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Export to China Proposal

Dear Di Wei,

Please see the proposed process with regard to export wine to China. Fundamental to the proposal, is that all wines supplied will be 'exclusively labelled' & that there is sufficient volume to provide continuity of supply.

The proposal is a joint venture between The Wine Society & one of their trading partners with whom they work with in sourcing wine for members, they have experience exporting wine to China and the quality is exceptional.

- Wine sourced from all major growing regions in Australia, including NSW, Barossa, Wrattónbully SA, Clare Valley SA, Margaret River WA and SEA for low priced wines – SEA is a very successful and highly recognised designation in China as is "Victoria" and "South Australia". Specific regional designations are important for the top customers.
- Samples forwarded to client, these are unlabelled tank samples identified by varietal & producer code.
- Wine taste profile may be adjusted to suit client taste profile.
- Label sent for approval under separate cover. The recommendation is that the Chinese black label is printed and applied in China. This is seen to be more authentic with the Chinese label stuck over the Australian back label and safeguards against possible counterfeiting. This method also negates the various customs officials in China from rejecting the wine because they deem the back label wording to be non-compliant. Compliance varies from port to port and official to official and it is better to print the back label in the presence of the bonded customs warehouse and in conjunction with the customs officials following their approval of same. This process can begin way before the wine actually arrives.
- Once approval of finished product is agreed, purchase order & payment in full is required.
- Minimum order quantity of 1 container (1176 X 9LTR cases).
- Minimum order quantity of any 1 varietal (Shiraz, Merlot etc.) 550 dozen.
- 'Gateway company' services employed to expedite customs clearance and circumvent clearing problems.

I look forward to your response, please do not hesitate to call me should you require further detail.

Kind Regards,

Nicole Hatton
Consultant