



Discover the wine world's best kept secrets

MEDIA RELEASE

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Contact: Ada Leung
Tel.: (852) 2395 1293; 9755 4265
Fax.: (852) 3542 4599
email: adaleung@cottagevineyards.com

The Belgians may be “crazy” but the wines are serious

“Crazy” Belgian wine-tasting event at KEE, featuring Belgian vintage fruit wines & special canapé pairing

HKSAR, China 10 September 2008 — Hong Kong-based cool-climate boutique wines specialist Cottage Vineyards (International) and Hong Kong's most visionary private members' club, KEE will be holding a wine-tasting event, “A New Wine-making Concept”, between 6:30pm to 8:30pm on **Tuesday 16th September, 2008**, to reveal an entire new wine world beyond grapes, i.e., the Belgian vintage fruit wines of Les Vins de Roisin produced by winemaker, owner and founder Mr. Ludovic Boucart.

Although the concept of vintage fruit wines made from quince, cherries, strawberries, and raspberries as well as vegetables such as rhubarb may sound “crazy” for a winemaker schooled in Bordeaux and Burgundy and practiced in Saint-Émilion and Puligny-Montrachet, the wines of Boucart are serious stuff. Not the sugary “recipe fruit wines” made by adding fruit juice, water, sugar, syrup, etc., these are “real gastronomic wines” made through the same vinification processes used in making grape wines.

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Cottage Vineyards (International) and KEE's Belgian wine-tasting event will demonstrate that these vintage fruit wines are serious business. Five vintage fruit wines of Les Vins de Roisin will be paired with five canapés specially created by the KEE's Executive Chef Bonelli.

Contrasting with the serious fruit wines will be the presence of the “crazy” winemaker Mr. Ludovic Boucart himself to lead participants through the wine-pairings and tastings, together with many of Hong Kong's Belgian community specially invited to attend the party.

Mr. Michel Malharde, Consul General of Belgium and Ms. Nathalie Collard, General Manager of the Belgium-Luxembourg Chamber of Commerce in Hong Kong-the Business Centre will also be present to extend their patronage to this special event.

Ms. Leung, Managing Director of Cottage Vineyards (International) said, “Les Vins de Roisin's vintage fruit wines show their magic when paired with high gastronomy. The avant-garde and unique cuisine of Chef Bonelli will really show off the unique characters and complexities of the wines”.

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Mr. Marc-David Nathan, KEE's Maître D said, "At KEE, we take pride in surprising our guests and welcoming them into new dimensions of wine and cuisine. This joint event with Cottage Vineyards's range of Belgian fruit wines is a great opportunity for KEE to express its savoir-faire. And as a Belgian, I am delighted to introduce new Belgian horizons to our members."

Wine and food lovers interested in participating in Cottage Vineyards (International)'s and KEE's "A New Wine-making Concept" wine-tasting event, can purchase advance tickets for the events by contacting Cottage Vineyards (International) at Tel. (852) 2395 1293 or by email at tastings@cottagevineyards.com.

A special media information session will be held at KEE at 3:30pm on the afternoon of Tuesday 16th September, 2008, to explain the vintage fruit wine making process, to tell the story of Ludovic Boucart and Les Vins de Roisin, and to lead participants through the wine tastings and pairings.

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About Cottage Vineyards (International)

Cottage Vineyards (International) Limited is a wine merchant established by wine lover, Ada Leung, with the mission of helping wine lovers in Hong Kong and Greater China “discover the wine world’s best kept secrets”. Specialized in the offerings of cool-climate wines produced by boutique wineries focused on creating and producing premium wines with unique characters, the company is the realization of Ms. Leung’s dream after her founding of Hong Kong-listed company, *Finet Holdings Limited (E-finet.com)* (HKEx: 8317), where as the company’s Chief Operating Officer, she helped devise and execute the business, marketing and Public Relations strategy which made the E-finet.com website Hong Kong’s leading financial portal.

About KEE

KEE is Hong Kong’s most visionary private members club. Set in a truly unique and beautiful environment, KEE is for people who are interested in being part of a certain lifestyle: one that embraces the ultimate in art, music, food, wine and most importantly, people. KEE is a home to its members. It is not conventional, yet it offers the best of everything from fine dining to wine appreciation, design to entertainment and casual conversation to orchestrated networking. It is casual yet discreet and will continue to be shaped by the people who consider it a home.



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About Les Vins de Roisin and Mr. Ludovic Boucart

Cradled in Roisin, Les Vins de Roisin is a new company with a long history. The production is the offspring of a passion for wine going back more than 40 years.

Led by an ancient passion for wine, the company's founder, Jean-Marie Boucart, began by traveling the world, to improve his knowledge of wine. In 1988, he consummated his passion by cultivating his own garden, planting a quince tree in the middle of his property, which in 1993 produced the winery's first quince wine.

As Jean-Marie Boucart's technique became more and more sophisticated, his success grew. His secret lay in a more rigorous, scientific approach to fruit wines, to which he adapted the complicated process of grape vinification.

This passion is now continued by his son, Ludvoic Boucart, who now heads the production.

Ludovic, who holds a French degree in oenology, studying in the oenology departments of the Universities of Bordeaux and Burgundy is a highly qualified wine expert who has completed his vocational training in the prestigious wine-growing regions of Saint-Émilion and Puligny-Montrachet.



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The wine-making philosophy at Les Vins de Roisin is that of Quality – Rigour – Professionalism - Respect of the Fruit. This is represented as a symbol on the label of each of the wines: a quince tree rooted in Roisin, the tree that produced the winery's first quince wine. The tree rests on two trunks that can be seen as the father and the son, tradition and professionalism