



Leading French Online Wine Auction Company Idealwine Launched In Hong Kong Jan. 11th, 2014

Paris-based wine auction expert iDealwine (www.idealwine.com) opens in Hong Kong, cementing Hong Kong's growing role as a global wine trading hub.

Hailed as one of the most convenient platforms for buying the best vintages of the finest French wines, the company will provide customers in Hong Kong and mainland China with an unparalleled level of service when it comes to the purchasing, payment and delivery of wines from across the world.



As France's leading wine auction website, iDealwine provides customers with numerous advantages over traditional ways of buying wine. Featuring France's finest labels, including all of the leading grand crus, each iDealwine monthly auction offers several thousand bottles of vintages of the finest crus, which far exceed the typical stock available at retail outlets. In addition, the comprehensive ranges of wines on sale are mostly sourced from private cellars, to ensure a rare unique collection, with auction prices generally falling well below retail level and occasionally even below wholesale.

Château Haut Brion 2003 (iDealwine's Price : 283 EUR)

Many of the wines auctioned are available at great value – typically the price is 30 to 50 per cent lower than buying them at retail outlets in Hong Kong. As such, wine purchased at iDealwine makes for a sound investment and customers could potentially net a lucrative return on their investment by subsequently re-selling their wine through iDealwine.

iDealwine allows customers to order wines from the comfort of their own homes 24/7, in anonymity, without the need to visit a local wine retailer or an auction house. Their purchases, directly forwarded by air from France, will be duly delivered to their doorsteps in temperature-controlled vans within 10 days or less. The online purchase transaction is extremely secure and the payment gateway has the highest security level with data encryption. Even iDealwine does not have access to customers' credit card details, and a secure payment platform provided by FIA-NET protects customers against any attempted fraud.



The Hong Kong venture is iDealwine's first presence outside of France, and the city is a natural choice for its expansion. The 2009 abolition of wine duty in Hong Kong set the city on the path to becoming an important wine-trading and buying hub, and since then demand for wine, particularly French wine, has exploded both in the city, and in the massive market across the border in China. The growing affluence of China's massive middle class sees them increasingly turn to enjoyment of the finer things in life.

Domaine de la Romanée-Conti 1999
(iDealwine's Price : 1425 EUR)

In the recent Hurun Chinese Millionaire Wealth Report 2013, Chinese millionaires' passion for red wine continues its dramatic growth – 70 per cent of those surveyed consume alcohol, and 50 per cent consider themselves connoisseurs of red wine. iDealwine has had a nominal presence in Hong Kong since 2009, and has participated in the city's International Wine and Spirits Fairs since 2010, resulting in a growing client base in the city.



French wines are by far the most prestigious globally, but this is particularly true in China where they account for 48 per cent of wine sales by volume and 52 per cent by value. Bordeaux remains the most important region, accounting for 50 per cent of wine sales in China, with rapidly rising prices which are now beginning to stabilise. Recently, Burgundy has enjoyed a surge in popularity, and now makes up 30 per cent of sales in the country, with the Rhône Valley accounting for a further 10 per cent.

Petrus 2003 (iDealwine's Price : 1340 EUR)

According to market research company Nielsen, more than a third of mainland Chinese wine consumers have bought their wine online, with 77 per cent of wine drinkers expressing an interest and readiness to buy more online. That is partly explained by the young demographic that is buying wine in China, as more than 50 per cent of wine buyers there are in the 25 to 44-year-old age group. The most common motivations cited for choosing to shop online were: price; the opportunity to have wine delivered to the buyer's home; and the range of wines available.



"We believe that our offer is perfect for the Asian market," says Cyrille Jomand, CEO of iDealwine. "We provide old vintages that are hard to find in Asia. Our high level of service, including sourcing, guarantees of authenticity and door-to-door delivery, corresponds with Asian demand. We see a huge potential in Asia, and opening a representative office in Hong Kong is a milestone in iDealwine's development in the region."

Philippe Barret, degustation expert at iDealwine

Though buyers cannot physically examine the wines they are buying, they can rest assured of their authenticity. iDealwine's full team of wine experts in France will meticulously check each bottle before putting it up for auction. Special attention will be placed on examining the label, level and cork condition, and every bottle is guaranteed to correspond to the lot described online.