchster Weinberg der Welt in 3.536 M.**

Brief Introduction to Yantai Wine Region



Yantai Vine and Wine Bureau
2021.01.15



Yantai is the birthplace of the modern wine industry in China, and it is the largest wine producing region in the country, and it is the only "International Vine and Wine City" in Asia. In 2018, the city had 162 enterprises with production licenses, and the wine enterprises have achieved a production of 2,53 Mil. HL, accounting for 40% of the national total production.

Yantai Vine and Wine Bureau
Yantai Vine and Wine Bureau
2021.06.15
14



Yantai is located in the northern part of the Shandong Peninsula in China, it is located at 37° north latitude. It is bordered by mountains in the south and sea in the north. It has two climates, namely, the Continental climate and the Marine climate. It is not cold in winter, not hot in summer, with sufficient sunshine and no drought. Yantai, located in the mid-latitude zone, develops the wine industry with unique natural resources such as unique climate and unique soil environment. According to the local history of Yantai, as early as 1873, the grape industry began to grow. The Yantai wine industry has a long history and strong strength. In 1892, the first modern Chinese brewing company and the largest new brewing company in the Far East was founded, creating a new era of industrialized wine-making in China.



Average annual sunshine duration
2536.2hours



The average annual active accumulated temperature
4325.6 °C



The effective accumulated temperature
2194.8 °C



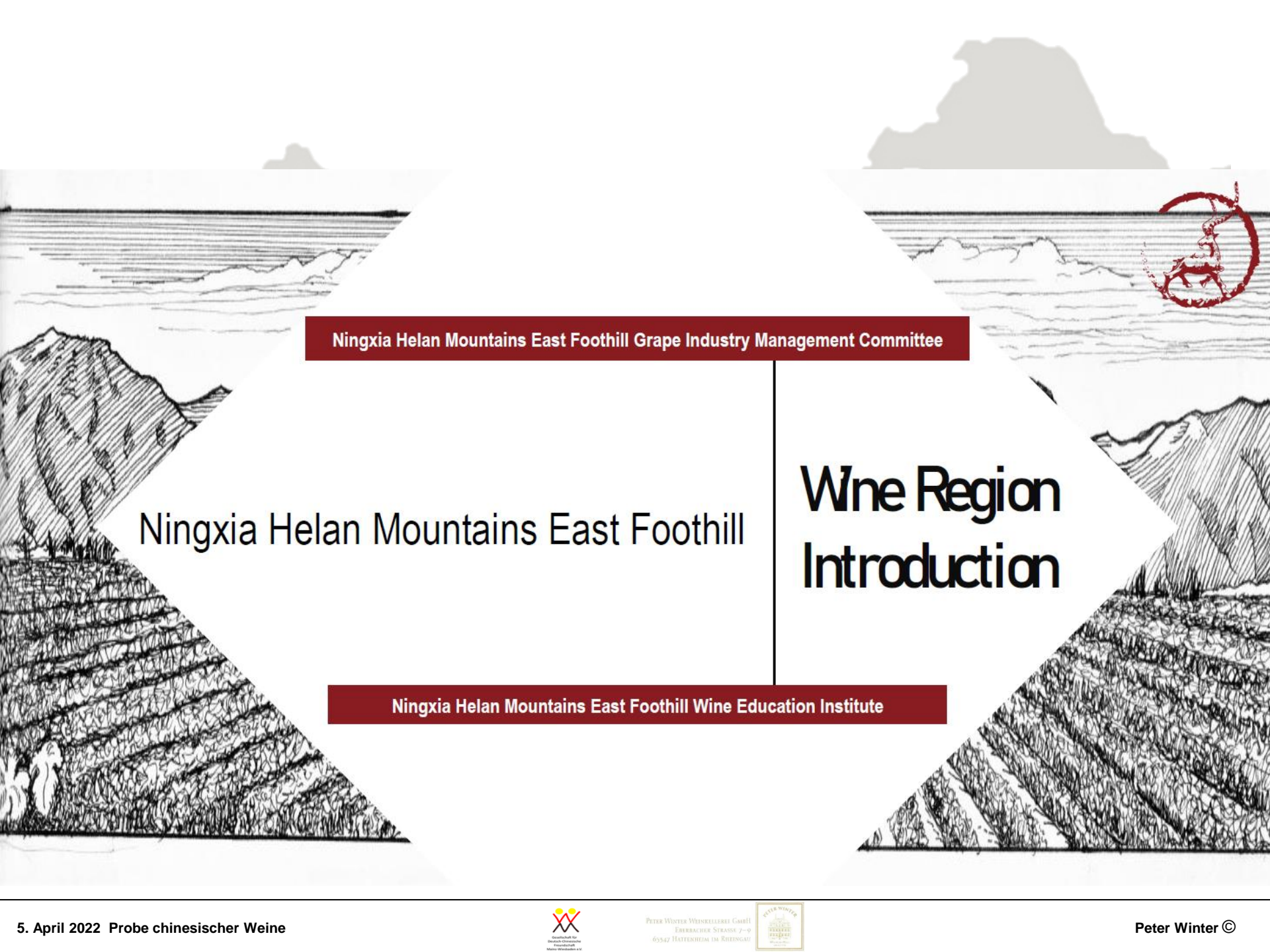
