



**SUTHERLAND**  
g a s t r o n o m y

**COTTAGE VINEYARDS**  
*Discover the wine world's best kept secrets*

For immediate release

## MEDIA RELEASE



Patrick Leung, Senior Marketing Executive  
Sutherland Gastronomy, Sutherland  
Tel.: (852) 2545 2525  
E-mail : marketing@sutherland.hk

### Contacts

Ada Leung, Sales & Marketing Director  
Cottage Vineyards (International) Ltd.  
Tel.: (852) 2395 1293  
Mobile: (852) 9755 4265  
E-mail: adaleung@cottagevineyards.com

### **Sutherland Gastronomy and Cottage Vineyards to launch “Full Restaurant Luxury Meat Experience with Wine Sommelier Service” in MEAT@HOFEX 2015**

*Pietro Cassina Alto Piemonte Vespolina meets Pan-fried Chicken Breast with Black Truffle Sauce, Parmesan Cheese and HK style BBQ Pork while the Pietro Cassina Alto Piemonte Lessona and Couly-Dutheil Chinon Clos de l'Echo Crescendo 2001 take the challenge respectively of Herb-crusted Roast Rack of Lamb and Paprika Ribeye Steak with Tabasco Hollandais*

Hong Kong SAR, China, 5 May 2015 – This 6-9 May 2015, visitors to HOFEX 2015 will receive **their most complete luxury meats experience yet inside an Asian food and hospitality trade show** when they visit **Hong Kong-based luxury meat purveyor Sutherland Gastronomy**, the luxury meats branding division of **Sutherland Company Ltd.** (“Sutherland”), at their gargantuan **270 m<sup>2</sup> (2,900 foot<sup>2</sup>) booth 5E-200** in the all new **MEAT@HOFEX**, the first ever prime meat tradeshow in Asia and a brand new feature in **HOFEX 2015**, Asia’s Leading Food and Hospitality Tradeshow.

-more-

Wine Fridge & Wine Glass Sponsors:



In partnership with boutique wines wine merchant and food-pairing specialist **Cottage Vineyards** entitled, “**Full Restaurant Luxury Meat Experience with Wine Sommelier Service**”, invited VIP guests on entering the Sutherland Gastronomy booth will receive when they sit down in the booth’s full sit-down restaurant dining environment:

1. **a welcoming glass of Cottage Vineyards’ house wine:** choice of:
  - a. Couly-Dutheil ‘Melodia’ Touraine Sauvignon Blanc 2012 (Loire Valley, France), or
  - b. Santa Sofia Valpolicella Classico DOC 2012 (70% Corvina, Corvinone / 25% Rondinella / 5% Molinara)
2. a **wine menu** with a selection of rare and memorable wines,
3. a **luxury meat-centred tasting menu designed by the Hong Kong Chef Association Culinary Team**, and
4. **personalized wine recommendations and wine service in *Riedel glassware*** from the team of **sommeliers** on the floor led by **experienced sommeliers Ian Wo** (presently Marketing and Sales Director of Hong Kong and Macau in Chinese spirits auction house Googut Wines & Spirits (Trading) Ltd . Co.) **and Bojan Radulovic** (previously Chief Sommelier at 1-Michelin starred Il Milione in Hong Kong and Chief Master Sommelier on the Cunard Cruise line) based on their chosen menu and wine preferences.

-more-

Wine Fridge and Wine Glass Sponsors:



Preparing the tasting menus in the Sutherland Gastronomy “restaurant” will be **a roster of 20 chefs on rotation**, with an additional **two award-winning Thai guest chefs, Chef Aek Charttrakul** (Gold Medal winner of the Villeroy & Boch Culinary World Cup 2014 Luxembourg), and **Chef Wattanasak Changkeb** (Gold medal winery of the Food & Hotel China 2014, Shanghai, China for Main Course Lamb) who have been **specially flown in** by Sutherland **to perform live cooking demos** to showcase the S-Pure brand of chicken and pork products, and **to elevate the Sutherland Gastronomy experience** already begun in the retail sector this **time via the ability of food services to arouse the five senses.**

Thus **the task of Cottage Vineyards** is to complete this journey by **elevating the final luxury meats dining experience through wine-pairing.**

**Highlights** in the programme include the pairing of **two rare wines** from a nearly forgotten region in northern Italy, **Alto Piemonte** from **elite wine estate Pietro Cassina** where in the territory’s higher altitudes, more northerly location and acidic soils, the **Nebbiolo grape** from which arise the great wines of Barolo and Barbaresco takes on a **lighter and finer structure with a profound freshness** and where the **indigenous Vespolina** grape is found.

