

Dawine to sell Vasse Felix range in China

Newsbites Finance

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Dawine has gained the exclusive rights to sell the Vasse Felix Winery on its Tmall online store, via existing distribution channels in China.

Established in 1967, Vasse Felix is Margaret River's founding wine estate and is well suited to Dawine's curated wine approach to the China retail market.

Chairman Piers Lewis said, "Dawine's methodology of selecting only the best examples from each region, from both a quality and price point of view is resonating well with the growing half a billion middle class of China.

Dawine's Tmall and WeChat stores will be providing more and more content, information and educational pieces to equip the consumer to select wines".

<http://www.theaustralian.com.au/news/latest-news/dawine-to-sell-vasse-felix-range-in-china/news-story/bce2eebd3ff86b23bb41f28999d528c6>