China 6 - shopping areas

11 May 2010 by Jancis Robinson

This is the last of our series of six pictorial reports on the current state of the wine market in China based on photographs taken by lawyer Nick Bartman during a five-week tour of China. Tomorrow, we'll publish news of what he proposes to do to help wine producers to protect themselves and the image of their products in today's China.

But today we present not pictures of fake or fraudulent bottles and accoutrements but evidence of just how seriously wine retailing is being taken in China.

As he says, 'These pictures tell the story of how fast the wine market is developing in China. This international wine street in Qingdao is interesting as it is one whole road assigned by local government for the development of the wine market, both wholesale and retail.'

'Even the sidewalks on either side of the road have these special paving stones.'

'Then in Guangzhou there was one giant wholesale market area with nothing but wine shops, also some with their paint stripper rice wine, but mostly grape wine. In fact the sign above the market says 'food', because it was erected before they brought wine dealers in, but they are changing that to a wine sign shortly.'

'The point is it all goes to show the push the Chinese are applying to the wine business; great tax is earned too since it is 50% by value on imported wines.'