



Media Release

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## **Iconic chef first to purchase \$168K Penfolds Limited Edition Ampoule in Hong Kong**

Hong Kong restaurateur, Mr Wong Wing Chee, is the first global custodian of Penfolds Limited Edition Ampoule Number 6 valued at \$168,000.00 AUD. Highly regarded as a passionate food and wine identity known to epicureans far and wide, Mr Wong Wing Chee is also an avid wine collector and Penfolds enthusiast.

The Dragon Seal Restaurant and Bar located within the International Commerce Centre (ICC Tower) in the heart of the business district, is the jewel in the crown of a chain of fine dining restaurants under the Dragon King brand owned by Mr Wong Wing Chee. Dragon Seal is a high-end Chinese Restaurant that offers an impressive cuisine and stunning views of the Hong Kong sky line given its location on the 101<sup>st</sup> floor and will become the showcase and new home for the Ampoule.

Mr Wong Wing Chee, Penfolds Ambassador Jamie Sach, and Ampoule glass artist Nick Mount will gather together at an exclusive media event and private dinner in Hong Kong today to celebrate the ownership of the significant wine art piece – one of only twelve handmade vessels in existence (each individually numbered). The remaining eleven Ampoules have been sold or allocated around the world, with number one taking pride of place at Penfolds spiritual home Magill Estate Winery.

Unveiled at a private dinner for 20 guests from around the world in Moscow, Russia on June 26 the Ampoule is a reflection of Penfolds winemaking heritage, innovation and artistic collaboration and delivers a ground-breaking work of art encapsulating a rare and significant wine, the 2004 Kalimna Block 42 Cabernet Sauvignon.

Gary Burnand, Penfolds Managing Director said, "We are delighted that the Ampoule will take pride of place in Mr Wong Wing Chee's flagship restaurant Dragon Seal in Hong Kong. The Ampoule is the ultimate reflection of our winemaking heritage, innovation and artistic collaboration delivering a ground breaking work of art and it is going to a great luxury home."

Among the wine cognoscenti, Hong Kong is the crucible of fine wine and it is the largest auction market for fine wine in the world, and the gateway to China. Following a move by the Hong Kong administration to remove a 40 per cent import duty on fine wine, auction houses including Sotheby's, Christie's, Bonhams and Acker Merrall & Condit now sell more wine in Hong Kong than in London and New York put together. To underline this geographical shift from the mercantile trading routes of Western Europe and the North Atlantic, Vinexpo Asia-Pacific recently held its busiest trade show in Hong Kong to date. More than 15,000 wine professionals from 28 countries converged on the enclave to talk wine and the business of selling it. The potential of Asia's wine market has drawn much global business attention in recent years. According to Euromonitor International wine sales in Asia reached US \$58.0 billion or 5.4 billion litres in 2011 up 72% and 56% respectively compared to 5 years ago.

The wine contained within the Ampoule the 2004 Kalimna Block 42 Cabernet Sauvignon has received praise from wine critics around the world and in 2011 was awarded the highest accolade of 100 points by James Suckling, the renowned U.S. wine critic.

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