-more-

Wine Fridge and Wine Glass Sponsors:



Thus, as part of the full restaurant luxury meat experience with sommelier wine service, visitors will encounter the *Pietro Cassina 'Tèra Rùssa' Coste della Sesia Vespolina DOC 2010*, a charming rendition of the indigenous Alto Piemonte grape where the nose exhibits a very intense, harmonic meeting point between flowers, fruits, spices and earth with an elegant mouth focused and dry yet soft with forest fruits and minced spices **pairing seamlessly to a Pan-fried Chicken Breast with Black Truffle Sauce, Parmesan Cheese.**

The wine is also open-minded enough to provide an intriguing pairing to the menu's **BBQ Pork (HK Style)** featuring Mangalican pork collar from Pick, Hungary's leading meat processor where this curly-haired pig breed's high marbling yields an exceptionally tender tasty pork meat with succulent slightly gamey flavour with a fat that is sweet and not greasy.

With the *Pietro Cassina 'Tanzo' Lessona DOC 2009* (100% Nebbiolo), the typical Nebbiolo aromas of dried cherries and rose petals, tar and licorice are infused with a strong minerality and a ferrous quality due to the estate vineyards' acidic orange and red marine sand soils which give the wines an almost Burgundian quality and an elegant freshness, allowing the wine to stand **behind the pairing of Herb-cruste Roast Rack of Lamb** made from Sutherland Gastronomy's signature fine Welsh lamb as well as the luxury meat purveyor's **Classic Slow Roasted Tenderloin with Rosemary** prepared from organic beef tenderloin from AOM.

-more-

Wine Fridge and Wine Glass Sponsors:



Also grabbing attention will be the pairing of a **Paprika Ribeye Steak with Tabasco Hollandaise** with the *Couly-Dutheil Chinon ‘Clos de l’Echo Crescendo’ 2001* (100% Cabernet Franc), where Christophe Surget himself, Couly-Dutheil Export Manager will be present to explain this wine and the pairing where the classic roasted bell pepper aromas of Cabernet Franc are beautifully integrated into the wine’s bouquet including graphite, tobacco, violets and dark fruit with tobacco and dark fruit flavours on a beautifully integrated, powerful palate where velvety tannins yield to a long finish.

Just like a long-standing professional restaurant, **all the wines** featured in Sutherland **Gastronomy’s Full Restaurant Luxury Meat Experience with Wine Sommelier Service** will thus be **chilled and stored in the Vinvautz VZ166BHK**, a temperature and humidity-controlled 166-bottle capacity wine fridge sponsored by **Gilman Home Appliances**.

In the **casual dining area** of the “restaurant”, walk-in visitors to the Sutherland Gastronomy booth can view from **Riedel**, the 300-year old global leader in varietal-specific crystal glassware a **display of their Restaurant and Extreme Restaurant series lines of glassware** while enjoying a glass of **wine courtesy of Cottage Vineyards while sampling on a rotating basis:** BBQ Pork (Hong Kong Style), crispy chicken wings, as well as other generic roast cuts of Sutherland Gastronomy’s premium meats including pork bellies, pork loins, chicken breasts, lamb shoulders, ribeye steaks, etc.

-more-

Wine Fridge and Wine Glass Sponsors:



The “restaurant” experience will showcase a total of eight meat brands (Australian Organic Meats, O’Leary Heritage, Coleman Organic, Meyer, Pick, S-Pure, Welsh Lamb, and English Organic Lamb) all accompanied by the service of Cottage Vineyards’ wines.

For pairing with Sutherland’s menus, Cottage Vineyards has prepared a short, but thought-provoking wine list straddling the New World and the Old World but with more than just the usual varietal wines:

1. **Couly-Dutheil Touraine Sauvignon Blanc 'Melodia' 2012**
2. **Santa Sofia Valpolicella Classico DOC 2012**
3. **Bella Ridge Estate Kyoho 2008**
4. **Bella Ridge Estate Tempranillo 2010**
5. **Château de Plassan 1res Côtes de Bordeaux 2007**
6. **Couly-Dutheil Chinon 'Clos de l'Echo Crescendo' 2001**
7. **Pietro Cassina ‘Tèra Rùssa’ Coste della Sesia Vespolina DOC 2010**
8. **Pietro Cassina ‘Tanzo’ Lessona DOC 2009**
9. **CignoMoro Primitivo di Manduria DOC 2012**

Said **Romeo Alfonso, General Manager of Sutherland**, “Our Full **Restaurant Luxury Meat Experience with Wine Sommelier Service**”, the largest booth situated within the entire MEAT@HOFEX seeks to tie together the entire theme of this premium meat hall “from farm to fork”.”

