



## 大陸酒市 渠道為王 Chinese Wine Market, Marketing Channels are the Key

Interview with  
Guangdong Parkview Wine Co., Ltd  
General Manager - **Ivan Shiu**

專訪廣東陽明酒業總經理蕭俊文

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**S**ince HKSAR government abolished duty on wine in 2008, it brought about the prosperity of Hong Kong wine market as well as the flourishing development of the wine re-export trade. Hong Kong serves as the springboard to the mainland China market for different kinds of wines. Nevertheless, even though the market in mainland China is large and seems to provide unlimited business opportunities, it is not as easy as we think to establish a stable and remarkable position in the market. We have the General Manager of Guangdong Parkview Wine Co., Ltd Ivan Shiu this month to share with us the key to lead a Hong Kong funded enterprise to enter the mainland market with abundant opportunities, and to create its bright and promising future.

### From Distribution to Marketing

It is common to talk about the reasons of entering the wine industry when chatting with industry friends. In most of the cases, people say "It was a matter of coincidence". So does Ivan. "I graduated from Hong Kong Polytechnic University with degree in Hotel Management. Originally I was working in the hotel and catering industry. It was not until I met a French friend in 2008." In the beginning, he was engaged in the distribution field that he bought different fine wines overseas and brought them back to Hong Kong market, or re-sell them to mainland. "At first, I thought this job is like a treasure hunt which you always encounter something unexpectedly. My French friend and I had been the distributor of 10 or more Bordeaux wineries' wines." Since then, Ivan started to get in touch with the wine industry in mainland China. He traced back to the past, "I always had to go on business trips in mainland and participated in numerous wine



**香**港自 2008 年葡萄酒稅取消以後，除了使香港酒業一時蔚然成風之外，更帶動了葡萄酒轉口生意的發展，各種各樣的葡萄酒都能夠以香港作為跳板進軍大陸市場。然而，大陸市場雖大，看似商機無限，但是真正能夠在當地市場站穩陣腳，生意興隆，又不是我們想像中的那樣容易。今期《Wine.Luxe 酒派》就請來廣東陽明酒業總經理蕭俊文，Ivan Shiu 指教一下，如何帶領一家港資背景的公司，在看似前途無限的大陸市場，大展拳腳，打出一片江山來。

### 從代理到銷售

和許多酒界朋友交談，總會問到大家為什麼會加入行列，很多時大家都會答一句「機緣巧合」，Ivan 也不例外。「我在香港理工的酒店學系畢業，原本是從事餐飲和酒店，後來在 2008 年認識了一位法國朋友，就開始入行。」最初，他和很多人一樣都是從事葡萄酒代理，到外國搜羅美酒，然後帶到香港市場，或轉賣到大陸出售。「當初入行就覺得工作就好像尋寶一樣，常常會遇到很多意想不到的東西，當時我和那位法國朋友代理了十多個的波爾多酒莊的葡萄酒。」從那段時間開始，Ivan 亦都開始接觸內地的葡萄酒業界，他回想起那段令人難忘的回憶「那時常常要到內地做生意，出各大評酒會、酒展，曾經試過一個月內飛 22 次，當時出入機場，過關檢查都好像變成例行公事。雖然非常辛苦，但現在想來，那個時候讓我累積了不少在大陸市場打滾的經驗。」這段時間的經驗，也成就了 Ivan 今天的工作。2013 年得到一難得的機會，獲聘為陽明酒業的總經理，今次將由過去代理工作，真正「落地」，殺入中國市場，全面接管內地的銷售業務。

### 全力建立銷售網絡

「在中國做生意有一句話，就是『渠道為王』，在大陸做葡萄酒生意一樣需要擁有自己的銷售渠道，才可以站穩陣腳，繼續做下去。」Ivan 提到的所謂「渠道」，正是能夠令陽明酒業在大陸取得成功的重要因素，陽明



events and exhibitions. There was a time when I had to travel 22 times a month. Entering airport and border-crossing inspection had already become my daily routine. It was very tiring but it certainly had provided me the irreplaceable experience working in mainland market." The experience also paved the way for his career. In 2013, Ivan was rendered a priceless opportunity. He was employed as the General Manager of Guangdong Parkview Wine Co., Ltd. From the distribution work in the past, he now officially enters the Chinese market and takes over the marketing business in mainland China.

