

**Voluntary Report** – Voluntary - Public Distribution

**Date:** May 31, 2024

**Report Number:** HK2024-0031

**Report Name:** Hong Kong Maintains Its Position as a Wine Trade Hub for Asia Despite Lukewarm Domestic Demand

**Country:** Hong Kong

**Post:** Hong Kong

**Report Category:** Agriculture in the News, Market Development Reports, Product Brief

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**Approved By:** Jennifer Clever

**Report Highlights:**

The Hong Kong market has developed into a dynamic wine export destination since the abolishment of wine tariffs in 2008. The slow recovery of the global economy dampened the city's global imports of wine in 2023. Nonetheless, the city remains one of the busiest wine re-export hubs in the world. As the global economy and the city's economy continues to recover, retailers and food service operators in Hong Kong continue to adapt to challenging operational conditions and changing consumer behaviors in the city.

## SECTION I. MARKET OVERVIEW

### (A) U.S. Wine Exports

The United States has been a stable supplier of wines to Hong Kong. In 2023, U.S. exports of wine to Hong Kong dropped 35.2 percent to \$38.7 million, the lowest level since 2013. That said, Hong Kong remains a significant market for U.S. wines. Last year, Hong Kong was the sixth largest market for U.S. exports of wines.

In the first three months of 2024, U.S. exports of wine increased 6.5 percent to \$312.3 million year-on-year.

**Table 1 – U.S. Wine Exports by Country (Million USD)**

	2019	2020	2021	2022	2023	Change 2023 v 2022
		<i>Pandemic Years</i>				
<b>World</b>	1,380.7	1,301.9	1,456.0	1,470.0	1,227.5	-16.5
<b>1. Canada</b>	424.6	460.5	514.5	507	442.7	-12.7
<b>2. United Kingdom</b>	242.7	244.5	212.2	173.2	142.7	-17.6
<b>3. Japan</b>	92.4	79.6	84.8	109.3	89.6	-18.1
<b>4. South Korea</b>	27.1	50.3	75.9	89.5	67.8	-24.2
<b>5. China</b>	39.2	21.2	38.6	33.5	63.3	89.2
<b>6. Hong Kong</b>	<b>112.8</b>	<b>63.7</b>	<b>76.8</b>	<b>59.8</b>	<b>38.7</b>	<b>-35.2</b>
<b>7. Denmark</b>	34.6	43.4	38.7	45.6	33.5	-26.5
<b>8. Netherlands</b>	14.1	15.2	16.0	17.4	26.9	54.4
<b>9. Mexico</b>	19.3	17.1	23.7	29.6	26	-12.0
<b>10. Dominican Republic</b>	16.4	12.7	20.1	20.6	24.7	19.7

*Source: U.S. Census Bureau Trade Data*

### (B) Hong Kong Wine Imports

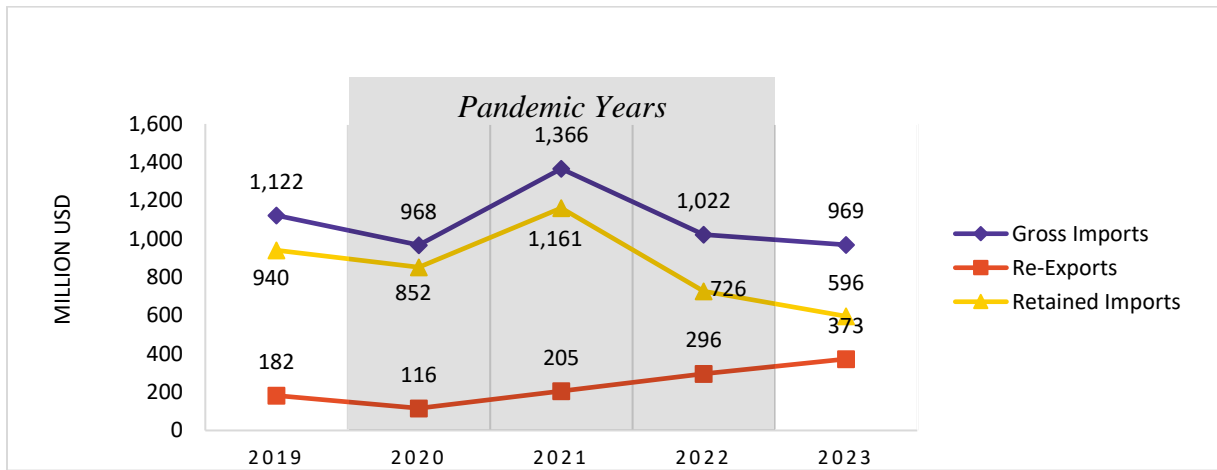
Hong Kong has no indigenous wine production. Hence, all wine consumed is imported. In 2023, the city's global wine imports slowed 5.2 percent to \$969 million and dropped 10.1 percent in volume to 30.9 million liters. Last year marked eight years of consecutive wine import slumps since imports peaked in 2015. In the first three months of 2024, Hong Kong's global imports of wine decreased 13 percent to \$215 million year-on-year.

