



MAGNUM WINES, a leading wine importer, fallen in love with the Roussillon wines

魅佳浓酒业, 葡萄酒进口商领军人, 已于露喜龙葡萄酒结盟

Read the interview of Mr. Xavier Locard, Managing Director of MAGNUM WINES, and get his opinion about the Roussillon wines and their future success story in China

敬请阅读魅佳浓酒业总经理 Xavier Locard 先生的访谈录，了解他对于露喜龙葡萄酒的见解以及他们在中国未来的成功故事。

Can you introduce your company Magnum Wines?

您能介绍一下贵公司魅佳浓酒业吗？

Magnum Wines is an importer and distributor of fine wines & Spirits based in Shanghai, Guangzhou, Yantai, and Beijing with customers all over China. Our mission is to provide you wines with a soul, character, wines that you will clearly remember. In this dynamic and fast reinventing wine market, we are striving to stay ahead of the curve and to keep our customers' palates interested and challenged. In each case, we tirelessly look for wines in all price points that are not only of exceptional quality, but also crafted by very talented and bright people. Our Portfolio is covering mostly french wines and spirits, with a few additions from European countries.

Our main customers are naturally high end hotels and restaurants in tier-1 cities but we've also developed a network of distributors all over China to which we provide wines adapted to local market but also increasingly high-end references as customers are becoming quickly discerning and sophisticated. We do service also privates, most of them connoisseurs.

魅佳浓酒业是精品葡萄酒和洋酒的进口商和经销商，我们公司总部在上海，在北京，广州，烟台等各地都设有分公司。我们的客户来自中国各地。我们的使命是为您提供有灵魂和性格的并且让您难以忘怀的葡萄酒。在这个充满活力并快速发展的葡萄酒市场，我们努力保持领先并不断满足和挑战客户的味蕾。我们总是在不懈地寻找各种价位的葡萄酒，不仅是特殊的品质，还有非常有天赋且智慧的酿酒师的工艺。我们酒业包含了大多数法国的葡萄酒和洋酒，还有一些其他欧洲国家的酒。

我们主要的客户是高端酒店和一线城市的高端餐厅，但是我们也开发了中国各地的分销网络，我们提供适合当地市场的酒，同时也逐渐地加入高端酒因为客户们在迅速的变得有鉴赏力和老练。我们也为私人客户服务，多数是一些葡萄酒鉴赏家们。

What is the philosophy of Magnum Wines regarding the selection of wines for China? And what about the distribution ...

魅佳浓酒业为中国提供的红酒精选基于什么理念？经销又是基于什么理念？

Since our beginning we built a portfolio of often fanatical growers who are showing great knowledge of their terroir, and doing their best to make wines that are original because they are honestly crafted, most of them following principles of natural viticulture. In a nutshell, real wines. There are no gobs, no exaggerations, no over-this and over-that. What we do have is a group of growers who work hard their vines and make their wines with passion, real dedication, looking for balance, purity, and soil expression. In essence all the qualities those underpin and define the notion of Grand Vin or Vin d'Exception, which has been the driving philosophy of Magnum from the beginning.

We like to consider what we are offering as a sort of final destination for customers, as in the process of being more discerning and sophisticated about their taste, they will eventually end up drinking those great wines and understand the value in it. It will take time, but we are committed to it.

In our view, wine is much more than the liquid itself, so for our distribution we do it as much as possible by ourselves (this is why we set up branches in Tier 1 cities) and relying in some case on local partners sharing the same attitude to wine. At the end, it's all about experience, transmitting passion, and knowledge about wine.