Annual frost-free period
218 days



Yantai is situated on the north coast of Shandong peninsula. As one of the World' s Seven Grape Coasts, in a warm temperate continental monsoon climate, it has superb natural conditions. Sun, sand, sea, called '3S' pattern, make up the terroir of the great growths. The proximity of the Yellow sea and Bohai sea, tempers any extreme weather conditions, bringing ample sunshine and moderate rainfall. Average annual sunshine duration in Penglai wine region is 2536.2 hours. The average annual active accumulated temperature is 4325.6°C. The effective accumulated temperature of grape growth is 2194.8°C, while the annual frost-free period is 218 days.





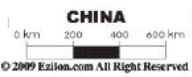


Ningxia Helan Mountains East Foothill Grape Industry Management Committee

Ningxia Helan Mountains East Foothill

Wine Region Introduction

Ningxia Helan Mountains East Foothill Wine Education Institute



- National Capital (11,610,000 in 2000)
- over 10,000,000
- over 6,000,000
- over 2,500,000
- over 1,000,000
- other main city
- other city
- Capital of autonomous region
- Capital of province
- Shanghai Government-controlled municipality
- Hong Kong Special administrative region



Ningxia Hui Autonomous Region in China



Since 1958

Sup. 66 400 Km²

Pop. 6,88 M people,
36.3% Hui Minority

乔治伯爵 · 摄





乔治伯爵·摄

1. Kanaan Winery 2019 Riesling (trocken)

100 % Riesling

Region: Ningxia Helan Mountain East Foothill Wine

Region

Alter der Reben: 10 Jahre



Alcohol: 13,5 %

Herstellung: Handlese, temperaturkontrollierte Gärung bei 16-18 C.