France, the city's largest wine supplier by value, accounted for 62 percent of Hong Kong imports of wine in 2023 and is expected to further consolidate its leading position given its robust long-term investment in promotions. The second largest supplier is Australia followed by the United Kingdom.

While Australian wines have penetrated many market segments, wine from the United Kingdom is sold mainly at high-value auction sales. Conversely, in 2023, Australia surpassed France as the largest supplier by volume, due to the highly anticipated removal-in-waiting of anti-dumping tariffs from the Chinese government. Italy was the third largest supplier by volume, followed by Chile.

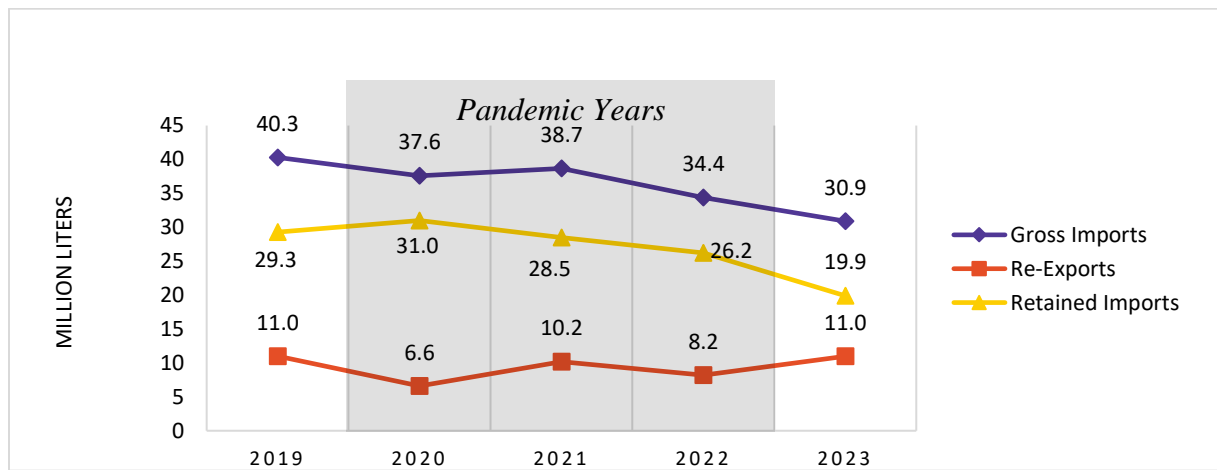
In 2023, the United States was the 5<sup>th</sup> largest supplier of wine to Hong Kong by both value and volume. Hong Kong imported \$29 million (-25.8 percent) and 1.5 million liters (-24.2 percent) of wine from the United States.

**Chart 1 – Hong Kong Wine Imports (Million USD)**



Source: Hong Kong Census and Statistics Department (Wine: HS codes 220421, 220429, and 220410)

**Chart 2 – Hong Kong Global Imports of Wine (Million Liters)**



Source: Hong Kong Census and Statistics Department (Wine: HS codes 220421, 220429, and 220410)

**Table 2 – Hong Kong Wine Imports by Country (Million USD)**

	2019	2020	2021	2022	2023	Gross Imports Share in 2023
		<i>Pandemic Years</i>				
<b>World Total</b>	1,122	968	1,366	1,022	969	100%
1. France	706	629	841	631	600	61.9%
2. Australia	118	106	244	155	184	19.0%
3. United Kingdom	104	88	109	93	73	7.5%
4. Italy	30	27	36	33	30	3.1%
<b>5. United States</b>	<b>78</b>	<b>51</b>	<b>43</b>	<b>40</b>	<b>29</b>	<b>3.0%</b>
6. Chile	19	11	11	15	12	1.3%
7. New Zealand	9	12	15	11	10	1.1%
8. Spain	16	9	14	12	8	0.9%
9. Germany	10	9	10	6	4	0.4%
10. Switzerland	10	7	10	6	2	0.2%
Rest of World	22	19	33	19	15	-

