



WINES OF HUNGARY

NIMBILITY

# „HUNGARY GOES TO CHINA" ROADSHOW

SHENZHEN – SHANGHAI – BEIJING

10 – 13 MARCH 2025

# AIMS AND PROGRAMS OF THE ROADSHOW

## **Sommelier Masterclass**

Educate and excite top Chinese Sommeliers about the unique wine offerings from Hungary. The event will feature a tasting led by **Master of Wine Fongyee Walker**.

## **Trade Tasting**

Introduce Hungarian wines to Chinese buyers, including importers, distributors, and retailers, to raise awareness of Hungarian wines, gather crucial market feedback, and create new business connections.

## **Gala Event**

Introduce Hungarian wines to a carefully curated audience of Chinese importers, trade professionals, media, influencers, and VIPs.



# MARCH 9-10 SHENZHEN, CHINA

- March 9 (Sunday): Arrival in Shenzhen
- March 10 (Monday)
  - 14:00-15:30 – Shenzhen Roadshow - Sommelier Masterclass (Venue: Park Hyatt Shenzhen)
  - 15:00-18:00 – Shenzhen Roadshow - Trade Tasting (Venue: Park Hyatt Shenzhen)

# MARCH 11-13 SHANGHAI, CHINA

- March 11 (Tuesday): Morning flight from Shenzhen to Shanghai
- March 12 (Wednesday):
  - 14:00-15:30 – Shanghai Roadshow – Masterclass (Venue: The Middle House)z
  - 15:00-18:00 – Shanghai Roadshow – Trade Tasting (Venue: The Middle House)
  - 18:30-20:30 - Consumer Event (Venue: Pudao Wines)

# MARCH 13-14 BEIJING, CHINA

- March 13 (Thursday): Morning flight from Shanghai to Beijing
  - 18:00-20:30 – Gala Event (Venue: Bon Boeuf)

# WINELIST

CHINA	CONSUMER TASTING	Garamvári	Tokaji Furmint Brut 2016
		Tornai	Nagy-Somlói Prémium Olaszrizling 2022
		Demeter Zoltán	Boda Furmint 2019 Magnum
		Sebestyén	Porkoláb Kékfrankos 2021
		Gál Tibor	Bikavér Grand Superior Sík-hegy 2018
		Bock	Villányi Franc Essencia 2020
CHINA	ROADSHOW MASTERCLASS	Grand Tokaj	Tokaji Aszú 6 Puttonyos Szarvas Dűlő 2013
		Dereszla	Chateau Dereszla Brut Pezsgő 2021
		Tornai	Nagy-Somlói Prémium Olaszrizling 2022
		Feind	Beregszél Rajnai Rizling 2023
		Sebestyén	Porkoláb Kékfrankos 2021
		St. Andrea	Áldás 2023
CHINA	ROADSHOW TRADE TASTING	Bock	Villányi Franc Essencia 2020
		Royal Tokaji	Tokaji Aszú Blue Label 5 Puttonyos 2018
		Grand Tokaj	Tokaji Aszú 6 Puttonyos Szarvas Dűlő 2013
		Dereszla	Chateau Dereszla Brut Pezsgő 2021
		Garamvári	Tokaji Furmint Brut 2016
		Tornai	Nagy-Somlói Prémium Olaszrizling 2022
		Tornai	Apátsági Furmint 2021
		Demeter Zoltán	Boda Furmint 2019 Magnum
		Gróf Degenfeld	Terézia Hárslevelű 2023
		Szepsey	Úrágya Furmint 2021
		Tornai	Juhfark Aranyhegy 2021
		Tűzkő	Kékfrankos 2021
		Takler	Kadarka 2023
		Gál Tibor	Bikavér Grand Superior Sík-hegy 2018
		Sebestyén	Iván Bikavér 2019
		Ikon	Cabernet Franc Evangelista 2022
		Bock	Villányi Franc Essencia 2020
		Patricius	Tokaji Szamordoni 2022
		Dereszla	Tokaji Szamordoni 2018
		Royal Tokaji	Tokaji Aszú Blue Label 5 Puttonyos 2018
		Gróf Degenfeld	Tokaji 5 Puttonyos Aszú 2017
		Grand Tokaj	Tokaji Aszú 6 Puttonyos Szarvas Dűlő 2013
		Disznókő	Tokaji Aszú 6 Puttonyos 2016