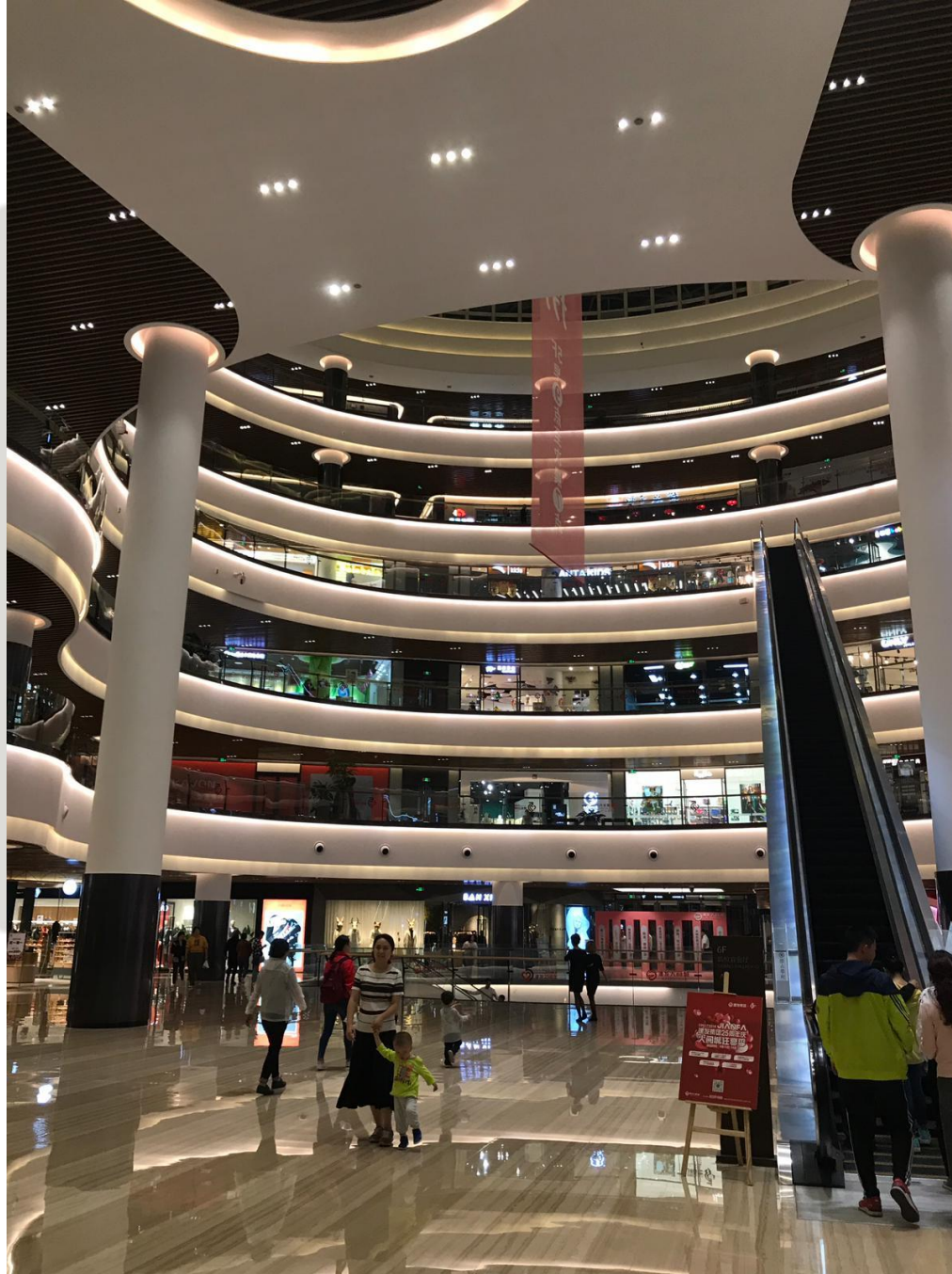








③





贺兰山东麓

国际葡萄酒博物馆

INTERNATIONAL WINE MUSEUM OF
HELAN MOUNTAIN'S EAST FOOTHILL



不忘初心 牢记使命



新



四级列级酒庄
Grand Cru Classe - Quatriemes Crus

五级列级酒庄

2. He Jin Zun Winery 2019 Chardonnay (Dry White)

100 % Chardonnay

Region: Ningxia Helan Mountain East Foothill Wine

Vineyard: Jinshan Vineyard

Average Vine Age: 8 years

Alcohol: 13,5 %



Winemaking method: Hand-picked. Whole bunch pressed. 90 % fermented in stainless steel tanks and 10 % fermented in brand new French barrels. Partly went through malolactic fermentation. The winemaker will treat the wine with fining, cold stabilization and filtering before bottling.





3. 2020 He Jin Zun Winery Rosé dry

100 % Cabernet Sauvignon

Region: Ningxia Helan Mountain East Foothill Wine

Vineyard: Jinshan Vineyard

Average Vine Age: 8 years

Alcohol: 14 %



Winemaking method: Hand-picked. Saignee from Cabernet Sauvignon at 4° C. Partly went through MLF. Dry. Fining, cold stabilization and filtering have been done.



Ningxia Helan Mountains East Foothill Wine Region General Figures

* Wine Grape surface area:

- 3,000 ha in the 2000'
- **38,000 ha in 2019 = 1/4 of China total vineyard surface**
- China's only « Wine region » with Internatinal Standard

* **87 wineries**, about 100 under construction

* 2019 Production Figures :

- Volume : **120 Million bottles**
- Value : 23 Milliarden Yuan = 3 Milliarden €
- Employment : 100 000 workers

• 2022 Plan :

- Volume : **500 Million bottles**
- Value : 100 Milliarden Yuan = 13 Milliarden €
- Employment : 150 000 workers





Ningxia Helan Mountains East Foothill Wine Region Geography

“One Mountain”

The Helan Mountains:

Latitude North 37° 43' ~ 39° 23'
200 Kilometers
Natural Shield

“One River”

The Yellow River:

397 Kilometers through Ningxia
Natural irrigation & water resource
for vine grape

“One Promenade”

The Wine Region Area (Apellation):