Source: Trade Data Monitor (Wine: HS codes 220421, 220429, and 220410)

**Table 3 – Hong Kong Wine Imports by Country (Million Liters)**

	2019	2020	2021	2022	2023	Gross Imports Share in 2023
		<i>Pandemic Years</i>				
<b>World Total</b>	40.3	37.6	38.7	34.4	30.9	100%
1. Australia	10.3	10.2	12.7	11.4	11.5	37.3%
2. France	12.5	11.2	12.7	11.5	9.5	30.8%
3. Italy	2.7	2.4	2.9	2.9	2.7	8.7%
4. Chile	3.6	1.9	1.8	2.1	1.8	5.7%
<b>5. United States</b>	<b>4.8</b>	<b>6.6</b>	<b>2.6</b>	<b>2.0</b>	<b>1.5</b>	4.9%
6. Spain	2.4	1.5	1.8	1.6	1.3	4.2%
7. New Zealand	1.0	1.2	1.2	1.0	0.9	2.9%
8. Germany	0.4	0.6	0.7	0.5	0.4	1.2%
9. South Africa	0.4	0.3	0.4	0.3	0.3	0.9%
10. United Kingdom	0.9	0.8	0.8	0.3	0.3	0.9%
Rest of World	1.4	1.1	1.2	0.8	0.8	-

Source: Trade Data Monitor (Wine: HS codes 220421, 220429, and 220410)

### (C) Hong Kong Re-exports

In 2023, Hong Kong wine re-exports returned to pre-pandemic levels, increasing 25.9 percent in value and 34.2 percent in quantity. Given the city's flexibility in consolidating shipments, Hong Kong's role as a re-export hub remains unchanged – serving as a wine trading and distribution center for the Asia Pacific region, mainly to Macau and mainland China (51.9 percent by value and 73.3 percent by volume). Hong Kong eliminated all wine duties in February 2008 and has extended the trade agreement

coverage with the mainland Chinese government (42 mainland Customs Districts since November 2017) to facilitate wine exports to mainland China under the Closer Economic Partnership Arrangement (CEPA).

**Table 4 – Hong Kong Wine Re-exports by Country (Million USD)**

	2019	2020	2021	2022	2023	Re-exports Share in 2023
		<i>Pandemic Years</i>				
World	192.5	116.4	204.9	295.8	372.5	100%
1. Macau	56.2	33.8	67.1	122.5	137.0	36.8%
2. Singapore	4.4	5.9	10.8	11.0	98.1	26.3%
3. China	100.4	47.4	68.6	82.7	56.3	15.1%
4. Taiwan	5.8	7.8	15.7	11.7	17.5	4.7%
5. United States	8.6	1.7	5.0	8.7	16.2	4.3%
6. United Kingdom	3.1	6.1	5.0	8.4	16.1	4.3%
7. Cambodia	0.8	0.7	2.4	4.7	1.8	0.5%
8. Japan	5.6	1.4	2.1	5.3	1.4	0.4%
9. Denmark	1.2	3.5	16.2	21.6	1.2	0.3%
10. France	0.6	0.6	0.5	4.6	0.7	0.2%
Rest of World	5.8	7.4	11.6	14.6	26.3	7%

Source: Hong Kong Census and Statistics Department (Wine: HS codes 220421, 220429, and 220410)

**Table 5 – Hong Kong Wine Re-exports by Country (Thousand Liters)**

	2019	2020	2021	2022	2023	Re-exports Share in 2023
		<i>Pandemic Years</i>				
<b>World Total</b>	11,041.1	6,563.8	10,162.5	8,165.1	10,958.1	100%
1. Macau	1,387.0	941.2	2,046.9	4,372.5	5,408.9	49.4%
2. China	8,993.9	5,160.7	7,615.0	3,161.0	2,619.4	23.9%
3. Singapore	78.7	134.3	59.7	92.9	1,700.3	15.5%
4. Vietnam	61.8	32.3	40.7	15.4	518.0	4.7%
5. Taiwan	50.2	40.7	78.1	166.1	257.1	2.3%
6. Thailand	40.4	69.8	58.1	138.7	80.2	0.7%
7. Cambodia	27.9	25.7	27.1	70.1	33.9	0.3%
8. Italy	26.6	19.2	15.3	11.5	12.8	0.1%
9. Japan	35.6	8.0	17.3	25.5	5.8	-
10. France	6.5	9.7	2.1	35.9	2.1	-
Rest of World	332.6	122.3	202.2	75.6	319.6	-

Source: Hong Kong Census and Statistics Department (Wine: HS codes 220421, 220429, and 220410)

#### **(D) Hong Kong Wine Import Professionals**

Hong Kong's wine import industry thrives on a strong network of experienced wine merchants and knowledgeable professionals. According to Census and Statistics Department, the number of

establishments engaging in the import of wholesale alcoholic beverages increased from 310 in 2008 to 740 in 2022, while the number of specialized retail stores rose from 140 to 480 during the same period.

