

***Focus Interview, Editor***  
***Connoisseur Magazine, Shanghai***  
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**You recently took on the agencies for quite a number of Italian wines of extremely quality such as Rocche Costamagna(Piemonte-La Mora), Marchesi Alfieri(San Martino Alfieri), Molino di Grace(Panzano in Chianti) in addition to other Italians you have on hand. What are your plans for the wines?**

All these wines had a long history in Europe, and had fantastic distribution. They are known to insiders who are real experts in Italians. Here in this end of the world in Hong Kong, there is potential a huge numbers of wine fans for quality Italians, so there is quite some business here.

**You're a Bordeaux and Burgundy specialist but have increasing number of Italian wines in your quite international portfolio. What is your strategy?**

What we're about is esoteric, interesting Italians with terroir, and then a more branded but top quality combination from outside and inside Italy. It's a slightly schizophrenic way of looking at it but we have got a good solid business.

**Why do you think that is?**

The supermarket and specialist chains have their own commercial brands, but classic Italians haven't really had the space to develop in Hong Kong. We as aspiring Italian wine specialist see a big opportunity for classic brands that are truly Italian in spirit and haven't been able to succeed in this market.

**What are the trends in Italians wine?**

All quality and branded Italian wines are doing very well. As long as they have an interesting story and vineyards with great expression of terroir, grape varieties and styles, as well as a knowledgeable and professional team to represent them, the Italians will have a great future.

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