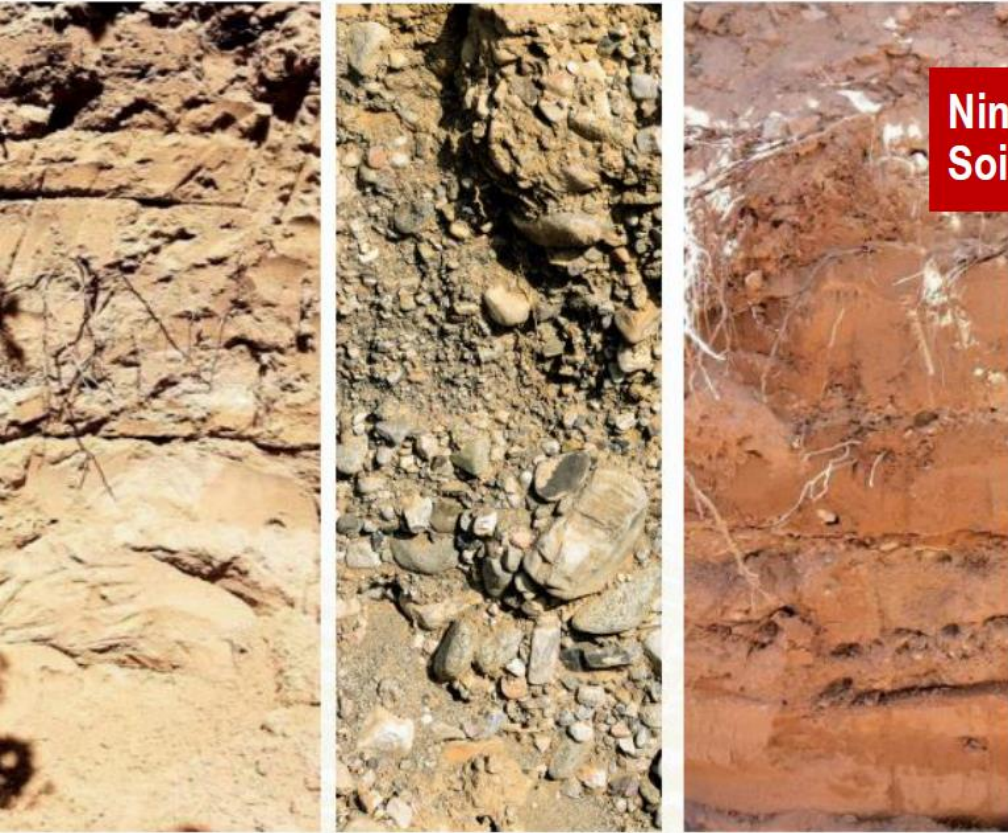
200,000 ha integrated into the Wine Region
38,000 ha planted in 2019
Sub-Regions : Shizuishan, Helan, Yinchuan, Yongning, Qingtongxia, Hongsibao, Zhongwei



Ningxia Helan Mountains East Foothill Wine Region Climate



- Ideal accumulated temperatures
 - 10 to 24°
 - 180 days frost-free period
- Long sunshine hours
 - 3,000 hours annually
- Continental dry to semi arid climate
 - 200 mm annually (July, August -> June)
- Important day/night temperature difference :
 - 12° to 15°
- High Altitude :
 - 1100 - 1200 m



Sandy (Gobi Desert)

Gravels (Helan Mountains)

Clay & Alluvial (Yellow River)

Ningxia Helan Mountains East Foothill Wine Region Soil

- Many types of soil
 - Different proportions of sand, gravel and clay
- Flood effect at the foothills of the Helan Mountain
 - Very poor soil
 - lots of minerals and gravels
 - high permeability
 - low water holding capacity
 - deep vine root system
- Soil irrigated by the Yellow River (alluvial)
 - More fertile
 - Retain more easily rain water and fertilizer
 - much less permeability



- **Vines are buried 5 months/year:**
 - -15° to -22° + extreme dryness
- **Buring vines** partially by tractor, partially **by hand**
- **Digging up vines entirely by hand**
 - +30% on production cost
 - Loss on production + damage on vines



Ningxia Helan Mountains East Foothill Wine Region





Ningxia · Buring vines (Qingtongxia - November 2019)



Ningxia · Digging up vines (Qingtongxia – May 2019)



Ningxia · Digging up vines (Helan – April 2019)





