



Pernod Ricard China exclusive distributor of YAO MING® wines in China

Paris, 28 November 2011 - Yao Family Wines, a Californian wine company created by the iconic ex-NBA star Yao Ming, has chosen Pernod Ricard China as its sole and exclusive importer and distributor of the YAO MING® wines in mainland China.

“Yao Family Wines crafts world-class wines from Napa Valley, and we look forward to introducing wine lovers in China to this remarkable wine growing region,” said Yao Ming. “I believe that wine can bring people together, and make our lives more enjoyable. Basketball gave me the opportunity to live in the United States and discover many wonderful things in America. Now I look forward to bringing great wines from California to the Chinese people.”

Yao Family Wines sources the grapes for its YAO MING® Napa Valley Cabernet Sauvignon from prestigious Napa Valley vineyards. Director of Winemaking, Tom Hinde, notes “We work throughout the growing season to ensure low grape yield, rich flavors and optimum ripeness in the fruit to fully express the extraordinary terroir of Napa Valley. We hand harvest from individual blocks and use artisan techniques throughout the winemaking process to allow the character of the vineyards to speak in the wines.” The wines are aged exclusively in 100% French Oak barrels for at least 18 months. Individual barrels from each lot are hand selected by taste for the final blend.

“We are very proud to be the strategic partner of Yao Family Wines and introduce YAO MING® wines to Chinese consumers,” said Con Constandis, Managing Director of Pernod Ricard China. “Though we are a global company, we have strong local roots in China which makes this partnership with a man like Yao Ming as special as the quality wines themselves”.

The YAO MING® 2009 Napa Valley Cabernet Sauvignon is available in China immediately and will be available in the United States in 2012.

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