# GALA EVENT PROGRAM

## 18:30 - 18:45 Opening and Welcome Remarks

- Máté Pesti** – Ambassador Extraordinary and Plenipotentiary of the Embassy of Hungary to China – Opening speech (5 min)
- Pál Rókusfalvy** – Government Commissioner for National Wine Marketing – Welcome speech (5 min)
- Nichole Mao** – Head of Nimbility China – Introduction to the Wines of Hungary campaign (5 min)

## 18:45 - 19:45 Wine Tasting & Standing Reception

- Open walk-around tasting featuring 20 selected Hungarian wines.
- Guided by **Nichole Mao** and attending wineries, showcasing the terroir, history, and uniqueness of the wines.

## 19:45 - 20:30 Networking & Interaction

- Informal discussions and professional networking.
- Opportunity to connect with industry professionals and explore Hungarian wines.

# GALA MENU

Natural Fermented Ciabatta & Black Olive Yogurt Sauce  
Organic Farm-to-Table Tomatoes & Home-made Burrata Cheese  
Foie Gras & Duck Terrine & Brioche Bread  
Oyster Rockefeller  
Charcoal-Grilled Cabbage & Anchovy  
Signature Norman-style Braised Beef Tripe  
Charcoal-Grilled Ribeye Steak (Australian F4 Full Blood M9 Wagyu Dry-Aged)  
Basque Charcoal-Grilled Seafood Platter & Paella  
Organic Ranch Rich Fresh Milk Ice Cream with Strawberry Sorbet

# GALA WINE SELECTION

- **Dereszla** – Chateau Dereszla Brut Pezsgő 2021
- **Feind** – Balaton Bor 2023
- **Takler** – Kadarka 2023
- **Garamvári** – Tokaji Furmint Brut 2016
- **Tornai** – Nagy-Somlói Prémium Olaszrizling 2022
- **Tornai** – Apátsági Furmint
- **Demeter Zoltán** – Boda Furmint 2019 Magnum
- **Gróf Degenfeld** – Terézia Hárslevelű 2023
- **Tornai** – Juhfark Aranyhegy 2021
- **Szepes** – Úrágya Furmint 2021
- **Sebestyén** – Porkoláb Kékfrankos 2021
- **Takler** – Szentágyasi Kékfrankos 2020
- **Gál Tibor** – Bikavér Grand Superior Sík-hegy 2018
- **Bock** – Villányi Franc Essencia 2020
- **Patricius** – Tokaji Szamordoni 2022
- **Dereszla** – Tokaji Szamordoni 2018
- **Royal Tokaji** – Tokaji Aszú Blue Label 5 Puttonyos 2018
- **Gróf Degenfeld** – Tokaji 5 Puttonyos Aszú 2017
- **Grand Tokaj** – Tokaji Aszú 6 Puttonyos Szarvas Dűlő 2013
- **Disznókő** – Tokaji Aszú 6 Puttonyos 2016



