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Distribution of Beelgara Products in China

Beelgara, a producer of high quality Australian wines has announced its partnership with Shanghai Tohzen Trading Co., Ltd. (Tohzen).

The Beelgara winery is located in Australia's Riverina region and was originally built in 1930. Since then, it has grown from a small winemaker into a 10,000 tonne facility and specialises in the production of premium Australian wines. While Beelgara has a rich resource in quality fruit from local vineyards, it also sources cool climate parcels of wine from Clare Valley, Adelaide Hills, Coonawarra and Yarra Valley to provide a true Australian offering.

Beelgara's brands have previously been distributed in China by French Wine Paradox, but will now be exclusively distributed via Tohzen throughout China, excluding Hong Kong, Macau and Taiwan.

Paul Mann, COO of Beelgara commented "Beelgara has been involved in the Chinese market for the last eight years, successfully selling to the expat community. We look forward to introducing the Chinese consumer to the quality and enjoyment of Australian wines through our partnership with Tohzen."

Tohzen is a subsidiary of the Tohkin Group and is also directly linked to Totole, a Joint-Venture with Nestle, through the company's founder Mr. Rong Yaozong. Utilizing the company's network of more than 70 branch offices distributing out to more than 1,500 cities across China, Tohzen is a national wine distributor providing high quality imported wines to retail outlets and restaurants in Tier 1-5 cities across China.

Tohzen General Manager Matthew Rouse said "We are very excited about our partnership with Beelgara as they bring a great passion and quality to the business that allows us to introduce some of the best value for outstanding varietals from anywhere in the world directly to consumers in every major city across China."

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