

Press release - September 2019



**EDMOND  
DE ROTHSCHILD  
HERITAGE**

## **Edmond de Rothschild Heritage & East Meets West: a new distribution partnership in China**

**East Meets West (EMW) is to become the sole importer in mainland China for the Edmond de Rothschild Heritage Bordeaux properties.**

The importer-distributor **East Meets West** and **Edmond de Rothschild Heritage** are proud to announce their exclusive partnership for the distribution in mainland China of wines from the three Bordeaux châteaux owned by the Compagnie Vinicole Baron Edmond de Rothschild: **Château Clarke**, **Château Malmaison** and **Château des Laurets**. This new collaboration is to launch on **1 September 2019**.

*“Our belief in East Meets West is based on their thorough understanding of the origins, logistics and storage of wine. EMW teams also demonstrate great professionalism through their quality events and high-end distribution network”* declared **Boris Bréau**, Managing Director for Compagnie Vinicole Baron Edmond de Rothschild.

China remains a strategic market for leading Bordeaux winemakers. This partnership with this importer, **a benchmark in the distribution of fine wines**, consolidates the positions of the Edmond de Rothschild Heritage wines in mainland China.

### **About East Meets West:**

Founded in 2003, East Meets West is a leading importer of fine wines to China. Based in Shanghai, the company specialises in marketing wines from family-owned wineries located in the most renowned wine regions throughout the world. East Meets West boasts a portfolio of top-shelf wines of more than 150 brands from 15 different countries which it distributes to luxury hotels, gourmet restaurants, online shops and even private clients located in over 150 cities of mainland China. As its name suggests, East Meets West's mission is to share the passion, knowledge and culture of wine with professionals and enthusiasts in China.

Site web: <https://www.emw-wines.com>

### About Edmond de Rothschild Heritage Bordeaux wine properties:

**Château Clarke** dates back to the 12th century, with monks originally tending the vines, before its purchase in 1973 by the Baron Edmond de Rothschild, full re-planting and expansion to 55 hectares. The wines produced today enjoy widespread prestige, high ratings and enviable tasting notes, thanks in part to the extensive modernization overseen by Edmond de Rothschild's son, Benjamin.

Also, on the left bank and neighboring Château Clarke, Edmond de Rothschild purchased **Château Malmaison**. After the vineyard was restored to its former glory, the Baron named the wine after his spouse, the elegant Baroness Nadine de Rothschild, who created an enchanting garden there where roses and jacarandas have pride of place.

Both Château Clarke and Malmaison are Merlot-Cabernet Sauvignon blends with the particularity for the Médoc to have a majority of its vineyard planted in with Merlot.

On the right bank and more recently acquired by Benjamin de Rothschild, Baron Edmond's son, in 2003, the 19<sup>th</sup> century **Château des Laurets** overlooks 40 hectares of vines growing on a soil consisting of clay and limestone rock. Château des Laurets is a classic Merlot-Cabernet Franc blend from the St Emilion area. Already seen as a leader in its appellation, the Château is rapidly becoming a threshold for the other satellite AOC.

### About Edmond de Rothschild Heritage:

Edmond de Rothschild Heritage is a unique lifestyle brand created by Ariane de Rothschild in 2016. This brings together the following historical activities.

**WINES**, the Compagnie Vinicole is composed of 7 estates (Château Clarke, Château Malmaison, Château des Laurets, Rimapere, Flechas de los Andes, Rupert & Rothschild Vignerons and Macán) spread over 500 hectares in France, Spain, New Zealand, Argentina and South Africa, producing 3.5 million bottles a year. One hundred percent of the wine comes only from the company's properties. Ninety per cent of production is for export to nearly 80 countries.

**HOSPITALITY**, with the Domaine du Mont d'Arbois in Megève, Edmond de Rothschild Heritage offers visitors a unique travel experience with three hotels (Four Seasons Hotel Megève 5\*, Les Chalets du Mont d'Arbois Megève Four Seasons Hotel 5\* and La Ferme du Golf 3\*), eight restaurants (Le 1920\*\*, Kaïto, Bar Edmond, Prima\*, La Taverne du Mont d'Arbois, L'Auberge de la Côte 2000, Idéal 1850, Le Club du Mont d'Arbois) and an 18-hole golf.

**NATURE**, with the Compagnie Fermière, producing farmstead Brie de Meaux AOP, nurseries and beehives.

Website: <https://edmondderothschildheritage.com>

**Wines exclusively distributed by EMW in China mainland:**

Château Clarke, Baron Edmond de Rothschild, Listrac-Médoc AOC

Le Merle Blanc de Château Clarke, Baron Edmond de Rothschild, Bordeaux AOC

Château des Laurets, Puisseguin Saint-Emilion AOC

Château des Laurets Baron, Sélection parcellaire, Baron Edmond de Rothschild, Puisseguin Saint-Emilion AOC

Croix des Laurets, Montagne Saint-Emilion AOC

Château Malmaison, Baronne Nadine de Rothschild, Moulis-en-Médoc AOC

**Contact for press**  
**Edmond de Rothschild Heritage / OZCO**  
Eric Touchat & Chloé Leguérinel  
18, avenue Franklin D. Roosevelt - 75008  
Tél : +33 (0)1 47 34 40 60  
E-mail : [contact@ozco.eu](mailto:contact@ozco.eu)  
Web : [www.ozco.eu](http://www.ozco.eu)