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## Hong Kong

**Post:** Hong Kong

### **ATO Hong Kong Facilitated Buyer to Tour North Carolina Distilleries**

**Report Categories:**

Export Accomplishments - Trade Leads

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**Report Highlights:**

ATO Hong Kong facilitated a Hong Kong wine and spirits importer and distributor, Nathan Fine Wines Ltd., to attend "North Carolina International Distillery Tour" sponsored by North Carolina Department of Agriculture and Consumer Services International Marketing Division in cooperation with the North Carolina Distillers Association. During the one-week trip, the Hong Kong buyer met with 9 distillers and identified some quality products that have the potential to be added to strengthen his company's portfolio.

Nathan Fine Wines Ltd. is specialized in import and distribution of wine and spirits products. The company serves many quality trade accounts in Hong Kong and is the sole distributor of many reputable American wines. The company is continuously seeking new products to enrich their portfolio. ATO Hong Kong cooperated with North Carolina Department of Agriculture and Consumer Services International Marketing Division to bring Mr. Curry Pak, the Buyer of Nathan Fine Wines, to a trip to North Carolina during February 8-14, 2014 to tour various distilleries in North Carolina.

During the trip, Mr. Pak met with 9 distillers including Covington Spirits, Tobacco Road Distillers, Inc, Broadslab Distillery, Top of the Hill Distillery, Carolina Distilleries, Petzold Distilleries LLC., Asheville Distillery, Southern Artisan Spirits and Muddy River Distillery. Mr. Pak said that the trip was eye-opening and he was able to identify some quality products with good potentials to be added to strengthen his company's portfolio. He will follow up with distillers and is considering bringing into Hong Kong around 50 cartons of new items in June 2014 to test the market.

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### Chinese buyers tour Lenoir distillery

Feb. 12, 2014 @ 08:31 AM  
Derek Lacey

**LENOIR** — It's a product that's uniquely Western North Carolinian, conjuring images of backwoods mountain men brewing spirits in copper stills nestled in hollows.

And soon, perhaps, a batch of traditional mountain apple brandy distilled in Lenoir could be bought halfway around the globe in China.

Carolina Distillery owner Keith Nordan, also president of the North Carolina Distillers Association, played hosted Tuesday to a group of Chinese business representatives touring the state and visiting distilleries to find fresh new products for the rapidly-growing Chinese market.

According to Earnest Chin, a representative from Dixel, a Chinese spirits importing company, said the growing Chinese market is looking for a hand-crafted spirit, and Chin is looking for the next product to take his country by storm.

Nordan said he thinks Carolina Distillery supplies just that product, one made with all-North Carolina ingredients.

The tour was arranged by the N.C. Department of Agriculture because no export sales to China would be likely without a first visit to get introduced and network. Peter Thornton of NCDA, said. The department is working to introduce the N.C. Distillers Association to international markets, Thornton said.

Joining Chin at Carolina Distillery were two other representatives from Chinese companies, accompanied by a translator. Nordan explained to them the process from start to finish and offered tastes of the product, including a sip from the first barrel the distillery ever made, dated Nov. 30, 2009.

DAVID PREWITT | NEWS-TOPIC Chris Hofffield, left, lets Annie Glas, center, translator and Curry Pak, representative from a Chinese company, sample some of Carolina Distillery's Apple Brandy Tuesday afternoon during a visit to Lenoir.

DAVID PREWITT | NEWS-TOPIC Chris Hofffield, right, checks the alcohol content of a batch of spirits as Annie Glas, left, NCDA translator and Curry Pak, watch.

Mr. Pak's tour to Lenoir distillery was featured in News-Topic.net on Feb 12, 2014.



Mr. Pak (second from left) visited Asheville Distillery



Mr. Pak (third from left) met representatives of Muddy River Distillery