# ROADSHOW CITY 1

SHENZHEN





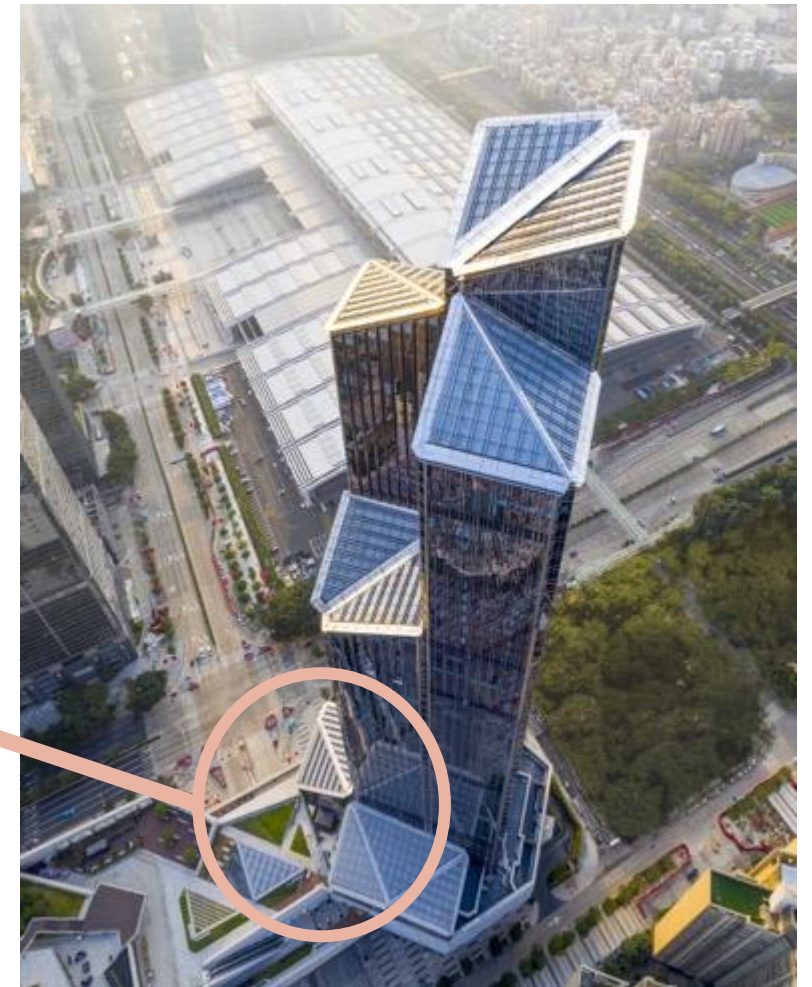
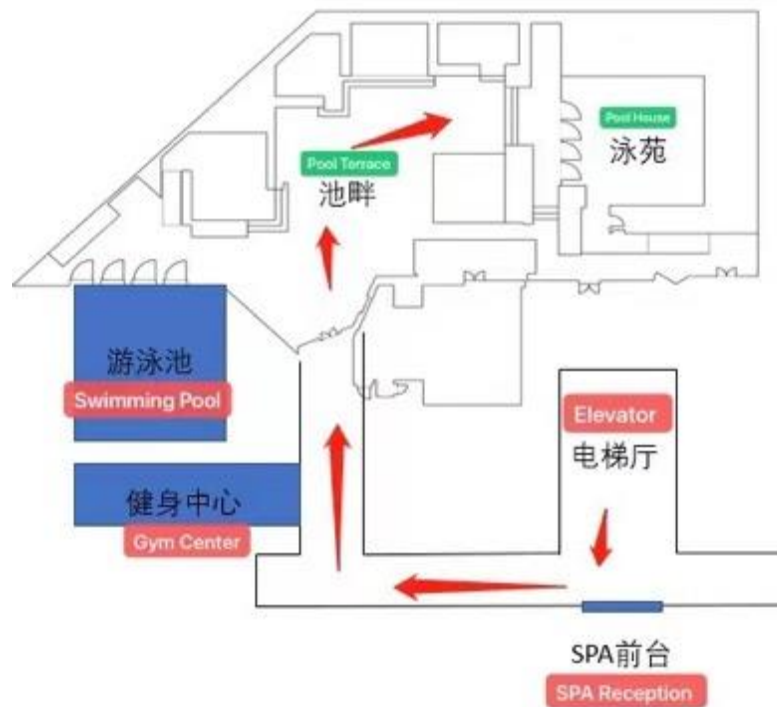
**VENUE** • [Park Hyatt Shenzhen](#)





