

Tesco latest major retailer to launch Chinese wine



25 Apr 2017 | Lisa Riley

Print | Email | Comment | Save

Tesco has become the latest major supermarket to tap the trend for Chinese cuisine with the launch of its first wine from the country.

The Chinese produced Chateau Changyu Moser XV Cabernet Sauvignon 2015 is available from 700 of the retailer's stores, and online, now with an introductory £7 pricetag (rsp: £8).

It is described as a cross between a classic Bordeaux and a rich fruity Australian wine.

The launch, which follows Sainsbury's introducing a Chinese wine duo in January, would "finally open the doors" in Britain to the fast emerging winemaking nation, said Tesco, adding while China didn't immediately conjure up images of classic vineyard country, the International Organisation of Vine and Wine (OIV) had placed China - after Spain - as the country with the second biggest vineyard area in the world.

"The wine offers customers an opportunity to discover a unique, but quality wine at an affordable price," said Tesco MW James Davis.

"China will soon be a powerful player in the wine world and this launch could help give it its first major push in the UK."

The Chateau Changyu Moser XV estate claims to have become one of the world's biggest wine producers- with 100 winemakers who make 150 million bottles a year.

The wine is produced in the region of Ningxia, in northern China, which has a warm and dry climate and boasts an average of 3000 sunshine hours a year – 800 hours more than Bordeaux - earning it a reputation of being the country's Napa Valley.

The addition of the Chateau Changyu Moser XV Cabernet Sauvignon 2015 means that Tesco now sells wine from 20 countries around the world - including Hungary, Israel and Greece.

Share



Related Articles



Tesco announces first full-year UK sales growth for seven years

12 Apr 2017



Tesco expands craft beer menu by nearly a third

10 Apr 2017