

## Website Launch of Torres China: [www.torreschina.com](http://www.torreschina.com)

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By [www.wushuxian.com](http://www.wushuxian.com)

On June 9<sup>th</sup>, 2006, Torres China hold their website launch, that is: [www.torreschina.com](http://www.torreschina.com). Owners of three famous family wineries, which Torres China is distributing, came to China to celebrate this special occasion. Meantime, some media and Spanish officer were invited.

As per what Torres staff said, there are over 100 million Internet users in China at the moment. Since now, purchasing wine through Internet is no longer a dream, wines can be delivered to your home as long as clicking mouse. During website launch, Torres staff presented how to purchase wine online, how to obtain basic information of each wine and winery introduction as well.



When it comes to Baron Philippe de Rothschild, Mr. Julien Sereys de Rothschild, the second son of Ms. Baronese de Rothschild, briefly introduced their family history. As we all know, they have successfully developed commercial Mouton Cadet range, Opus One from Joint Venture with Robert Mondavi Company, Almaviva from Chile, etc.

When I had personal talk with him afterwards, only to know he was dealing with art especially drawing before working on wine business. However, his family insist that he should back to work on family business as people always want to be familiar and know about family when drinking wine, while family member is great helpful to promoting wines. He set one example of

Chateau Cos d'Etournel to explain this to me. Julien is really approachable, which is quite different from his mother. I asked him if he was afraid of his mother, he said yes and told me she was very healthy now.

The second company presenting is Torres Spain. Marketing Director Mr. Maczassek Torres, also son of Mr. Torres, talked about something interesting. His grandfather always took one bottle of wine along with him everywhere, telling everyone that Torres wine is the best. But now they can easily prompt as people can review all information through the website.

Two years ago at factory of Torres Spain, I met him and tasted wines introduced by him. He was quite shy that time, while now he is mature. He is taller and more handsome than his father, and I believed that he would be more approachable as his father in few years.

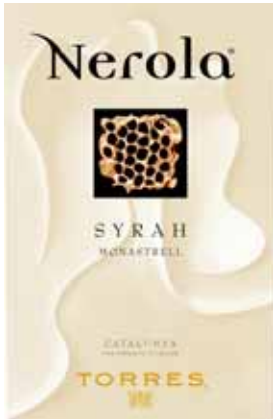


Afterwards, Mr. Francesco Zonin, a handsome Italian from famous Zonin family made brief introduction. His family originally started from Veneto region in Italy, now they have 1,800 hectares wine estates and vineyard in seven Italian wine regions. Zonin family entered Chinese market long ago actually, now was distributed by Torres China.

I am quite happy as Torres is developing better and better in China. When I met them at the first time ten years ago, they are still searching way to grow up. After 8-9 years' efforts, especially when they were in status of minus income every year, they did not give up and finally find the best way to develop. That is, not only sell wines from own winery, but also distributing wines from other wineries that should be only family business. As we know, cost will be cut down if distributing more winery. After these years, undoubtedly, Torres China is successful and they are profitable since last year.

The point that I admire Torres is because Mr. Miguel Torres has spirit of wine. What is spirit of wine? In my opinion, it's "sincere care of humanity". The most important application of this spirit is to provide wines of best value to consumers. I have experienced personally from both their own winery and other wineries they are distributing.

Besides this point, they did not make lots of money even if being famous, but reasonable profit. In terms of palate, they provide wines suitable for most wine lovers. Rather than some wineries from Bordeaux in France, they raise up the price as 2005 is a good vintage. This made some foreign drinkers very angry: What are you selling on earth? Wine or blood of the Christ?



Torres China is realistic idealist if compared to Chinese company. I truly believe that consumers will know who is honest and reliable, who most take care of their needs. Any wine company only chasing after profit will end of death in China. Among all wine trading company managed by foreigners in China, I truly appreciate Torres China. They will develop better and better in Chinese market if it's well managed.

## 桃乐丝网站 [www.torreschina.com](http://www.torreschina.com) 即日开通

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六月九日,桃乐丝中国公司正式启动在中国的葡萄酒网站,既: [www.torreschina.com](http://www.torreschina.com),为庆祝网站开启,中国桃乐丝公司代理的三家有名的葡萄酒世家的少主子亲自来捧场,为此也邀请了一些媒体和西班牙商务处的官员.

桃乐丝认为目前中国已经有一亿多的网民,网上采购葡萄酒已经不再是梦想,只要点击鼠标,葡萄酒就可以送到您家里.在网站发布的当天,桃乐丝的工作人员为大家演示了如果购买葡萄酒,如果获取每一瓶酒的信息以及各个酒庄的介绍.