Ningxia - Wine Tourism



Changyu Moser XV



Cofco Great Wall Tianfu



Chandon



Pernod Ricard Helan Mountain



Xige Estate



Helan Qingxue



Silver Height



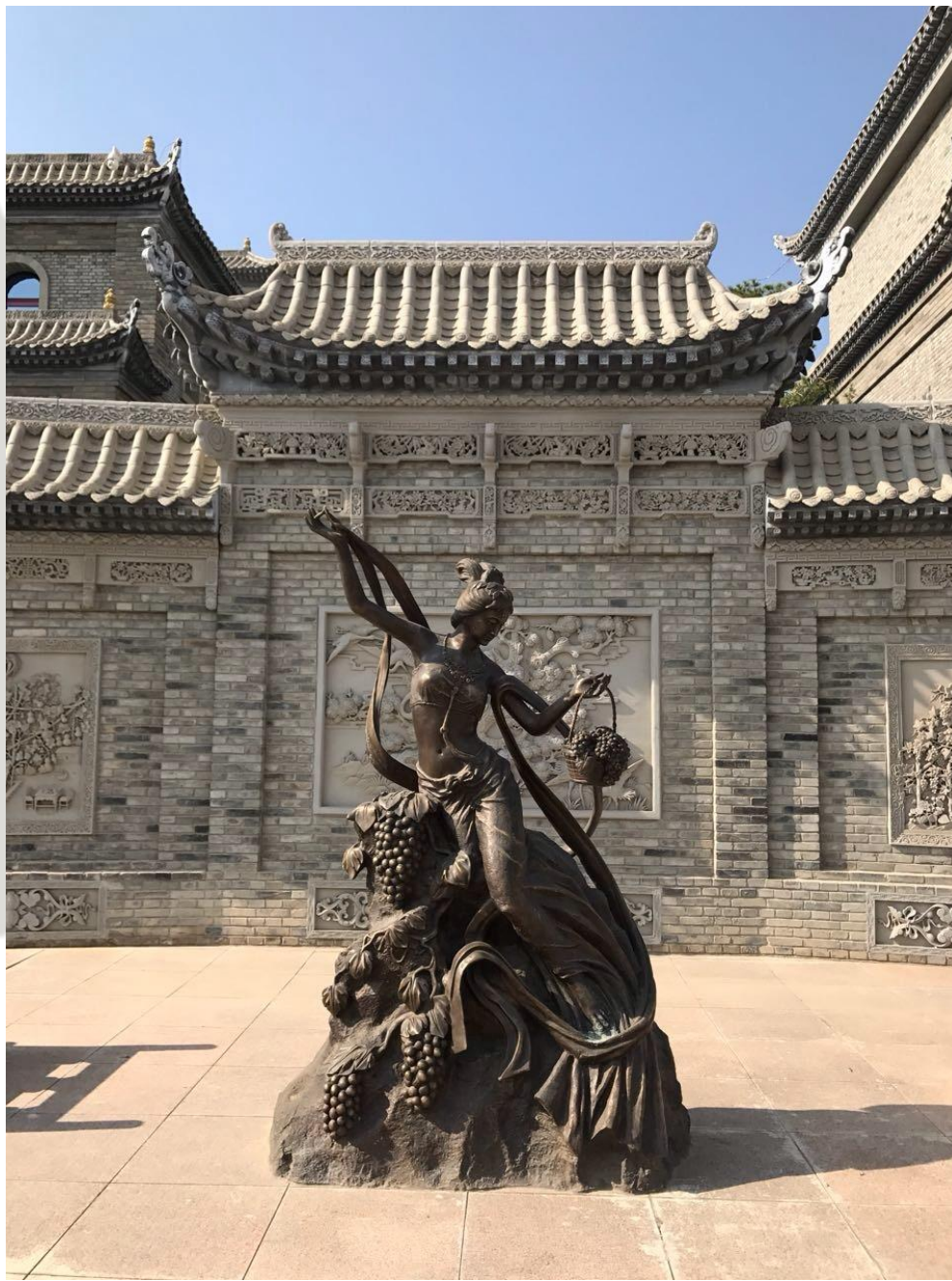








