

**For Immediate Release**

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## The Opening of a Asia Pacific Wine Hub

**Singapore - 27/11/2009** - Asia Pacific Wine Hub announces the opening of its storage facilities, THE CELLAR, a world-class wine-focused logistics hub, in Pioneer Road, south-west of Singapore.

With a specialized world-class beverage storage and logistics hub, producers or collectors are assured that stocks and precious wine collections are well stored in more than 100,000-square-feet of humidity, light and temperature controlled (12°C, 16°C or 24°C) storage space. A computerized inventory and warehouse management, with reliable and efficient distribution to the Asia-Pacific region, assures clients of the safety and accountability of stock movement.

Furthermore, wine stocks stored in Singapore reach customers fresh due to Singapore's unparalleled connectivity by air and sea as we are just 1-7 hours away by flight to any major city in Asia, 1-4 days by sea to Southeast Asia, 4-8 days to East Asia, and 7-14 days to South Asia. And this affords wine producers and distributors the benefit of reaching a population of more than 2.8 billion within a 7-hour flight radius.

This 100'000-square-feet wine logistics hub, with the propensity to grow more than 3 times its capacity in the same premises, is poised to serve the S\$4.5 billion<sup>1</sup> wine business in Asia Pacific, helping wine producers reach a 2.8-billion population in Asia alone.

"We are excited about the new capabilities that Asia Pacific Wine Hub is developing in Singapore with its dedicated wine hub," said Mr Kelvin Wong, Director, Logistics, Singapore Economic Development Board. "Leveraging Singapore's specialized supply chain solutions, logistics connectivity and global talent pool, Singapore presents a strategic home-base for both wine and logistics companies that seek to grow their business in Asia."



The Opening Ceremony

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THE CELLAR's position in Singapore means that producers cut short their time of fulfilling their orders from cellars to the Asia Pacific retailers. Shipments from Latin America take typically 3 months, and Europe 1 month. If the stocks are already in Singapore, it is just 1-7 hours away to any major city by flight and the stocks reach customers fresh within 2 to 14 days by sea freight. This potentially reduces the cost of operation and increases efficiency of service as Singapore is also globally recognized and ranked as "No. 1 Logistics Hub" by the World Bank. Singapore, being free of natural disasters, means that clients can feel safe when storing their prized wine investments here.

Asia Pacific Wine Hub picks and packs in pallets and re-distributes to this region. Beverage buyers in this region do not need to be then intimidated by the need to purchase in large containers but are given the choice to consolidate different labels in this Hub. Just-in-time services then become possible even for beverage from places far away and the short turn-around time ensures the freshness of the stocks.

A re-labeling facility is made available to serve different markets which require the back labels of products to conform to national standards. Now, all the producers need to do is to provide the design, inform the Hub and the re-labeling will be done before the products are re-distributed to countries in this region.

Elaborating on its future stages of developments, Asia Pacific Wine Hub's chairman, Mr Tan Yeow Khoon said,

"In the next phase of development, we have THE EXCHANGE, where we target to showcase more than 10'000 different labels for buyers to view and taste wines all year round. Distributors and wineries all over the world can use THE EXCHANGE to connect and conduct their business dealings with buyers all year round to reach a market of a 2.8-billion population in Asia."

All these investments are in place to offer a new dimension to the beverage world with well-integrated services all under a single roof, providing not only solutions to beverage storage and logistics, but also marketing and education needs.

The opening ceremony was followed by the tasting of Bordeaux 2005, co-organized by The Wine Review, featuring wines like *Domaine de Chevalier Blanc*, *Domaine de Chevalier Rouge*, *Château Petit-Village*, *Château Brane-Cantenac*, *Château Figeac*, *Château Montrose*, *Château Léoville-Barton*, *Château Pichon-Longueville Baron* and *Château Suduiraut*. Vintage 2005 will go down in history as one of the greatest of all times.

Special guests from Bordeaux who graced the event were Madame Anne BERNARD of *Domaine de Chevalier*, Madame Corine CONROY of *Château Brane-Cantenac*, Mrs Lilian BARTON-SARTORIUS of *Château Léoville-Barton*, and Monsieur Nicolas GLUMINEAU of *Château Montrose*.

Guests were treated to this tasting, a cocktail reception and a tour of THE CELLAR.

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Never before has the industry seen such a comprehensive service-provider which offers specialized storage, logistics services, a marketing platform and wine education all under one roof.

This event marks the first milestone of Asia Pacific Wine Hub setting up its facility that comprehensively serves the beverage business. With its unique position, Asia Pacific Wine Hub is positioned to take the beverage business to greater heights and breadth. It, further, works to attract more businesses into Singapore and there could be potential spin-offs in other businesses when Singapore is made the gateway between beverage-producing countries and their Asia-Pacific markets.



1: [www.decanter.com](http://www.decanter.com)

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#### ABOUT ASIA PACIFIC WINE HUB PTE LTD

More than just supplying well-integrated and specialized storage and logistics solutions from cellar to retail shelf, Asia Pacific Wine Hub Private Limited, a subsidiary of Soon Hock Holdings Pte Ltd, also provides a platform for beverage to be more efficiently handled and marketed in Asia Pacific and professional beverage education and training. And its fully-computerized storage facilities have the propensity to grow to more than 450'000 square feet. Asia Pacific Wine Hub efficiently reduces the gap between beverage producers and consumers in Asia Pacific.

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