# VENUE

- Park Hyatt – Pool House
  - High-end Location in Shenzhen Futian CBD close to Ping'an Tower
  - Close to Futian Speed railway Station





# VENUE- trade tasting

- Park Hyatt – Pool Terrace





## VENUE – masterclass

- Park Hyatt – Pool House





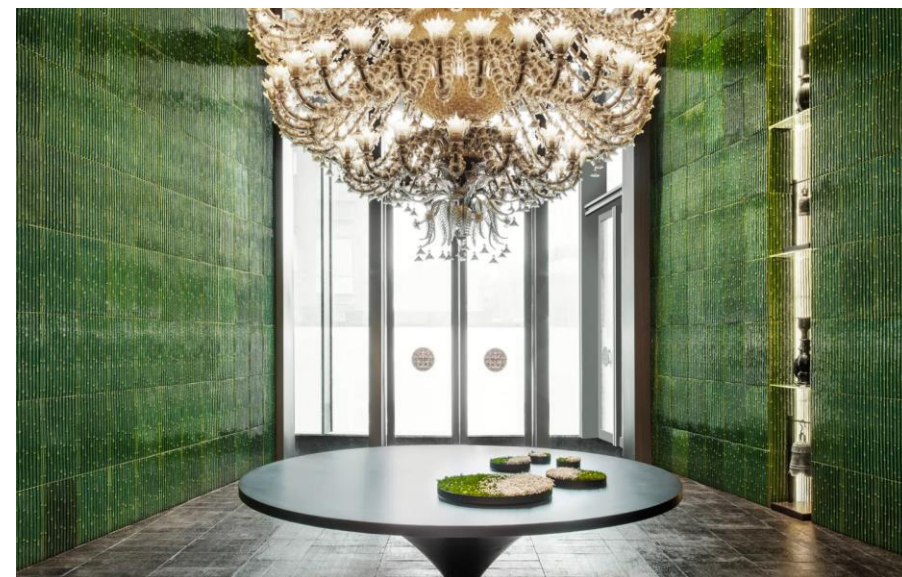
A top-down view of a dining table with a plate of spicy stir-fry, a bottle of beer, a glass of beer, chopsticks, and a small ceramic pot.

# ROADSHOW CITY 2

SHANGHAI



## VENUE • [The Middle House](#)





## VENUE - Masterclass

- The Middle House Fransca Room





Garden





# VENUE – Trade tasting

- The Middle House – STS room





# VENUE – Consumer event

- [Pudao Wines](#)





A top-down view of a dining table with a plate of food, a glass of wine, chopsticks, and a bottle. The plate is white with a dark rim and contains a dish of meat, vegetables, and a red sauce. The glass is filled with a yellow liquid. The bottle is dark and has a label. The table is dark and has some rocks and a small pot on it.