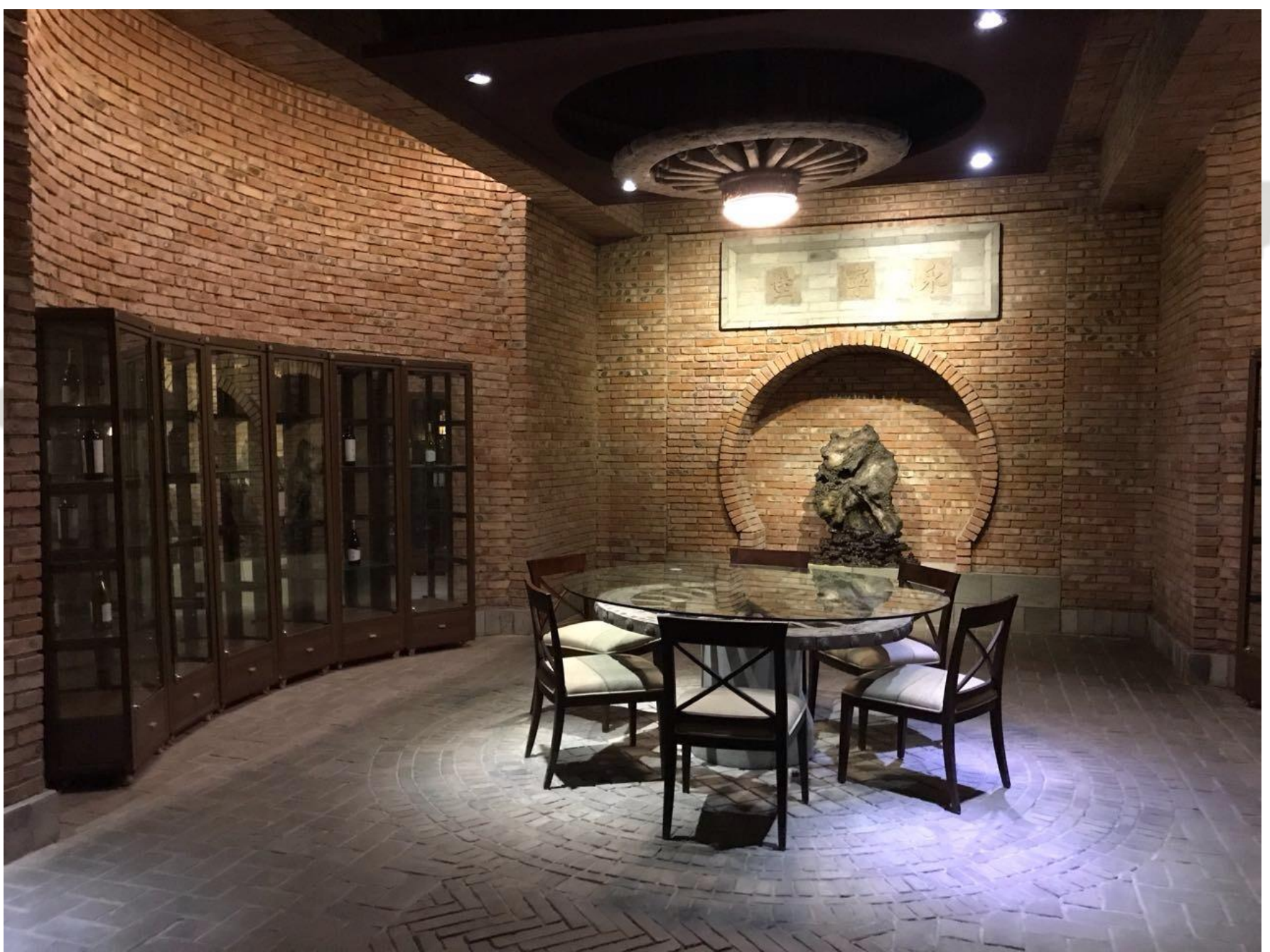


















山之魂

赤霞珠干红葡萄酒 RMB | ¥ 980

逐粒甄选贺兰山东麓特定区域老藤葡萄，橡木桶十六月陈酿。品之，领略兰山黄河个中精髓，韵致悠远，醇甘馥郁，酒中上品。

- ◆ 中国葡萄酒高峰论坛英法意三国大师联名推荐
 - ◆ 柏林葡萄酒大奖赛 金奖
- ◆ 贺兰山东麓国际葡萄酒博览会 金奖
 - ◆ 亚洲葡萄酒质量大赛 金奖
- ◆ RVF世界葡萄酒巅峰挑战赛 铜奖





