

Debra Meiburg's Guide to the Hong Kong Wine Trade

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No luck finding a Hong Kong wine importer? Here's just the thing for you. After months of intensive datacollection, Hong Kong Master of Wine Debra Meiburg has released a 456-page comprehensive Guide to the Hong Kong Wine Trade.

The Guide features 253 Hong Kong wine importer listings and a 34-page market report based on a 40question survey to help winemakers find an appropriate Hong Kong importer. Each entry shows key facts about the importer's portfolio, marketing activities and sales team to save boutique wineries from wasting time on bulk importers and vice versa.

To help F&B professionals and consumers navigate the myriad options available since 2008, there are also directories of retailers, logistics companies and more. 23 pages of portfolio highlights identify some of the strongest importers in various national and stylistic categories.



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