



## Press Release

### Xintiandi Wines Foster Exquisite Wine Culture

**[Shanghai, 2 June 2008]** To celebrate the fifth anniversary of Xintiandi wines originated in France, a splendid party was held today at 88 Xintiandi by Shanghai Xintiandi Plaza Winery Co., Ltd which is a subsidiary of Shui On Land. The company also celebrated its own labeled wine Xintiandi Pomerol 2003 which won the bronze award at the 2008 China (Shanghai) International Wine Expo. On the same occasion, the company introduced its brand new wine –Xintiandi Bordeaux 2003.

Aloysius Lee, Managing Director of Shui On Land, said at the party, “Xintiandi has become a landmark in Shanghai as well as an internationally renowned brand. We are constantly exploring how to capitalise and expand the Xintiandi brand to launch more and better products, and the introduction of Xintiandi wines is one of the successful examples.”

Established in 2003, Shanghai Xintiandi Plaza Winery Co., Ltd initially served the Xintiandi wines at company’s banquets. The company started to promote them publicly since 2006. Over 100 wines from over 50 wine makers from France, Italy, Spain, South Africa, Chile, Canada and Australia entered in the China (Shanghai) International Wine Expo this year, and Xintiandi Pomerol 2003 won the bronze award rigorously.

Xintiandi wines are imported from France, using grapes from the Bordeaux wine growing region. All red wines are from the local renowned wine maker Jean-Pierre Moueix. Currently Xintiandi has already launched five of their own labeled wines including Xintiandi Pomerol 2003, Xintiandi Saint Emilion 2001, Xintiandi Pouilly Fumé 2002, Xintiandi Lalande Pomerol 2003, and the newly launched Xintiandi Bordeaux 2003.

Xintiandi labeled wines are now available at Xintiandi gift shop, 88 Xintiandi, One Xintiandi, and well-known restaurants including Le Platane, Villa du Lac, VIN, Paradise, Nice, Moon’s Steak House and Rendezvous. These wines have been highly praised in the market.

The venue of the party, 88 Xintiandi, is also a luxury brand of Shui On Land. Earlier this year, 88 Xintiandi was awarded Best Boutique Hotel by the World Traveller Media, which is considered to be the “Oscar” of the tourism industry in China.

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## **About Shui On Land**

Headquartered in Shanghai, Shui On Land (HKSE: 272) is the flagship property company of the Shui On Group in the Chinese Mainland with a proven track record in developing large-scale, mixed-use city-core development projects and integrated residential development projects. The Company has eight projects in various stages of development in prime locations of major cities, with a gross floor area of 13.1 million sq.m. (including interests of other investors). The Company was listed on the Hong Kong Stock Exchange on 4 October 2006, the largest Chinese real estate enterprise listed that year.

Shui On Land was included in the MSCI Standard Index Series, MSCI World Index, Hang Seng Composite Index Series and Hang Seng Freefloat Index Series in March 2007.

For further information about Shui On Land, please visit our website:  
<http://www.shuionland.com>.

## **About 88 Xintiandi**

88 Xintiandi, a boutique hotel located at the heart of Shanghai Xintiandi, provides exquisite and meticulous services to travellers, reflecting Shui On Land's commitment to serving customers with the best products and services and raising the value of the community. This luxury boutique hotel is only a stroll away from the 'live, work & play' facilities of the surrounding Taipingqiao project, offering customers the best of Shanghai's unsurpassed lifestyle experience.

88 Xintiandi is within walking distance of Xintiandi's F&B, entertainment and shopping facilities as well as world-class office buildings. Small in size but great in service, it is the premier destination for travellers seeking personalised service in a home away from home.

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## About Xintiandi Wines

### **Xintiandi Pomerol 2003: (awarded bronze prize at the 2008 China (Shanghai) International Wine Expo)**

- **Taste:**

The Xintiandi Pomerol presents enticing aromas of coffee, dark chocolate and blackberry with a hint of tobacco and spices. The palate is full bodied with ripe plum character, red berry fruit and spice, well-integrated tannins and a long refined finish. This wine is particularly well suited to game meats, truffles and mushrooms.
- **Origin:**

Although small in size, Pomerol is one of Bordeaux's greatest assets for the sheer quality and uniqueness of its finest wines. Pomerol is situated 29km east of the city of Bordeaux. Most of the leading properties are only a few hectares in size, with an average annual production of a few thousand cases only. Pomerol is home to one of the world's most famous producers : Chateau Petrus, and one of the world's leading negociants : Jean Pierre Moueix. Although Pomerol is not officially classified, an unofficial ranking exists based on the solid performance, quality and track record of its wines.
- **Grape Varieties:**

In this red wine growing area the Merlot grape reigns supreme, making up more than three quarters of all the area under vine in Pomerol. The other prominent varieties are Cabernet Sauvignon and Cabernet Franc. The Merlot grape tends to produce a wine that is approachable at a young age but with enough tannin to mature gracefully. The variety lends itself to characters of plum fruit with full, well-rounded appeal in the mouth, a rich concentration and exotic flavors of herbs and spices.
- **Wine Maker:**

Situated along the Dordogne River at 54 Quai du Priourat in Libourne, Etablissements Jean-Pierre Moueix was founded in 1937 by Mr. Jean-Pierre Moueix. Under the guidance of Mr. Christian Moueix the company today remains exclusively an agent of red wines from the "right bank" and manages a portfolio of 10 vineyards covering more than 200 acres. Its renowned vineyards include: Chateau Petrus, Chateau La Grange, Chateau Latour and Chateau La Grave, among others.

