

Press release

Hong Kong's Wine Industry Pioneer Presents The Grand Opening of Watson's Wine Bar

Fine wine, by the glass – at a great price

(Hong Kong, 25 February, 2009) Watson's Wine Cellar is a pioneer in Hong Kong's wine industry, offering premium wine and great service to wine enthusiasts through its chain of retail stores for over 10 years. Now Hong Kong's largest specialist wine retailer unveils a whole new concept with the Grand Opening of Watson's Wine Bar – a relaxed and stylish environment where wine lovers can enjoy a selection of international wines, by the glass, at a great price.



Watson's has utilised some of the latest technology from Italy in its new wine bar. Enomatic wine dispensing units are produced in Italy and are specially designed to keep wines under optimal conditions until they reach the glass. The Enomatic system allows guests the convenience of their own stored value card and simply swiping the card to choose from a range of premium wine.

For Watson's the concept is a perfect marriage. The specialist chain directly imports over 1,500 wines from 11 countries around the world. The wine bar will draw from this vast range with a regularly updated selection offering guests the chance to try some of the world's top wines – by the glass, with only a very modest surcharge on the shelf price.



Watson's Wine Cellar Presents a Unique Experience of Wine-tasting

Watson's Wine Bar represents a pioneering concept in Hong Kong – the first of its kind to partner a specialist wine store with a wine bar concept. Watson's Wine Cellar's Operations and Marketing Controller James Hepple said, "We are always striving offer customers better service and more of what they want. We genuinely feel that we are offering something new and unique with Watson's Wine Bar, something fills a "niche" for wine lovers." He explained that "Over the years, many of customers have said to us – they love our selection

but wish there was a place to enjoy top wines by the glass, at retail prices. Our by the glass prices are basically retail, plus a very small surcharge to cover our running costs – but certainly far less than you would find anywhere else in Hong Kong."

Free Wine-tasting Offer with Watson's Wine Bar Stored Value Card

From 23 to 27 February, customers will receive a complimentary glass of wine with the purchase of the Watson's Wine Bar Card. Moreover, the first 80 customers to add \$800 in credit to their Watson's Wine Bar Card will receive a complimentary Riedel wine glass.

Details of “Watson’s Wine Bar” Grand Opening Promotion

- Promotion Period : 23 – 27 February
Location : Shop 3, LG/F, Century Square, 1-13 D’Aguilar Street, Central
Promotion Details : ■ Complimentary glass of wine with the purchase of a Watson’s Wine Bar Card
■ Free Riedel wineglass for the first 80 customers to add \$800 in credit to their Watson’s Wine Bar Card

~ End ~

About Watson’s Wine Cellar

Watson’s Wine Cellar, recently voted ‘Hong Kong’s Best Wine Store’ by readers of HK Magazine, opened its first store in Central in 1998. Since then, it has grown into largest specialist wine store chain in the region, with 15 stores and an online shop.

Watson’s Wine Cellar is committed to providing its customers with high quality and wide range of wine at fair prices. In addition, it strives to offer superior customer service, in-depth product knowledge, stylish packaging and a modern in-store shopping environment. The chain’s stores offer a wide range of customer benefits such as free delivery for sales over HK\$1200, a ‘no-quibble’ guarantee that allows customers to return wines that they are not satisfied with, party planning and advice (including complimentary glass hire for events) and a complete range of wine lifestyle products.

Watson’ Wine Cellar’s vision is to provide extensive information on all its products in a modern, high-tech manner, packaged in a sleek and sophisticated design. The goal is to educate our customers through the advice of sales staff, tasting notes and information found on the shelves for all of our wines. It is only through wine education that Watson’s Wine Cellar staff can truly assist customers, contributing to their knowledge and love of wine.

Watson’s Wine Cellar also re-launched its website, watsonswine.com, in December 2007, and now offers customers the convenience of online shopping, enhanced by special offers, gift ideas, a wine events diary, wine information and a special members-only area featuring exclusive benefits.

This press release is issued on behalf of **Watson’s Wine Cellar** by **Strategic Communications Consultants Limited**. For further information, please contact:

For media enquiries:

Strategic Communications Consultants Limited

Rita Ng	Veronica Li
Tel : 2114 4992	2114 4945
Email : Rita.ng@sprg.com.hk	Veronica.li@sprg.com.hk
Fax : 2114 0880	2114 0880