我们一开始就挑选跟那些葡萄种植狂热者的合作，他们拥有那片领域上丰富的知识，并且他们尽一切努力精心酿造纯真的葡萄酒，他们多数都秉承了自然栽培的原则来制造真正的葡萄酒。没有大量产量，没有夸张说法，没有太过这个或太过那个。我们所拥有的是一个种植者团体，他们努力的种植，充满激情的酿酒，真实的奉献。他们努力寻找葡萄酒中的平衡，纯净，和对土壤的表达。从本质上所有这些品质确定了Grand Vin或Vin d'Exception的概念，这是魅佳浓酒业从一开始的经营理念。

我们喜欢不断斟酌是否我们提供给客户的葡萄酒是他们的最终选择，因为在他们味蕾变得更有鉴定力和老练的过程中，他们最终只会喝那些上等的葡萄酒并明白它的价值。这个需要一定的时间，但是我们致力于此。

我们认为，葡萄酒不仅仅只是葡萄酒，对于我们的分销，我们尽可能亲力亲为（这就是为什么我们将我们的办事处设立在一线城市），并且有时依靠当地合作伙伴分享我们对葡萄酒的这一相同态度。总而言之，这些都关乎于经验，热情传送，和对葡萄酒的认知。

What do you think of the wines of Roussillon?

您对露喜龙地区的认识？

Roussillon is a terroir that got all the attributes to produce authentic grand crus. Let's just take a few examples: Rivesaltes, and in particular collections of old Rivesaltes. They've been doing those for centuries! And over the last decades, when you look at the amazing development of Agly valley, with star domains such as Gauby, Le Clos des Fees, or Mas Amiel, there is definitively something happening in this part of France. No one day passes there without a new winery popping up, with the ambition of

producing great wines. Some are talking about it as the new Napa Valley. In my opinion it holds more than this: It's a mixture of potential young domains pushing the edges and redefining the notion of Vin d'Exception and rediscovering wineries with a rich past that have been producing wines to be treasured.

鲁西荣这块土地有着所有生产真正 Grand crus 的特征。让我们简单举几个例子：里韦萨特经典甜酒, 特别是有年份的里韦萨特，他们做了几世纪！并在过去几十年，当你看看 Agly 山谷的快速神奇发展，位于法国这个方位的土地上有着出色的土壤比如 Gauby, Le Clos des Fees, 或者 Mas Amiel, 绝对是去日新月异的。每天经过那边都有新的酿酒厂出现，而每个新的酿酒厂都抱着酿造好酒的野心。有些人认为这块地方已经成为新的纳帕谷。在我看来，它拥有的不仅如此：潜在的年轻土壤正逐渐成熟，对 Vin d'Exception 概念的再进行重新定义，还有重新发现那些有着丰富历史的酿酒厂在继续制造珍贵的酒品，所有这些的结合在一起。

What is the future in China for the Roussillon wines?

露喜龙葡萄酒在中国的未来怎么样？

In my opinion Future of Roussillon is about quality and exclusivity. The terroir is there, and with such hard climatic conditions, fly-to-quality attitude is mandatory. Till now, Roussillon proved to be able to churn out wines pleasing to international palates, and this will help a lot for acceptance of those wines in China. However this region needs more exposure to consumers and this will be a long term battle that will need the support of dedicated importers who commit and show passion for Roussillon and its people.

在我看来，鲁西荣的未来是在于高品质和独有性。这个土地就在那里，气候条件如此恶劣，坚持品质的态度是必须的。直到现在，鲁西荣被证明了有能力生产出符合国际口味的葡萄酒并将被中国认同。然而这个地区需要更广得知名度，这将是一场长期的战斗，这会需要有奉献意识的进口商们的支持，向鲁西荣和它的人民承诺并展示他们的热情。

You can contact Magnum at:

您可以联系魅佳浓酒业：

MAGMUN WINES
Mr. Xavier LOCARD
Managing Director
xavier@magnumwines.cn
Phone +86 (0)21 6271 3810
<http://www.magnumwines.hk>

魅佳浓酒业

总经理 Xavier LOCARD 先生

xavier@magnumwines.cn
电话 +86 (0)21 6271 3810
<http://www.magnumwines.hk>