Hong Kong boasts a talented pool of four Masters of Wine, namely: Debra Meiburg MW and Jeannie Cho Lee MW (since 2008), Jennifer Docherty MW (since 2015), Sarah Heller MW (since 2017). The wine hub is also home to the third best sommelier in the world – Reeze Choi, who was named second runner-up at the ASI Best Sommelier of the World 2023.

## SECTION II. MARKET ANALYSIS

While the market traditionally accepts French wine as its leading supplier, imports of U.S. wine to Hong Kong have increased proportionally as the Hong Kong wine market soared in the last decade. Hong Kong fully reopened its international borders in the spring of 2023, this allowed restaurants and bars to resume normal operations. However, the consumer landscape continues to change. Nonetheless, certain consumer behaviors and changes in the market present opportunities for U.S. wine. Increasing consumer awareness on the value and characteristics of U.S. wines could better position U.S. products to fend fierce global competition in this market.

**Table 6 – Advantages and Challenges of U.S. Wine in Hong Kong**

Advantages	Challenges
Hong Kong removed wine duties in 2008, and the government and private sector actively support the wine business through trade shows and consumer events.	The strong presence and unified national brandings of countries such as France, Australia, Italy and Chile at trade and consumers events tend to overshadow other participants including the United States.
With the gradual economic recovery, consumers look for new and trendy ideas and are willing to pursue less traditional options.	Young consumers are notably less interested in wine and other alcoholic beverages. The lack of in-depth knowledge and awareness of U.S. wine makes it difficult for U.S. wines to be distinguished among competitors.
American culture is popular in Hong Kong and U.S. products enjoy a good reputation of reliability and quality.	Wine is a stable product, so consumers take reliability and quality for granted, with minimal concern for counterfeit labels. Most traders carry genuine products in Hong Kong. More efforts are needed to influence the positive U.S. brand image.
As consumers increase their knowledge and appreciation of wine, they are receptive to new world wines given its wide selection of taste profiles and price range.	Australian wine is very prominently displayed at retail outlets especially those reaching mass audiences. Convenience stores are often dominated by the presence of Australian wine. Some consumers and even buyers perceive U.S. wine as being expensive among other choices of similar quality.

U.S. wines labels explicitly show varietals and are easier for consumers to understand.

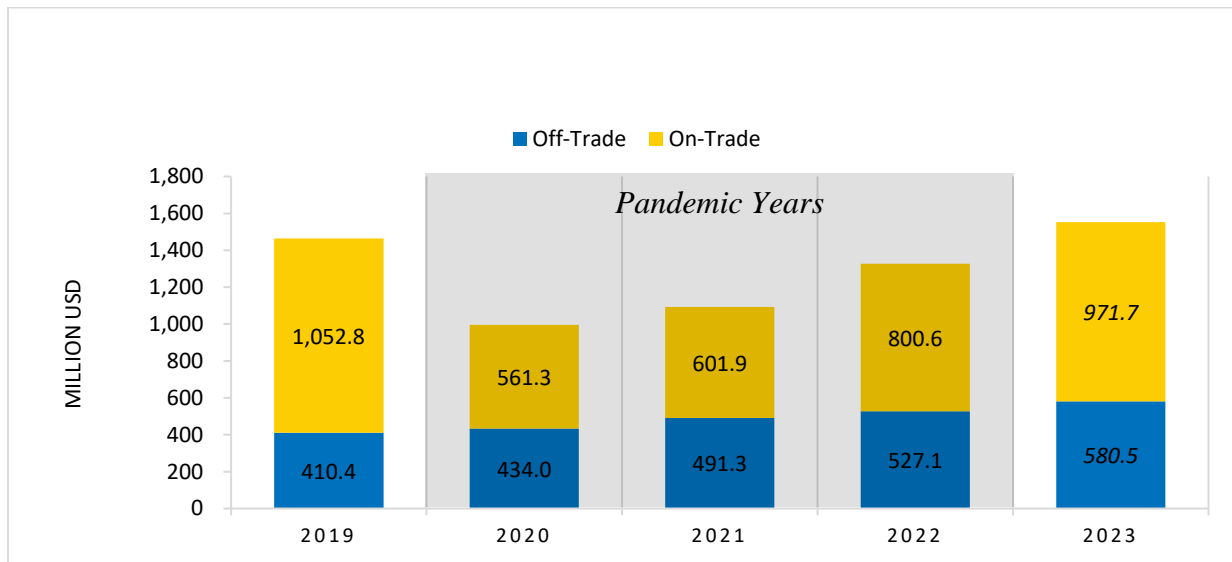
Many consumers have long perceived that French labels and wine regions carry a prestigious image and are confident to present as a gift or as complement in a social gathering.