-more-

Wine Fridge and Wine Glass Sponsors:



“**Necessarily**, as we wanted the experience to be as real as possible, that means **a fork in one hand and a glass of wine in the other**. And, thus, after discussing with **Cottage Vineyards**, the idea was born of having a **wine sommelier service** in our Sutherland Gastronomy “restaurant” experience.

Said Ada Leung, “Romeo approached us to supply wines for their booth because he believed we would be able to provide **interesting boutique wines** which would stand behind his meats and the work of the chefs at his Sutherland Gastronomy “restaurant”. At Cottage Vineyards, as a food-pairing specialist, we choose **wines based on the premise that “The wine is the stage upon which the food is to perform”**, in other words, wines which are not only **food friendly, but also chef-friendly**. When we looked into how to make the partnership also interesting for us with the introduction of **lesser known, unique wines**, out popped **the idea of a wine sommelier service”**.

Besides the **prime cuts found directly at the Sutherland Gastronomy “Full Restaurant Luxury Meat Experience with Wine Sommelier Service” 5E-200 booth**, visitors will find the luxury meat purveyor’s meats in the **hot cooking competitions** and new **Butchery Skills Challenge** of the globally renowned **Hong Kong International Culinary Classic (“HKICC”)** which is endorsed by the **World Association of Chef’s Societies (WACS)** and co-organized with the **Hong Kong Chef’s Association**.

-ends-

Wine Fridge and Wine Glass Sponsors:



### **About Sutherland**

Sutherland Company Limited was established in 1988 as a meat and poultry commodity import and distribution company catering to Hong Kong, Macau, and Mainland China. Sutherland Gastronomy was formed in 2005 to supply globally-sourced gourmet meat products to a sophisticated Hong Kong market. Sutherland Gastronomy's portfolio of brands quickly evolved and the products are now available at major retail outlets, gourmet restaurants and hotels across Hong Kong and Macau.

### **About Cottage Vineyards**

Cottage Vineyards, established in 2006 with the mission of “helping wine lovers discover the wine world’s best kept secrets”, is a wine merchant specialized in food-friendly, chef-friendly boutique wines from small- to medium-sized wineries passionate about producing wines that articulate a clear message of where they are from. With a passion for indigenous grape varieties, lesser known wine regions, and unique wines, the company’s expertise is on food- and wine-pairing, especially in the field of Asian cuisine, where it is widely regarded as a leading authority. Choosing wines based on the premise that “the wine is the stage upon which the food is to perform”, most of the company’s portfolio centres on wines from the Old World, particularly in the countries of France, Italy, and Spain, although the company also represents leading brands in Austria, Washington State, USA and Australia. The company’s services include professional wine-consulting, wine promotion, wholesale services to hotels, restaurants and clubs, direct sales to

Wine Fridge and Wine Glass Sponsors:





individual wine drinkers, WSET courses, customized wine dinners, wine appreciation courses and other wine-related activities.

### **About Ian Wo, Sommelier**

Growing up in a family of food business, Ian Wo is no stranger when it comes to the F&B world. He obtained BSc(Hons) in Hospitality Business Management with Culinary Arts in UK. After graduation, he worked for his passion and served as a sommelier at Amber in The Landmark Mandarin Oriental Hotel, the renowned two Michelin star restaurant. Before joining Googut Wine & Spirits, he was the sommelier at The Hong Kong Jockey Club Shatin Clubhouse.

Ian is a certified tutor of WSET and has been teaching wine in various occasions and institutions. He joined Googut Wine & Spirits as the Marketing and Sales Director for Hong Kong and Macau in January, 2014 aiming at using his knowledge over wine to promote Chinese vintage spirits. Ian believes old Chinese vintage spirits are as valuable as any red or white wine from the west. It makes the best marriage with Chinese food as well. His mission is to explore the possibility of consuming Chinese wine and spirit in a modern way hoping to offer the market premium options of Chinese auction-grade spirits.

Wine Fridge and Wine Glass Sponsors:



### **About Bojan Radulovic, sommelier**

Bojan has been working in the service of food and beverages since 2004 in his native Serbia. After studying and obtaining his Sommelier Qualification in Serbia between 2006 to 2007, Bojan has immersed himself into developing a Sommelier career beginning in the Hotel Hyatt Regency in Belgrade.

After three years in the Hotel Hyatt Regency, Bojan began serving as Sommelier on cruise ships on the Celebrity Cruise line and Oceania Cruise lines across the Caribbean to Miami, Florida between 2010 to 2012 before taking the position as Chief Sommelier at the Queen Elizabeth ship on the Cunard Cruise line in Southampton in the UK in 2012.

