

ASIA – CHINA

HISTORY	<ul style="list-style-type: none"> • 128BC: vine introduced after a mission to Iran during Emperor Wu. • Late 19th-Early 20th: foreigners set up wineries but mainly for the foreign communities • 1978: China opened its doors to foreign investments incl. Pernod Ricard and Rémy Martin. • 1986: first international grape varieties planted • Mid 90s: further opening to foreign companies -> further development • Now: huge potential as winemaking backed by government & rapid rise of westernised middle class in cities
KEY REGIONS & CHARACTERISTICS	<ul style="list-style-type: none"> • Most winemaking regions north of the Yangtze river: 1. North-west - Xinjiang Uygur – 18% <ul style="list-style-type: none"> ▪ Fast growing since the late 1990s ▪ Low natural rainfall but huge alpine water resources from the nearby Heavenly Mountains 2. Coastal regions – Hebei, Shandong, Henan and Tianjing - 32% <ul style="list-style-type: none"> ▪ Same latitude as California and climate amenable to wine production w cool pacific breezes to moderate temperatures and humidity. Growing season usually wet ▪ Most vineyards set up on flat land w fertile soils w hi yields, over-cropping, poor drainage & ventilation ▪ Shandong: cooler climate inland region & the Dazashen w slopes have limestone free-draining soils 3. Liaoning -10% 4. North-east - Jilin – 2%
GRAPE VARIETIES	<ul style="list-style-type: none"> • Thousands of native grape varieties. Modern international varieties represent 47,000ha w reds dominating: • Reds: Cabernet Sauvignon (40% of plantings), Merlot (10%) and Cabernet Franc (10%) • Whites: Welschriesling/Riesling (40%), Chardonnay (20% and increasing)
VITICULTURE & WINEMAKING	<ul style="list-style-type: none"> • 450,000ha - #5 largest worldwide with most of the grapes for table grapes and raisins • Grapes usually supplied to wineries by smallholders • Vines grown ungrafted on traditional fan trellis system w dense foliage, excessive yields, heavy summer irrigation and early picking. No real organisation around spraying or harvest. • High humidity levels (>85%) and canopy management encourage diseases include powdery mildew, downy mildew, dead arm, white rot and bitter rot • Some organic viticulture in Gansu.
PRODUCTION	<ul style="list-style-type: none"> • Only 1% of wine produced exported. • Hong Kong now new fine wine world centre thanks to zero tax allowance. • 4 brands dominate: 1. Changyu 2. Great Wall 3. Dynasty 4. Great Dragon • Very low but fast-increasing domestic consumption w wine being only 1% of alcohol consumed in China • 300-400 wineries w top 3 wineries produce 45% of domestic Chinese demand. Dynasty: 40m btls/yr • Foreign investors include: <ul style="list-style-type: none"> - Rémy Martin with a Muscat-influenced blend - Pernod Ricard: Dragon Seal brand as a joint venture with Beijing Friendship winery

ASIA – JAPAN

HISTORY	<ul style="list-style-type: none"> • 718AD: Buddhist missionaries believed to have planted vines at Katsunuma for their medicinal value • 16th: 1st documented wines with the arrival of Portuguese missionaries but did not develop • 1875: first attempt at commercial winemaking near Mount Fuji -> import of vinifera & American vines allowed • 1990s: introduction of modern viticulture techniques and winemaking equipment • Now: modest viticultural industry challenged by unpredictable climate; focus on table grape growing.
CLIMATE	<ul style="list-style-type: none"> • Unpredictable monsoon climate w excess water & humidity
KEY REGIONS & CHARACTERISTICS	<ul style="list-style-type: none"> • Yamanashi, Nagano & Yamagata = 40% of vineyards • Katsunuma district has better climatic conditions w lower rainfall, better drainage (via altitude) and sea breezes.
GRAPE VARIETIES	<ul style="list-style-type: none"> • Delaware, Kyoho, Koshu (table grapes & wine), Yamabudo (wild grape), Neo-Muscat, Kiyomi (for light reds) • Some European varieties planted in Yamanashi and Nagano but overall less than 1% of vines planted.
VITICULTURE & WINEMAKING	<ul style="list-style-type: none"> • 19,000ha • Vines grown on overhead wires or platforms to have bunches hang lower than the foliage & benefit from circulating air. This tendone system is called <i>tanazukuri</i>. Some new plantings w European trellising e.g Lyre. • Low vine density and tendency to high yields tend to strip too much character from grapes to make strong wines • Most grapes bought in from a large number of grape growers (avg holding <0.25ha)
PRODUCTION	<ul style="list-style-type: none"> • 230,000t of grapes with only 10% used for winemaking • Wine production dominated by the industry giants e.g. Suntory, Sanraku with Manns wine (16m btls/yr), Sapporo and Kyowa Hakko Kogyo.

ASIA – INDIA

HISTORY	<ul style="list-style-type: none"> • 4000BC: introduction of vines during the Indus civilisation • 19th: Indian viticulture encouraged by British Empire but Phylloxera hit in the 1890s • 1947: Independence with some states prohibiting alcohol consumption • 1980s: renaissance of viticulture in India with establishment of Chateau Indage (84) and Grover (88) • 2000s: improved economic conditions, liberal movement and a growing wine-drinking middle class ↗
CLIMATE	<ul style="list-style-type: none"> • Monsoon climate w hot, humid summers. Temperatures vary from 8C to 45C. Rainfall around 1,500mm
TOPOGRAPHY	<ul style="list-style-type: none"> • Most vineyards planted in altitude from 200m in Karnataka up to 1,000m in Kashmir
KEY REGIONS & CHARACTERISTICS	<p>Maharashtra state – Nasik and Sangli</p> <ul style="list-style-type: none"> ▪ Home to Sula vineyards that grows quality Sauvignon blanc, Chenin blanc ad Shiraz ▪ Also home to Indage which grows international varieties too. <p>Other regions: Bangalore in Karnataka state and Himachal Pradesh</p>
GRAPE VARIETIES	<ul style="list-style-type: none"> • Indigenous grapes e.g. Arkavati are grown in small holdings for the local market • Isabella, Muscat Hamburg and Perlette also widely grown – altogether 20% of plantings • Thompson seedless represents half of the vineyard area.
VITICULTURE & WINEMAKING	<ul style="list-style-type: none"> • 60,000ha • Vines trained on wire and bamboo with wide row spacing to retain soil water, prevent sunburn and maximise aeration of the vines (vs. diseases) • Drip irrigation used -> yields tend to be high. • In warmer climates e.g. Karnataka there are normally two harvests/year.
PRODUCTION	<ul style="list-style-type: none"> • Only 10% of crop used for winemaking. Total production: 8m btls/yr • Wine consumption fast increasing. • Wine production mainly dominated by private companies (≠cooperatives) with: <ul style="list-style-type: none"> ○ Chateau Indage <ul style="list-style-type: none"> - Set up in 1984 near Pune; known in the west for the Omar Khayyam sparkling wine, produces 6m btls/yr - imported French equipment and know-how to build India's most sophisticated winery - Planted international varieties e.g. Chardonnay, Pinot Blanc, Pinot Noir, Cab Sauv & Merlot on south-facing limestone slopes in Narayangaon, 150km from Pune ○ Grover vineyards <ul style="list-style-type: none"> - First tried 35 varieties and settled on Cabernet Sauvignon and Clairette, grown on pergolas