### Sales Channels

According to Euromonitor, on-trade sales (i.e. on-premise consumption, referring to wines poured on-site, namely sales through restaurants and bars) was severely affected by the dining-out restrictions imposed in response to the pandemic. Conversely, off-trade sales (i.e. off-premise consumption, referring to purchases at retail outlets) expanded.

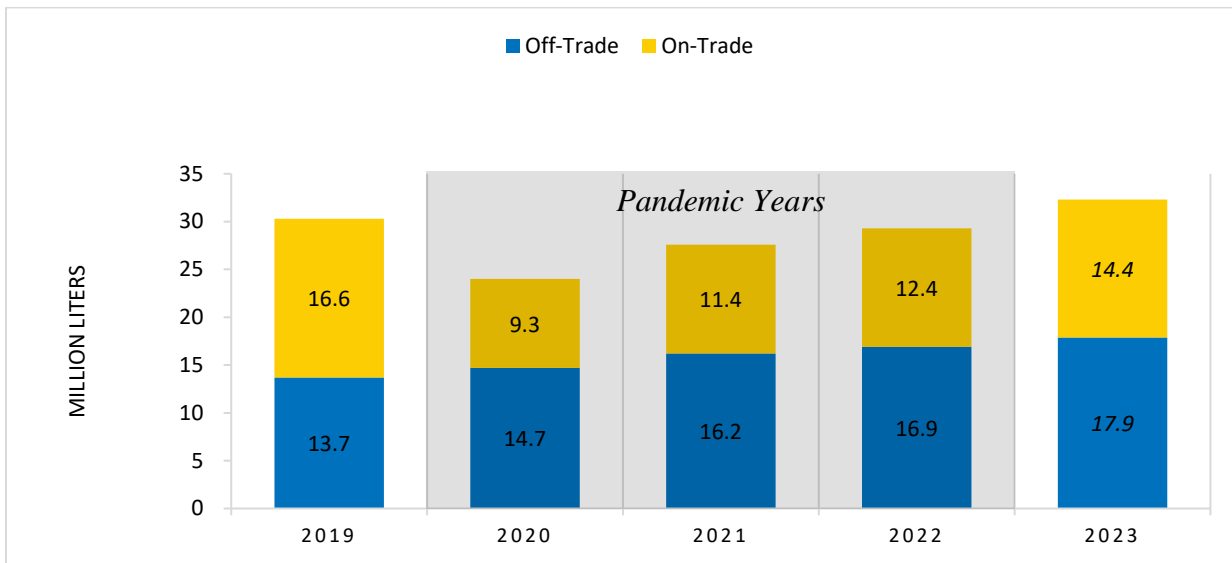
In 2023, on-trade wine sales by value recovered 92 percent of pre-pandemic levels, and off-trade wine sales, having grown at a faster pace over the years, increased 41 percent during the same period. The on/off trade has encountered a drastic change since 2020 and off-trade sales by volume have been outperforming on-trade sales. As e-commerce becomes more and more developed in Hong Kong, the robust off-trade trend is estimated to continue.