山之子

零售价 RETAIL PRICE RMB | ¥ 680

贺兰山东麓优良地块限产葡萄，橡木桶十四月陈酿，
饮此酒如观山，沉稳之下澎湃不羁，骨架坚实，醇厚丰满，尾净余长。

- ◆ 布鲁塞尔葡萄酒大奖赛金奖
- ◆ 意大利五星酒评选 - 五星级（中国区最高分）
 - ◆ 贺兰山东麓国际葡萄酒博览会金奖
- ◆ 罗伯特·帕克评分（WINE ADVOCATE）91分
 - ◆ 品醇客DECANTER世界葡萄酒大赛铜奖
 - ◆ 品醇客DAWA亚洲葡萄酒大赛银奖
 - ◆ 国际领袖产区葡萄酒质量大赛金奖
 - ◆ 中国优质葡萄酒挑战赛金奖

勤学力耕 俭以求技

STUDYING DILIGENTLY AND WORKING HARD TO PURSUE EXQUISITE SKILLS

贺兰山东麓葡萄酒教育学院

NINGXIA HELAN MOUNTAIN'S EAST FOOTHILL

WINE EDUCATION INSTITUTE



德国产区

德国历史悠久酒博，德国是全球葡萄酒生产大国，在德国葡萄酒已经形成了当地文化。每年秋天德国都会举办葡萄酒节，每年秋天德国都会举办葡萄酒节，每年秋天德国都会举办葡萄酒节。德国葡萄酒已经形成了当地文化。每年秋天德国都会举办葡萄酒节，每年秋天德国都会举办葡萄酒节。

The history of Germany is long and proud, in the seventh largest wine of the world. In Germany, wine has its own special local culture. Every autumn, there is a wine festival, attracting wine lovers from all over the world, and food brings the happiness to them. They will spend one beautiful get to see the wine process of the year. The local wine culture, moderate climate, fertile, good wine, constitutes a unique history.



主要葡萄品种

摩斯雷 Müller-Thurgau

莱茵高 Riesling

丹森 Dornfelder

黑皮诺 Pinot Noir



产区



摩斯雷产区 Mosel

摩斯雷 (Mosel) 是全世界公认的葡萄酒产区。摩斯雷产区位于德国西北部，是德国葡萄酒产区之一。摩斯雷产区以其独特的葡萄酒而闻名。摩斯雷产区以其独特的葡萄酒而闻名。摩斯雷产区以其独特的葡萄酒而闻名。

Mosel is recognized as one of the best wine regions in Germany. Most of the best wine is produced in Mosel. The soil is generally very steep and steeply sloping, which is why the wine must be harvested in a unique way.

巴登产区 Baden

巴登 (Baden) 是德国葡萄酒产区中最大的产区。巴登产区以其独特的葡萄酒而闻名。巴登产区以其独特的葡萄酒而闻名。巴登产区以其独特的葡萄酒而闻名。

Baden is the southernmost of the German wine regions and the warmest wine region. Its relatively dry, sunny weather makes the Baden wine produce here of high quality and the Pinot Gris and Pinot Blanc are also very rich, and often with their own special character.

弗兰肯产区 Franken

弗兰肯 (Franken) 是一个位于德国南部地区。弗兰肯产区以其独特的葡萄酒而闻名。弗兰肯产区以其独特的葡萄酒而闻名。弗兰肯产区以其独特的葡萄酒而闻名。

Franken is a wine region in the northwestern part of Bavaria, Germany, which has a long history. Although Franken has a long history, Franken has a great tradition of wine growing and is the most unique region in the country.

德国产区

德国产区

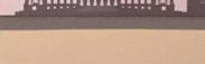
德国产区

德国产区

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德国产区



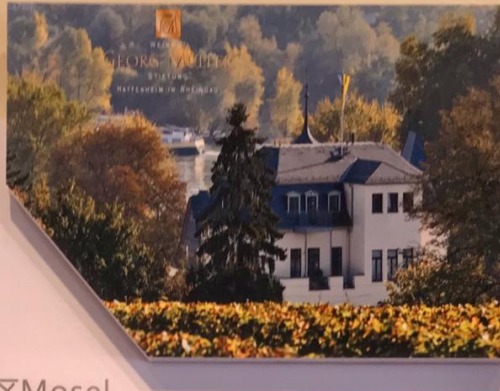
Peter Winter Weinkellerei GmbH
Eberbacher Straße 2-4
65547 Hatfenheim im Rheingau