### Comprehensively Building up the Marketing Channels

"There is a saying for business in China: "Channels are the kings" (meaning: marketing channels are the key). Establishing a wine business in mainland China requires your own marketing channel in order to hold the ground and stay prominent." The "channel" in Ivan's mind is the important element leading to the success of Guangdong Parkview Wine in mainland. Guangdong Parkview Wines joins hand with the large PetroChina in mainland, and undergoes a series of promotions at their gas stations. "We expect to establish 1500 sales points at the country's gas stations. So far we have already set up over 300 of them." He added "Gas stations provide us a lot of advantages. There are a lot of car owners in mainland China. Most of them are from the middle-class that have a high consumption power and have a wine-drinking habit. Besides, whenever they need gas filling, they need to get off the car and pay the bill. That's the moment when they will approach our wines. At the same time, they are willing to buy a boxful of wines at the station as it is convenient to put them at their car right after the purchase." Besides, Ivan also mentioned that he is planning to organize regular wine-tasting events at some high-end residence or clubhouse so as to allow more customers know about their products, truly establishing its roots in mainland China and building up his medium-end channel. During the interview, Ivan seemed confident about the prospect of his business. "We have two main advantages. Firstly, we are supported by large enterprises so that we have a sufficient supply of products. Secondly, I have an extensive connection thanks to my previous job. I endeavored to be the agent of many French, Italian or other European wineries. I hope to provide the Chinese customers abundant and surprising products."

### Fame is the key to Success

Other than building up an extensive marketing network in the country, Ivan also takes up another mission: the marketing position of Parkview Wine and to make it a popular brand. "We are Hong-Kong funded. In the past, wines were not our major business. Therefore, the first thing to do is to the positioning of our brand in order to allow the public to know about us." To establish a brand in mainland China, a certain understanding of the consumption pattern of different regions in China is a must. "China is large. From the South to the North, they require a different style of drink menu. In the chilly and cold Northern area, they may need some wines with high alcohol concentration while the Southern are more mature. They are more open-minded and are okay with white wines. Therefore, we adjust our supply according to their preference, trying to provide different markets with suitable products. We import New Zealand Sauvignon Blanc or German Riesling in Summer whereas in winter we import the rich Bordeaux and Italian red wines. We supply over 35 kinds of wines at present. There will be more of them in the future. We hope to grasp the heart of the customers by providing diverse choices of wines." At the same time, their position is absolutely clear. "Our main product is table wine which is priced at RMB\$300-\$500 per box. We strive to provide the mainland customers quality wines at an affordable price in way to nurture their interests in wine and advocate the development of wine culture in mainland China." ①



酒業與內地實力雄厚的中石油合作，在它旗下的油站進行推廣「我們的葡萄酒最終會在全國油站設立 1500 個分銷點，現階段我們已經鋪設了超過 300 個試點。」他又補充指「油站作為銷售點給予我們很大的優勢。在大陸，擁有私家車的客人，很多是中產人士，他們有相當的消費力，很多也有飲用葡萄酒的習慣。此外，他們在入油的過程，必須要下車結帳，屆時就會接觸到我們的葡萄酒。同時，他們也願意在油站一次過買入一箱的葡萄酒，就那樣放回私家車，非常方便。」此外，Ivan 還提到未來會嘗試在大陸的一些高尚住宅或屋苑的會所中進行定期的試酒會，讓更多的顧客接觸到他們的產品，做到真正「落地入屋」，建立自己的中端渠道。Ivan 在訪問的過程中似乎前景充滿信心「我們現在有兩個很大的優勢，首先因為集團的背景支持，現貨貨源非常充足。此外，我透過之前工作所累積的人脈，積極尋求法國或意大利等歐洲酒莊的代理權，務求為中國的顧客提供充足，而且充滿驚喜的產品。」

### 要成功先要打出名堂

除了致力建立全國的銷售網絡，Ivan 還肩負起另一個任務，就是為陽明酒業在大陸建立自己的定位，做出一個廣受大眾歡迎的品牌。「我們是一間港資背景的公司，而且過去也不是以酒業為主要業務，因此進軍大陸，第一件事就是要建立起自己的品牌，讓大眾認識我們。」要在大陸建立起自己的品牌，就必須對中國各地的消費模式有一定的認識「中國地大，由南到北，我們不能給他們同一份的酒單，例如北方天氣較寒冷，也許他們需要一些濃度較高，酒精更高的葡萄酒。而南方市場就相對成熟一點，口味更加開放，開始接受白酒。因此，我們會因應各方口味，而在供應上作調整，盡可能為不同的市場提供合適的產品，就好像在夏天時引入一些新西蘭的 Sauvignon blanc 或德國的 Riesling，冬天時就引進更多的濃郁的 Bordeaux 和意大利紅酒等等。現時，我們提供超過 35 款的葡萄酒，未來的選擇一定會陸續增加，希望以多元化的選擇留住一批忠實顧客。」與此同時，他們的定位也非常明確「我們主打中低價餐酒，價錢大約人民幣 300 至 500 元一箱左右，希望為大陸的客人提供一些價錢實惠，質素超值的葡萄酒，嘗試培養他們享用葡萄酒的興趣，進一步普及內地的葡萄酒文化。」 ②