**Chart 3 – Wine Sales Value On-Trade vs. Off-Trade (Million USD)**



Source: Euromonitor International, currency conversion using year-on-year exchange rate

**Chart 4 – Wine Sales Volume On-Trade vs. Off-Trade**



Source: Euromonitor International

### Restaurants and Bars

There are over 14,000 restaurants and 600 bars in Hong Kong. Hong Kong is home to over 70 Michelin-starred restaurants and boasts a sophisticated culinary culture, so restaurateurs need to be innovative and to position themselves strategically to stay competitive in the market. Hong Kong’s restaurant receipts maintained their upward trend in 2023 reaching \$14.04 billion. The incremental growth, however, is not indicative of a stable operational environment. Restaurateurs continue to face challenges of high rents, labor shortages, increased labor costs, and market competition. In addition, since the reopening of the city’s international borders and equipped with a stronger currency, Hong Kong consumers are opting to leave town and travel to nearby destinations like mainland cities, Japan, and other Asian destinations in search for cheaper offerings. According to local media, these trends have led to lack luster sales at restaurants and bars despite the festive Lunar New Year, Easter, and Chinese Golden Week holidays during the first half of 2024. Even as mainland visitors are returning to Hong Kong, they are also not spending as they did in pre-pandemic years. This has left the food service sector looking for new ways to attract more customers, including varying their beverage offering with more choices on alcoholic drinks as a way to increase profits and upgrade a restaurant’s status. Wine-by-glass, the offer extended from *Happy Hour* (typically the daily period from 3 pm to 7 pm during which restaurants and bars in Hong Kong offer alcoholic beverages at reduced prices), has gained popularity during recent years. The increased attention to wine pairing with international cuisines is also an important driver of on-trade wine sales.

### Educational Institutions

In response to increasing demand for wine and spirit education, both public and private institutions are ramping up efforts and offering more professional training and courses to nurture professionals in the trading and hospitality industry. Wine & Spirit Education Trust (WSET), which set up an office in Hong Kong in 2016, is also available for enthusiastic consumers. More and more individual vintners and regional wine associations from around the world choose to work with institutions in Hong Kong to provide promotional and educational courses and master classes to target different consumer segments.



Local culinary institutions are keen in partnering with foreign wine suppliers interested in collaborating and introducing their wines to aspiring young chefs. Hence, these venues present a good opportunity to introduce new wines.

### Retailers

Wines at the retail level are found in all range of shops from high-end specialty stores, concept stores, to supermarkets, and convenience stores. Wine experts at specialty stores are valuable assets that attract wine drinkers who would like to seek one-on-one advice. Supermarkets, on the other hand, offer a good range of choices and attract those who are more price sensitive. In recent years, retail stores have been enhancing their online sales offerings. From the consumer perspective, the selection at online stores is comprehensive and many of the sites provide search functions that are convenient for consumers to identify products within preferred criteria.

Table 7 shows the number of wine items by country offered by online platforms at four retailers:

**Table 7 – Wine Items at Online Platforms of Retailers**

Retailer:	<a href="#">ParknShop</a>	<a href="#">Wellcome Supermarkets</a>	<a href="#">Watson’s Wine</a>	<a href="#">Ponti Wine Cellars</a>
	Owned by A.S. Watson Group; Major grocery retailer in Hong Kong with over 250 outlets	Owned by DFI Retail Group; Major grocery retailer in Hong Kong with over 320 outlets	The largest specialist wine retailer in Hong Kong with 22 retail outlets and online platforms offering a range of products and services	Owned by Ponti Trading Ltd; One of the oldest wine retailers in Hong Kong with 5 retail outlets and online platforms
France	73	60	725	1276
Australia	72	1	403	80
United States	18	16	302	167
Chile	30	8	121	9
Argentina	6	3	110	17
Germany	3	N/A	35	22
Italy	6	N/A	182	278
New Zealand	14	5	129	28
South Africa	N/A	4	16	24
Spain	7	9	137	63

*Source: Information taken in February 2024 from the websites of the respective stores; items are mostly still red and white wine.*

Due to the wide use of smart phones and digital platforms, consumers have speedy access to information. While the flow of information has driven demand, it has also elevated competition as consumers may easily compare prices and evaluate various sources of supplies.

## Category Performance

Import statistics in 2023 indicate that the Hong Kong market is dominated by red wine, followed by sparkling wine and white wine. In 2023, retained imports of red wine were \$476.4 million, sparkling wine were \$71.3 million, and white wine were \$49.6 million.

**Table 8 – Hong Kong’s Wine Import (I) and Re-exports (R) by Category in 2023**

	Value (Million USD)		Year-on-year Change		Quantity (Thousand liters)		Year-on-year Change	
	I	R	I	R	I	R	I	R
Red wine <sup>^</sup>	\$823.8	\$347.4	-7%	28%	23,593	10,261	-12%	49%
Sparkling wine	\$84.8	\$13.5	3%	-13%	2,651	256	-6%	4%
White wine <sup>^</sup>	\$60.9	\$11.3	12%	94%	4,470	311	-4%	51%
Port <sup>^</sup>	\$0.6	\$0.3	-8%	-62%	53	31	-14%	-63%
Sherry <sup>^</sup>	\$0.8	\$1.2	303%	-27%	26	77	177%	-8%
Vermouth <sup>^</sup>	\$0.1	\$0.0	11%	-29%	14	1	24%	-21%
Others*	\$1.9	\$0.5	-57%	-43%	404	74	-44%	-88%

<sup>^</sup> In containers holding 2 liters or less

Source: Commerce and Economic Development Bureau (Wine: HS codes 220421, 220429, and 220410)

## SECTION III. COSTS AND PRICES

The Hong Kong Government eliminated tariffs on wine imports in 2008. Beverages with less than 30 percent alcohol content, primarily wine and beer, are not subject to an excise duty.

Restaurants and bars in Hong Kong normally charge a high mark-up on wine. Price points of wine sold at restaurants and bars vary according to the overall price point of the outlet. In recent years, wine has been more widely consumed at casual dining restaurants such as chain pizzerias and restaurants offering 2-course dinner menus for under \$25. These restaurants usually charge \$5.70-\$10.50 for a glass of wine and \$31.80 to \$71.80 for 750ml bottles. Middle to high-end restaurants would commonly price a glass over \$10 and 750ml bottles over \$51.30 with options of \$400 and higher on their wine list for guests who look for distinguished experience. For high-end restaurants and hotels, prices vary substantially.

At retail outlets, retailers sometimes charge a slotting fee that could be as high as \$1,200 per product to be placed across several stores. Slotting fees on some occasions are not required or vary in amount. Experienced importers work with retailers for an optimal package for product placement and pricing.

## SECTION IV. MARKET OUTLOOK

New trends have emerged in Hong Kong as the wine consumption landscape is remodeled by evolving consumer behaviors.

### **Premium Wines for Sophisticated Wine Lovers**

Hong Kong's knowledgeable consumers have been shifting towards premium and fine wines during the pandemic due to the dining-out and travel restrictions. Two private members' clubs were launched in 2023 (Bar Cyclone) and early 2024 (Club Bâtard) to meet the rising need of "drinking better for lower prices." The membership system allows wine connoisseurs to enjoy exclusive tastings of premium wines from all over the world.

### **Value Wines and Eye-catching Packaging for Young Consumers**

Wine is losing traction in general with another consumption power group - young consumers. Millennials and Gen Z are inclined towards alternative beverage options, e.g. cocktails and non-alcoholic drinks. When it comes to wine, young consumers overlook the definition of Old World and New World wines, but instead prioritize value wines with a high level of quality and taste at a more affordable price. This demographic segment is also more willing to spend on wines with stylish design and attractive packaging.

### **Organic and Sustainable Wines Are Attracting Attention**

As more local customers are becoming health conscious, organic and sustainable wines continue to grow in Hong Kong. The market noticed a real uptick in the number of retailers that carry this wine category. Consumers are increasingly interested in learning more about organic, biodynamic, and natural wine production.

For more details on the outlook of the Hong Kong economy please see our latest [Exporter Guide](#) report.

## SECTION V. MARKET ACCESS

While wine in Hong Kong is not subject to a duty, Hong Kong also exempts beverages with more than a 10 percent alcohol content from labeling requirements but requires that the alcohol content be stated on the product. For general guidelines on import regulations for alcoholic beverages, please refer to the [Import Regulations on Alcoholic Drinks to Hong Kong and Macau](#) and [Food and Agricultural Import Regulations and Standards Country Report](#).

A "Cooperation Arrangement on Customs Facilitation Measures for Wine Entering the Mainland through Hong Kong" ("Customs Facilitation Arrangement") exists to facilitate wine re-exports from Hong Kong to mainland China. This trade facilitation measure has been extended to all ports in all 42 Customs Districts in mainland China. For details, please refer to the abovementioned report and information provided by the Hong Kong Customs and Excise Department: [https://www.customs.gov.hk/en/trade\\_facilitation/wine/index.html](https://www.customs.gov.hk/en/trade_facilitation/wine/index.html)

Many restaurants, hotels, and retailers work closely with local wine importers to broaden the variety of products offered. New-to-market wine exporters that wish to enter the Hong Kong market can connect with importers and explore the market through the following ways:

- **Meetings with Potential Importers:** Most local importers are interested in meeting new-to-market exporters in a private environment. A list of local wine importers is available for U.S. wineries and their representatives by contacting our Agricultural Trade Office in Hong Kong.
- **Exhibiting in a Trade Show:** Hong Kong trade shows help U.S. wine exporters showcase their high-quality wine to buyers from Hong Kong, Macau, China, and the region, e.g.
  - May 28-30, 2024: [Vinexpo Asia](#)
  - November 7-9, 2024: [Hong Kong International Wine & Spirits Fair](#)
  - May 14-16, 2025: [ProWine Hong Kong/HOFEX](#)
- **Participating in Promotional Activities:** The Agricultural Trade Office in Hong Kong and other U.S. wine promotional associations organize promotional activities such as seminars, wine tastings, receptions, food pairings, and consumer events to promote U.S. wines. Participation in some of these events requires collaboration with a local importer or representative.

## SECTION VI. KEY CONTACTS AND FURTHER INFORMATION

U.S. wine suppliers, traders, and exporters seeking marketing information pertaining to food and beverage import regulations, promotional opportunities, trade inquiries and marketing assistance are welcome to contact ATO Hong Kong at:

### **U.S. Agricultural Trade Office, Hong Kong**

18<sup>th</sup> Floor, St. John's Building  
 33 Garden Road, Central  
 Hong Kong  
 Tel: (852) 2841-2350  
 Fax: (852) 2845-0943  
 E-mail: [ATOHongKong@usda.gov](mailto:ATOHongKong@usda.gov)  
 Website: [www.atohongkong.com.hk](http://www.atohongkong.com.hk)

The **Foreign Agricultural Service (FAS)** of the U.S. Department of Agriculture provides assistance and information to U.S. agricultural exporters. There are a number of reports available on the website on agricultural commodities and products prepared by FAS staff around the world. Website: [www.fas.usda.gov](http://www.fas.usda.gov)

The Wine Institute of California has a representative who assists its members in promoting U.S. wines in Hong Kong and Macau:

### **The Wine Institute of California**

Mr. Christopher Beros, Asia Director  
 Pineapple Room No. 11, Third Floor  
 TaiXing Road No89, JingAn District  
 Shanghai 200041  
 China  
 Tel: (86-21) 5237-9821  
 E-mail: [china@discovercaliforniawines.com](mailto:china@discovercaliforniawines.com)  
 Website: [www.discovercaliforniawines.com](http://www.discovercaliforniawines.com)

There are other state groups that have participated in recent wine events in Hong Kong:

**New York Wine & Grape Foundation**

800 South Main St., Ste. 200  
Canandaigua, NY 14424, USA  
Tel: (585) 394-3620  
E-mail: [info@newyorkwines.org](mailto:info@newyorkwines.org)  
Website: [www.newyorkwines.org](http://www.newyorkwines.org)

**Washington State Wine**

1201 Western Avenue, Suite 450,  
Seattle, WA 98101-3402, USA  
Tel: (206) 667-9463  
E-mail: [info@washingtonwine.org](mailto:info@washingtonwine.org)  
Website: [www.washingtonwine.org](http://www.washingtonwine.org)

**Oregon Wine Board**

Willamette Wharf Building, 4640 SW Macadam Ave, Suite 240 Portland, OR 97239, USA  
Phone: (503) 228-8336  
Fax: (503) 228-8337  
E-mail: [info@oregonwine.org](mailto:info@oregonwine.org)  
Website: [industry.oregonwine.org](http://industry.oregonwine.org)

**Texas Department of Agriculture**

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E-mail: [Lindsay.Baerwald@TexasAgriculture.gov](mailto:Lindsay.Baerwald@TexasAgriculture.gov)  
Website: [www.gotexan.org](http://www.gotexan.org)

**California State Trade and Export Promotion & Center for International Trade Development**

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Website: [www.fresnocitd.org](http://www.fresnocitd.org)

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For information about export assistant programs offered by State Regional Trade Groups, please contact:

**Western United States Agricultural Trade Association (WUSATA)**

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Website: [www.wusata.org](http://www.wusata.org)

**Food Export Association of the Midwest USA**

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Website: [www.foodexport.org](http://www.foodexport.org)

**Food Export USA - Northeast Region of the United States**

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*Source of information in this report:*

- *Hong Kong Census and Statistics Department*
- *U.S. Census Bureau, U.S. Department of Commerce*
- *Hong Kong Commerce and Economic Development Bureau*
- *Euromonitor International*

*Research by ATO Hong Kong through market visits and meetings with traders*

**Attachments:**

No Attachments.