当鼠标点击到 BARON PHILIPPE DE ROTHSCHILD,这家的少主子,既 BARONESS PHILIPPINE DE ROTHSCHILD 女伯爵的第二个儿子(她有两子一女),Julien sereys de Rothschild 讲话,他大体的介绍了他们家族历史,这是很多人都知道的,而他们在商业上的成功是开发了商业化的产品 MONTON CADET,与原蒙大维酒庄合资的 OPUS ONE,智利的 ALMAVIVA 等等.

后来跟他私下聊天的时候,才知道他本来是搞艺术品方面的事务的,特别是画方面,他以前一直没有打理过家族的葡萄酒事务,然他们家族想慢慢的让家族的人回到葡萄酒上来,因为人们喝葡萄酒的时候也很想了解家族,而家族的人对推广葡萄酒是相当有帮助的,他还为我举了个例子,讲 Chateau Cos d'Etourel 虽然是卖给了一家财团,但购买方却要求他们家族的人要在这家酒庄工作,而这一家的少庄主以前我在上海还见到,总觉得虽然他在推广 Cos d' Etourel 但总是不如完全是自己家的如此上心. Julien 这个人挺随和,一点都没有他妈妈那般强势,给我感觉象女强人妈妈的儿子,胆子有点小,我问他不是怕自己的妈妈,他讲怕的.听说前两年老太太身体欠佳,但这次听她儿子讲,现在她的身体很健康.

桃乐丝公司还真是有风度,自己的公司先让别人介绍,第二才轮到自已,此次推广家族的是米高.桃乐丝的大公子 Maczassek,他如今已经是桃乐丝的市场部总裁了,他讲他爷爷推广葡萄酒的时候总是胳肢窝里夹一瓶葡萄酒,逢人就讲桃乐丝酒好,而如今到他的年代就不需要如此费劲了,人们只要上桃乐丝网站就一目了然了.

我记得第一次见他还是在两年前的桃乐丝总厂,他拿出了他管理的酒厂的酒让我们品尝,那时候他还挺腼腆的,如今再见到他已经成熟多了,他的个子比父亲高,也更英俊,跟他聊天就可以发现他们家族的家教很好,大有不负众望的感觉,相信再过几年,他也会象他父亲那样富有亲和力的.

第三家是来自意大利的有名的卓林(ZONIN)葡萄酒家族的少主子 Francesco Zonin,真是位漂亮的意大利小伙子,貌似潘安,我想可以称他为卓林公子吧!他的家族起始于意大利的维尼托地区,如今在意大利的七个酒区都有葡萄园,面积达 1800 公顷.卓林其实蛮早就进中国了,几经周折,如今由桃乐丝的中国公司代理他们的产品.

见到桃乐丝在中国发展的越来越好,我打心眼里为他们高兴,记得十年前我第一次在东尼酒庄见到他们公司的人的时候,他们还在寻寻觅觅,经过 8-9 年的摸索,特别是年年负收支的情况下,他们坚持不懈的在中国呆了下来,而且也找到了一条最佳的路子,既不仅销售自己本酒庄的产品,同时代理其它酒庄(酒厂)的产品,而所代理产品必须来自于家族,其实业内人都知道,如果代理多家产品,其成本就会降低,经过这两到三年的时间,无疑桃乐丝的做法是对路的.而且去年开始他们已经不再亏本,而且有点赢余.

我钦佩桃乐丝的地方在于桃乐丝的米高.桃乐丝先生他具有葡萄酒的精神,可能有人要问什么是葡萄酒精神?而我的理解是"人性的真诚关怀",而这种真诚关怀最实际的地方就是提供给消费者最佳性价比的葡萄酒,关于这一点,不单从他们自己的酒,就是从他们所代理的酒中,我都已经亲身体会到了.

而这后面,体现他们对消费者真诚关怀的是他们没有因为成名了而去谋取暴利,而是合理的利润,在口味上来讲,提供适合于多数饮者合乎口味的葡萄酒,而不象波尔多的某些酒庄,比如说 2005 年的确是好年份,但却让一些酒庄和酒商过分的抬高价格,使一些外国酒商和饮者不得不气愤的表示:你们卖的究竟是葡萄酒还是基督的血?!

桃乐丝公司如果用中国的企业来对比的话,他们应该是中国的万科,他们是现实的理想主义者,我相信消费者早晚会明白谁是诚实可信的,谁是真正关怀他们需求的,而任何唯利是图的葡萄酒商在中国早晚是要灭亡的.对于外国人在中国所开的葡萄酒公司,实实在在的讲,我还是看好桃乐丝的,如果他们的管理完全到位,他们不单会一直立足于中国市场,而且还会发扬光大.