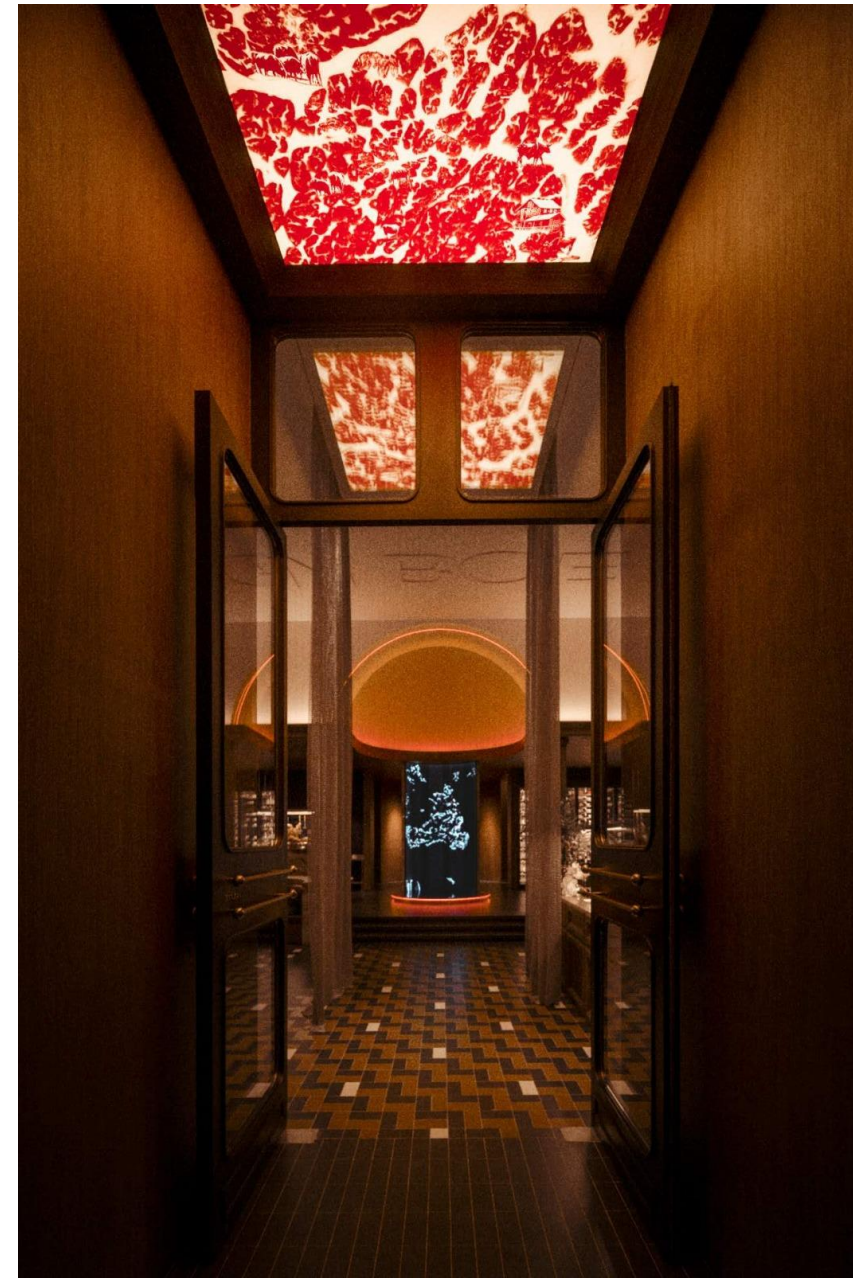
# ROADSHOW CITY 3

BEIJING



# VENUE – gala event

- Bon Boeuf Restaurant



## POINT OF SALE MATERIALS (POSM)



Customized wine glass and glass bag for Shenzhen  
and Shanghai Roadshow



A top-down view of a dining table with a plate of food, a glass of wine, a bottle, and chopsticks. The text "COMMUNICATION & PR" is overlaid in the center.

COMMUNICATION & PR



# PRESS RELEASES

## NEWS

### Wines of Hungary kicks off China campaign

24 FEBRUARY 2025

*By Eloise Feilden*

The Hungarian Wine Marketing Agency, launched in 2023, has organised its first campaign in Mainland China to build awareness and visibility around wines from Hungary.



Link: <https://www.thedrinksbusiness.com/2025/02/wines-of-hungary-kicks-off-china-campaign/>



NEWS PARTNER CONTENT

## Q&A: how Wines of Hungary will drive growth in Asia

11 NOVEMBER 2024

By Eloise Feilden

Pál Rókusfalvy, government commissioner for Hungary's National Wine Marketing Board, explains the strategy behind the country's latest campaigns to drive growth in two of Asia's key markets.