In 2014, Bojan then moved to Hong Kong where he joined 1-Michelin starred Il Milione Restaurant as Chief Sommelier overseeing the wine operations for the entire restaurant, leaving at the end of 2014 to act as Commercial Manager & Wine Educator for Telford International Limited while he pursued his studies as a Master Sommelier.

### **About MEAT@HOFEX**

**MEAT@HOFEX**, located at **Hall 5E at HOFEX2015** and a whole new concept from the exhibition entrance decorations, interior design and various educational and exciting programmes. It is a hall where trade visitors will be able to connect with over 80 of the world's premium meat suppliers, including EBLEX from the UK, US Meat Export Federation (USMEF), Spanish Institute



for Foreign Trade – ICEX, Danish Agriculture & Food Council, Sutherland – a luxury meat purveyor in Hong Kong, the Welsh Meat Board, and Quality Meat Scotland, etc., with special features which include:

- **Areas for seminars, talks, and demonstrations** such as a Japanese Wagyu Cutting Seminar
- **The Meat Gallery**, an exhibition area showcasing displays from the UK, US, Japan, Spain, Denmark, Hong Kong, Wales, and Scotland
- **Competitions** including:
  - The new **Butchery Skills Challenge – Hong Kong International Culinary Classic**
  - **The 4<sup>th</sup> Spanish Ham Slicing Competition**
- **Other events such as The GREAT English Breakfast** (*traditional full English breakfast cooked in a BIG frying pan!*)

### About Riedel

Riedel, the 300 year-old global leader in varietal-specific crystal glassware, is the first in history to recognize that the taste of wine is affected by the shape of the glass from which it is consumed, and has been recognized for its revolutionary designs which complement specific wines and spirits. Famous for its ground-breaking introduction of the world's first "wine friendly" glass, the Burgundy Grand Cru in 1958 and mouth-blown Sommeliers collection unveiled in 1973, Riedel has become the brand of choice for wine connoisseurs, hospitality professionals, and educated consumers worldwide. Lauded for transforming the wine culture over the past 50 years, Riedel's design-focused decanters, stemware lines, and stemless "O" collections have

Wine Fridge and Wine Glass Sponsors:



been selected for display at the Museum of Modern Art, Corning Museum of Glass, San Francisco MOMA and more. Town House is Riedel's distributor for Hong Kong and Macau and has a flagship store at Princes Landmark, central. For more information, visit [www.riedel.com](http://www.riedel.com).

### **About Vinvautz**

Vinvautz wine cellars embody the passion that wine makers have shared throughout the centuries. Great wine is celebrated with the drinking of it but only when the time is right, thus the storage of wine took on great importance. With this, Vinvautz began its mission, continually striving for the ultimate wine haven ensuring a true celebration.

Providing accurate and reliable triple condition control; temperature (dual temperature option available), humidity and lighting, the internal environment is precisely monitored and controlled. For further details on these conditions and ideal parameters please refer to our [FAQ](#) section.

Silence is golden and that is what Vinvautz provides with its vibration free cooling, only made possible due to the latest TE™ technology. Equally important, free from vibrations the cellars environment is one of stillness and tranquility preventing the build up of heat, which can cause the cork to shift, thus your wines remain undisturbed in a sweet slumber.

Vinvautz latest collection is elegantly sleek yet bold creating not only a functionally unique wine haven but an aesthetically desirable one too. The Wine Fridge and Wine Glass Sponsors:



Grand Cru Classe collection truly is a work of art.

### **About Gilman Home Appliances**

Founded by Sir Richard James Gilman in 1841, Gilman is the longest established trading company in the region. Named after its founder, Gilman Group has been and remains to be the leading distributor of celebrated brands of electrical home appliances since 1841. Gilman represents an impressive inventory of world-renowned quality brands such as De Dietrich, Brandt, Philco, Viking, Rosières, Philips, Mitsubishi Heavy Industries, Gree, Vinvautz, Frigidaire, Gemini, Cellini, Beko, Hoover, Dimplex etc.. Gilman's dynamic team of market professionals represent the Group's numerous brands through comprehensive products and innovative selection so as to cater for all customer segments and needs.

The group operates via its established and comprehensive distribution network, connecting itself to department stores, chain stores, wholesalers and independent dealers. It operates customer-orientated Gilman Shops and luxurious brand galleries located in prime locations such as Gilman Street at Central, Hopewell Centre at Wanchai, HomeSquare at Shatin and ToolBox Customer Services Centre at Tsuen Wan.

In 2015, the Group has formed a Strategic Alliance with DCH, DCH as majority shareholder to create new synergies between two big conglomerates and together sustain the leading role in the market place.

Wine Fridge and Wine Glass Sponsors:

