



MEDIA RELEASE

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Iconic French Export Wine Label, Arrogant Frog to Debut Exclusively at Wellcome and Market Place by Jasons With Hong Kong's First Cooking Class Winemaker Dinner and Wine-paired Recipe Story Book

French Ex-Race Car Driver Turned Humble Winemaker Strikes Back With a Series of Old World Wines with New World Attitude

(29 October 2009, Hong Kong) Arrogant Frog, a wildly successful tongue-in-cheek French export wine brand, sporting a grinning cartoon amphibian created by winemaker Jean-Claude Mas (“JC”) will be making its debut “hop” exclusively onto the shelves of Wellcome and Market Place by Jasons.

Jean-Claude Mas is a fourth generation wine grower who, after a short and successful stint in the motorcycle and car racing industry (1990-1992) has returned to his roots as “humble winemaker” to build his empire, “Les Domaines Paul Mas Mas”.

Spearheading the launch programme will be Hong Kong’s first “Cooking Class Winemaker Dinner” with m.a.x. concepts Senior Executive Chef Simson Kwan (“Chef Simson”) exclusively for customers of Wellcome, held at Lawry’s the Prime Rib on Thursday 19 November, 2009, where JC himself will personally tell his dramatic story and lead participants through each of the wines and the dinner pairings. Wine instructor Mr. Damon Yuen (“Damon”), one of only a few sommeliers in Hong Kong, Macau and China given Certified Sommelier status by the Court of Master Sommelier, will help bridge the interaction between participants and JC by providing Cantonese explanations.

To further enable wine lovers to enrich their Arrogant Frog wine experiences at home, Wellcome and Market Place by Jasons patrons can receive one complimentary copy of the Arrogant Frog Wine-paired Recipe Book, with any Arrogant Frog wine purchase. There will also be an additional chance to receive JC-personally autographed copies at the winemaker dinner.

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This Wine-paired Recipe Book contains: (1) recipes provided by Chef Simson; (2) English and Chinese tasting notes, and additional food pairing suggestions provided by Damon; (3) the story of JC and Arrogant Frog; and (4) photos of Château Arrogant Frog.

In a four consecutive-week Friday to Sunday in-store promotion period commencing the day after the launch winemaker dinner – i.e. from Friday 20 November, 2009 onwards – wine lovers will be able to taste a range of four to five Arrogant Frog wines free of charge at select Wellcome and Market Place by Jasons stores between 4:00pm on Fridays to 8:00pm on Sundays, with the tastings administered by promoters sporting the classic black Arrogant Frog French beret. Some outlets will even feature 1.6-metre high Arrogant Frog standees.

Wines exclusively featured in the debut of Arrogant Frog at Wellcome and Marketplace by Jasons outlets include three international award-winning wines (marked with a *) in the regular Arrogant Frog range: (1) Arrogant Frog Chardonnay-Viognier Ribet White*; (2) Arrogant Frog Sauvignon Blanc*; (3) Arrogant Frog Cabernet Sauvignon-Merlot Ribet Red*; (4) Arrogant Frog Croak Rotie Syrah-Viognier; and (5) the fifth wine being of Reserve range, the Arrogant Reserve GSM (Grenache-Syrah-Mourvèdre).

Of this award-winning selection, the Chardonnay-Viognier, in particular, has won Gold Medals in both the Top 100 Vin de Pays 2008 (UK) and in the China Wine & Spirits Competition 2007 (China), while the Arrogant Frog Cabernet Sauvignon-Merlot Ribet Red has won Silver medals in both the International Wine and Spirits Competition 2007 (UK) and the China Wine & Spirits Competition 2007.

Since its release in 2004, Arrogant Frog has conquered the mass markets of UK, Canada and Australia, selling over 5 million bottles in over 20 countries.

It is currently the best-selling mass market French wine abroad and the top-selling imported wine in Australia, and is regularly praised in the international and French press for its impressive value and young, fresh character, with each screw-capped bottle identified by the grape variety.

Said JC, “Key to the Arrogant Frog’s international success is the little bit of self derision it brings to the serious world of wine. With this brand, the French trait of arrogance which has historically caused French winemakers, leaning on their past winemaking victories, to lose market share to New World brands, is transformed into the brand’s unique selling point.”

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Kevin Wong, Group Category Manager of Wellcome, The Dairy Farm Company Limited added, “We are delighted to be the first and exclusive distributor of Arrogant Frog, as we continue to hold steadfast to our mission – delivering high quality products at affordable prices. It is true about the marketing strength of this brand. However, for us, far more important in our decision to bring Arrogant Frog to Hong Kong is that behind all the packaging and the affordable price, stands a unique winemaking and wine marketing philosophy which JC brings to creating wines with the style and consistency of Arrogant Frog.”

The winemaking and wine marketing philosophy behind Arrogant Frog includes: (1) control over contracting vineyards to grow grapes reflective of their rich South of France terroirs; (2) three state-of-the-art modern wineries managed by winemakers and flying winemakers directly under JC’s control, in order to ensure a permanent up-to-date knowledge, and to achieve the style of wine envisioned; (3) blending and aging decisions personally decided by JC himself; (4) bottling using the best possible equipment and managed by specialists; and (5) continuous marketing innovation.

The combination of the above elements results in a unique style of wines characterised as “Old World Wines with a New World Attitude”.

Les Domaines Paul Mas and Wellcome Supermarkets will hold a joint media information session supported by the French Trade Commission and SOPEXA Hong Kong on 19 November, 2009 led by the humble winemaker JC himself, to tell the story of his rise from ex-race car driver to one of France’s most successful wine exporters.

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About Arrogant Frog

Arrogant Frog is a range of wines created by French ex-race car driver turned humble winemaker, Jean-Claude Mas. Launched in 2004, the label became, in less than two years’ time, one of the best-selling French wine abroad and the top-selling imported wine in Australia. The wine, regularly praised in the international and French press for its impressive value and young, fresh character, comes in screw-capped bottles identified by the grape variety. Key to the brand’s international success is the little bit of self derision it brings to the serious world of wine. With this brand, the French trait of arrogance which has historically caused French winemakers, leaning on the past victories of French winemaking, to lose

market share in both volume and value to New World brands, is transformed into the brand's unique selling point. Since its 2004 release, Arrogant Frog has sold over 5 million bottles in over 20 countries.

About Jean-Claude Mas and Les Domaines Paul Mas

Jean-Claude Mas, 44, the fourth wine grower generation of the Mas family in the town of Pézenas in the Languedoc, is the founder of Les Domaines Paul Mas, and the creator of the world's top mass-market French export wine brand, Arrogant Frog. Although Jean-Claude began his career as a car and motorcycle race driver, an accident brought him back to his first passion, the wine business. Thus, for four years at the beginning of the 1990s, he worked in Bordeaux with wines like Château Pape Clément and Château Talbot, before returning to the South of France in the mid 1990s, working as a Director at Domaines Virginie and preparing blends at his family estate before founding Les Domaines Paul Mas in 1999.

Today Jean-Claude Mas, assisted by a team of six winemakers and viticulturists (all of whom have New World Experience), manages his 100-hectare property in Pézenas and Montagnac and 70-hectare property in Limoux. As well as the top cuvées made on the Estates themselves, Jean-Claude makes at his Domaine Astruc winery, wines from another 780 hectares of contracted vineyards located in the Limoux, Minervois, Cabardes and Côteaux du Languedoc "Terrasses du Larzac" wine appellation region from the South of France.

Les Domaines Paul Mas is now a leading exporter of French wine, with 850,000 cases exported in 2008, making the producer one of the most impressive success stories on the French winemaking scene, at a time when French wine lost significant market share abroad.

Jean-Claude's most recent achievements include:

- In 2008, the famous wine journalist Tim Atkin naming Les Domaines Paul Mas, "Winery of the Year" in the UK newspaper, The Observer
- Since 2009, he is also part of the famous "Who is Who" (French version).
- In 2008, leading French weekly magazine "L'Express" selected him as part of "France's 30 winemakers of tomorrow, representative of the new wave of French wine".
- In 2006, the winning of the award, "Grand prix de l'entrepreneur", a prestigious award given by Ernst & Young and the Press Group, l'Express-l'Expansion
- In April 2009, the selection of Les Domaines Paul Mas as one of the most well-performed French company under 150 million Euros in Export



About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest-established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly services. Wellcome will continue to improve shopping experience, provide more value-for-money products and better service customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

About Market Place by Jasons

A member of leading international retailer Dairy Farm, Market Place by Jasons was launched in Hong Kong in 2007 to offer consumers "a whole new shopping experience". Since then, it has distinguished itself by providing a customised range of foods to cater to neighbourhood tastes along with competitive prices for everyday groceries – all in a friendly retail environment.

Supported by strong demand for its unique market offering to discerning food shoppers, Market Place by Jasons has grown rapidly in the past two years, and there are now 12 outlets serving Hong Kong:

For further information, please contact:

Ada Leung
Les Domaines Paul Mas
Tel.: (852) 2395 1293; 9755 4265
Fax.: (852) 3542 4599
Email: adaleung@cottagevineyards.com

Annie Sin, Group Marketing Manager
Wellcome
Tel: 2299 3458 / 9612-1777
Email: asin@dairy-farm.com.hk

Pamela So
Tel: 2533-9916 / 9122-6168
Email: ps@webershandwick.com