Link: <https://www.thedrinksbusiness.com/2024/11/qa-how-wines-of-hungary-will-drive-growth-in-asia/>



NIMBILITY

WINES OF HUNGARY

# HUNGARY GOES TO CHINA

Nimbility Spearheads Wines of Hungary  
Campaign in China





# LINKEDIN POST

[CLICK HERE FOR THE POST](#)



Nimbility

1,029 followers

6d • 🌐

Wines of Hungary's [#China](#) campaign will ramp up this March with a three day [#Roadshow](#) to highlight the rich heritage, diversity and versatility of [#Hungarian](#) [#wines](#). With a Masterclass hosted by [Fongyee Walker MW](#) and a Trade Tasting in both [#Shenzhen](#) and [#Shanghai](#), the week will finish with a [#Gala](#) in [#Beijing](#) introduced by Government Commissioner for National Wine marketing [Pal Rokusfalvy](#) in cooperation with the Embassy of Hungary in Beijing. For more details about the events and to get a seat check out below link !

[Ian Anderson](#) [Ford Nichole](#) [Mao Francesca](#) [Martin Polly](#) [Aylwin-Foster Apolline](#) [Martin Candace](#) [Chen Pratham](#) [Wahi Manuel](#) [J. Arce Sarah](#) [Soo-Kyung Henriet](#) (홍수경) [Dong Khoi](#) [Nguyen Duy Nikolett](#) [Garai Anna](#) [Gezart](#)



Nimbility Spearheads Wines of Hungary Campaign in China — NIMBILITY

[nimbilityasia.com](http://nimbilityasia.com)



A top-down view of a dining table with a plate of food, a glass of wine, chopsticks, and a bottle. The table is dark and textured, with several small, light-colored stones scattered around. The plate is white with a dark rim and contains a colorful dish of food, possibly a salad or a stir-fry, with red, yellow, and green ingredients. A glass of yellow wine is to the right of the plate. A pair of dark chopsticks lies above the plate. A bottle of wine is in the bottom left corner.

# DIGITAL CAMPAIGN ON RED

Promoting sweet wines from Tokaj in the run-up for the Chinese New Year to increase sales and raise brand awareness of Wines of Hungary, and to create buzz before the roadshow

4 Chinese importers selected one brand from Tokaj and nominated for the campaign

28 DECEMBER 2024 – 15 JANUARY 2025





## SUMMARY AND RECOMMENDATIONS

### SUMMARY

- 40 bloggers split between lifestyle, food and beverage and wine/ drinks specialists
- 40 bloggers equally split among four participating brands
- Close to 2.5 million exposure generated on RED for Wines of Hungary and Tokaji during the campaign
- Lifestyle bloggers generated more popular posts than wine/ drinks specialists
- Key word “匈牙利葡萄酒” (Wines of Hungary) attracted interests from viewers
- Currently 3408 notes (posts) on RED with key word “Tokaji”

### RECOMMENDATIONS

- Continue to create and drive topics on RED for “Wines of Hungary” and “Tokaji”
- Enhance the keyword usage of #托卡伊 (#Tokaji)
- Continued digital exposure for both “Wines of Hungary” and “Tokaji” is important
- It is encouraged for individual brand to continuously use both key word to drive brand awareness
- Individual brands with digital strategy is encouraged to focus and expand on RED as currently limited competition is seen
- Split bloggers between lifestyle/ food and beverage and drinks specialist as 7:3 for future campaigns



## OVERVIEW

DETAILS	STATS	UNIT	NOTES
POST NUMBER	40	PIECES	
VIEWER REACH	435,281	PERSON	blogger fans coverage
PAGE VIEW	242,915	TIMES	total reads
EXPOSURE	2,429,150	TIMES	total posts exposure
INTERACTION	6,145	TIMES	total interaction (likes, save, comments)
HIGH EXPOSURE POSTS	16	PIECE	over 150 interactions
HIGH EXPOSURE RATE	40%	/	% out of total posts
TOP EXPOSURE POST	1	PIECE	over 500 interaction



## POST EXAMPLES - click picture to see posts



Blogger: xixi  
Like: 135  
Save: 24  
Comment: 24