### **Xintiandi Bordeaux 2003 (new)**

- Taste:

This wine will be enjoyed by all those who like soft and fruity wines with elegant tannins. This Bordeaux is a wonderful match for red and white meats such as pork, lamb, poultry and game; it also pairs nicely with vegetable, noodle, rice dishes and cheesecake.

- Grape Varieties:

The Bordeaux Xintiandi 2003 is a blend of Merlot and Cabernet Franc from the areas of Castillon, Côtes de Franc and the Dordogne plain, near Saint-Emilion.

### **Xintiandi Saint Emilion 2001**

- Taste:

Vibrant hues of garnet and ruby create the inviting appearance of this elegant and classical wine. The nose gives nuances of raspberry, licorice and cherry with hints of tealeaf and tobacco. The firm, enduring palate displays mineral characters, lovely clean fruit, well-integrated tannins and a silky lingering finish.

- Origin:

The wine growing region of Saint Emilion produces red wine only and is centered on the village of St Emilion, 40 kilometers north-east of Bordeaux on the right bank of the River Dordogne. Vines have been cultivated in the area since Roman times. The designated vine growing area covers approximately 12850 acres spread over nine communes.

- Grape Varieties:

The two grape varieties that perform exceptionally well in St Emilion are Merlot and Cabernet Franc. In St Emilion wine the proportions of these two grapes are generally equal. The attractiveness of the St Emilion style lies in the characters of the predominant grape varieties: the early-maturing Cabernet Franc and the fleshy, plummy Merlot, which, combined, produce wines that are supple and fruity, have good vinosity and alcohol, backed up by sufficient acidity, tannins and other aromatic components.

- Wine Maker:

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### **Xintiandi Pouilly Fume 2002**

- **Taste:**

The Xintiandi Pouilly Fume displays a golden-yellow color, luminous, bright and transparent. Herbaceous character and an abundance of citrus fruit are present on the nose giving the wine a fresh and inviting quality. Undertones of mineral and chalk-like flavors on the palate express its terroir. This is a dry, but fruity wine with a rich, balanced concentration of flavors and a long lasting finish. The wine is a wonderful match for seafood, gourmet salads and foie gras; it also pairs nicely with garlic and ginger flavors.

- **Origin:**

Pouilly-sur-Loire and Sancerre are without doubt the two most renowned appellations of the Loire Valley. The two villages are divided by the Loire River and are home to some of the most elegant and refined Sauvignon Blanc wines in the world. A small, compact area of vineyards surrounds the village of Pouilly-sur-Loire, dropping down on one side to the river and climbing gently upwards on the other.

- **Grape Varieties:**

The chalky soils of Pouilly Fume provide an ideal terroir for Sauvignon Blanc cultivation; the varietal thrives here and produces wine of class and distinction. Sauvignon Blanc is most typically characterized by herbaceous and grassy qualities but the scope of character can extend from quite austere to abundantly tropical. Chalky characteristics and vibrant acidity are quite commonly found in wines from Pouilly Fume.

- **Wine Maker:**

The Mellot Family history dates back to 1513. The dynasty was founded in Sancerre almost five centuries ago by Pierre-Etienne Mellot, and since then, the family has always been involved in winemaking, in fact, in 1698, César Mellot was entrusted with the weighty task of advising King Louis XIV on his choice of wines for the French Court. Throughout the years, each new generation has continued to enrich and perfect the family's winemaking skills. When Alexandre Mellot took over the family estate he decided to extend the vineyards, expand the classic winery and integrate the latest technologies. Today Joseph Mellot is the only estate that owns vineyards in all the appellations of the region. The vineyard area now extends over nearly 85 hectares and is recognized among the most prestigious wineries in the valley.

## **Xintiandi Lalande Pomerol 2003**

- **Taste:**

This warm and concentrated wine has a vibrant color of violets and crushed berry. The nose gives a rich collection of chocolate, red berry, plum, tobacco, oak and spice qualities. The palate is delightful with good concentration, silky tannins as well as an abundance of currant and black licorice character. The wine can be enjoyed with roasted red meats and a range of pressed cheeses.

- **Origin:**

The Lalande-de-Pomerol appellation covers land on the northern bank of the Barbanne stream, which forms the frontier of Pomerol itself. Wines from Lalande reach a very high standard and offer something a little different from Pomerol, found over the stream, as they usually mature faster and have more prominent fruit at a young age.

- **Grape Varieties:**

The low-lying gravel soils of Lalande are very good and grape vines thrive here. The dominant grape of Lalande Pomerol is Merlot. The wines tend to offer a slightly lighter variation of the same, rich plummy taste of Pomerol.

- **Wine Maker:**

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