Peter Winter ©

5. April 2022 Probe chinesischer Weine

主要产区



摩泽尔产区Mosel

摩泽尔 (Mosel) 是被世界公认的德国最好的白葡萄酒产区之一,这里的土壤大部分以板岩为主,所有的葡萄园几乎都位于陡峭的河岸上,坡度一般在60度以上,手工操作是这里唯一可行的办法,葡萄树必须独立引枝以适应如此陡峭的坡度。

Mosel is recognized as one of the best white wine regions in Germany, Most of the soil here is dominated by slate, and almost all vineyards are located on steep banks. The slope is generally above 60 degrees, and manual operation is the only feasible method here. The vine must be independently led to adapt to such a steep slope.

巴登产区Baden

巴登 (Baden) 是德国葡萄酒产区中最南端的,也是最温暖的葡萄酒产区。其相对干燥,晴朗的天气使得这里出产的黑皮诺质量很高,灰皮诺和白皮诺的味道也很浓郁,经常带着浓浓的橡木桶风味。

Baden is the southernmost of the German wine region and is the warmest wine region. Its relatively dry, sunny weather makes the Pinot Noir produce here of high quality, and the Pinot Gris and Pinot Blanc are also very rich, and often with a thick oak barrel flavor.

莱茵高产区Rheingau

莱茵高（Rheingau）是德国葡萄酒产区中最小也是最重要的一个。莱茵高位于德国黑塞州内，莱茵河畔。该产区的经典酒款是带着明显酸度和浓浓柑橘果香的雷司令，是德国最好的贵腐甜酒。

Rheingau is the smallest and most important wine regions in Germany. Rheingau is located in the German state of Hesse, on the Rhine River. The classic wines of the region are Riesling with a clear acidity and rich citrus fruit, which is the best liqueurs in Germany.







4. Kanaan Winery 2017 Wild Pony

Cuvée aus Cabernet Sauvignon, Merlot und Cabernet Gernischt.

Region: Ningxia Helan Mountain East Foothill Wine

Region

Alter der Reben: 10 Jahre



Alcohol: 14,5 %

Herstellung: Handlese, Ausbau für 10 Monate in französischen Eichenholzfässern.









5. 2016 Helan Hong (Premium) Cabernet Sauvignon (Dry Red)

95 % Cabernet Sauvignon and 5 % Marselan

Region: Ningxia Helan Mountain East Foothill Wine

Vineyard: Jinshan Vineyard

Average Vine Age: 8 years



Alcohol: 14,5 %

Winemaking method: Hand-picked. Pre-maceration at 4° C for 3 days, then inoculated and fermented at 18° C. Post-maceration for a week. After press, went through malolactic fermentation, then 30 % aged in brand new French barrels for 8 months. Blending decision made by the winemaker after tasting. Fining, cold stabilization and filtering.







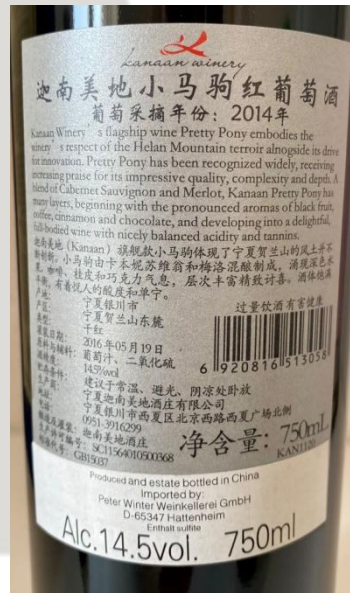
6. Kanaan Winery 2014 Pretty Pony

Cuvée aus Cabernet Sauvignon und Merlot

Region: Ningxia Helan Mountain East Foothill Wine

Region

Alter der Reben: 10 Jahre



Alcohol: 14,5 %

Herstellung: Handlese, handselektierte Trauben werden entrappt, Gärung bei 16-18° C, 12 Monate Ausbau in französischen Eichenholzfässern







2018 “一带一路” (宁夏·银川) 国际葡萄酒大赛
2018 BELT&ROAD (NINGXIA-YINCHUAN) WINE AND SPIRIT COMPETITION



迦南美地酒庄 欢迎您

Welcome Kang Wine









关系

[guān xì]

Beziehungen
Networking

Ohne Beziehungen,
die über Jahre
gewachsen sind, ist
es schwierig
erfolgreich zu sein.





Vielen Dank – Zum Wohle!

Ganbei!