



IWBI 2025

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

Core Team Member: Angel Huang, Diana Zeng,

Jennifer Gao, Nia Xu, Win Yang

Team supervisor: Dr. Crystal Shi

Penglai, Shandong, China

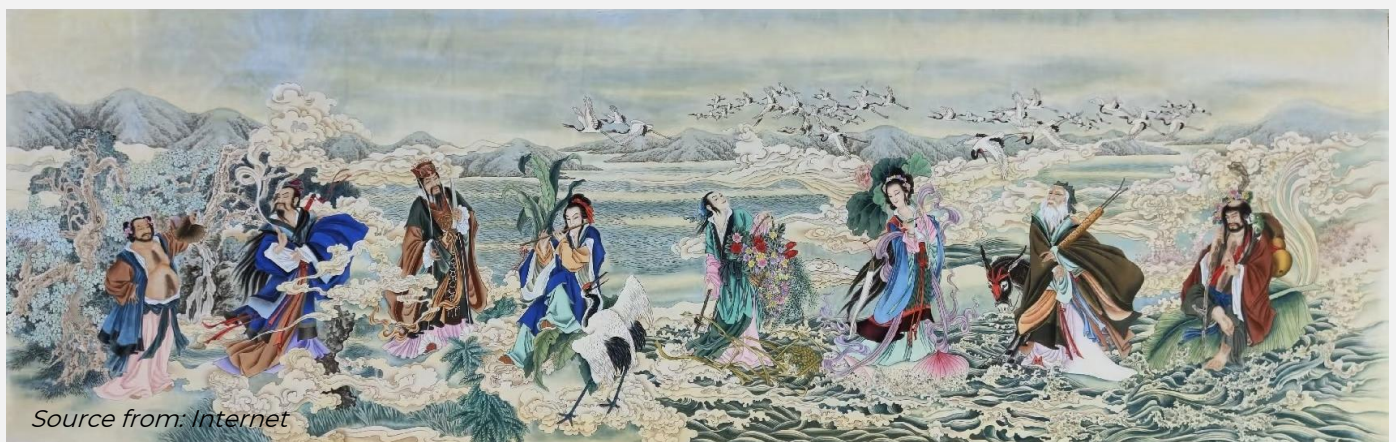


八仙过海，各显神通

“When eight immortals crossed the sea,
each showed their own magic.”

In Chinese legend, the tale of the Eight Immortals Crossing the Sea originates from Penglai.

A mythical coastal land once believed to connect heaven and earth. Today, Penglai's coastal light and sea mist still whisper the legends of the immortals.



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Our Team's Inspiration

Penglai, on the northern coast of Shandong, has a deep connection with wine in both legend and history. As early as the Han Dynasty, this land was known in Chinese mythology as the home of the Eight Immortals — a symbol of balance between humanity and nature.

Centuries later, it became one of the first places in China to explore **modern winemaking**, earning its title as “the birthplace of China's maritime wines.”



Source from: Internet

Today, our team continues this dialogue **between tradition and innovation**.

At 37.5 ° N, where sunlight meets sea breeze, we craft wines that express the light and quiet strength of Penglai's coast.

Respect Nature. Understand Terroir. Intervene Less.

Every bottle carries the rhythm of the sea and the spirit of this land.

Our Team Member



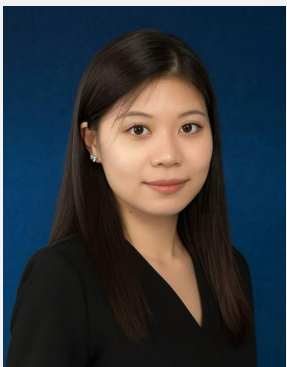
GM & Wine Maker : Angel Huang

I'm Angel with 15+ years in branding and communications. I bring strategic vision and creative precision to winemaking. As the founder of three wine and craft-beer bars, I understand how stories connect to real consumer experiences. Certified WSET Level 3, FWS, and SWS, I merge brand insight with technical depth to shape Mirage Vineyard's wines — authentic, expressive, and rooted in China's coast.

From brand builder to winemaker — translating stories into taste.

Finance Manager: Diana Zeng

I'm Diana and I'm the Financial Manager of the Mirage Vineyard. I hold the WSET level 3 certification, and I'm progressing in WSET level 4 diploma. I used to work as a sommelier at Wynn Palace and now I am employed at a wine trading company. I have very strong connections with hotels, restaurants and wine distributors, and I am familiar with finance knowledge related to wine.



Sales Manager : Jennifer Gao

I'm Jennifer, and I have a passion for wine and committed to customer service.

As Sales Manager for the "Fata Morgana Rosé" program, my core mission is to bring this storytelling and unique terroir of Chinese wines to young consumers and to establish it as an iconic brand representing the lifestyle of a new generation.

Brand Manager: Win Yang

I'm Win. With years of experience in branding and marketing at leading corporations, I specialize in crafting impactful strategies for lifestyle and wine brands. Certified with WSET Level 2 in Wines, I excel at connecting storytelling with consumer engagement, driving brand visibility and market growth through creative campaigns.



Market Intelligence Manager: Nia Xu

I'm Nia and currently pursuing a Master's degree in International Wine Management at The Hong Kong Polytechnic University. I also hold the WSET Level 2, which has provided me with a strong foundation in global wine regions and grape varieties.

My main focus is on market research and consumer insights within the wine and beverage sector. I'm particularly interested in how branding, culture, and sensory perception influence purchasing decisions among emerging wine consumers in Asia.

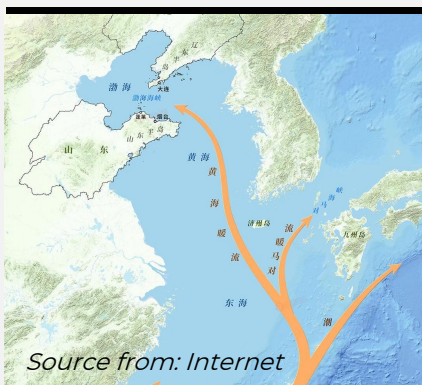
Our Winemaking Region



The Distinct Coastal Wine Region of Penglai, Shandong

Located at latitude **37.5 ° N** on the eastern tip of the Shandong Peninsula, Penglai is recognized as **one of the world's seven great grape coasts** — alongside Bordeaux, Tuscany, Napa Valley, Cape Coast, Margaret River, and Chile's Central Coast.

Shaped by the Bohai and Yellow Seas, the region enjoys a warm-temperate maritime monsoon climate with **2,536 hours of sunshine**, an accumulated temperature of **4,325 ° C**, and a **frost-free period of 218 days**.



Maritime Terroir

A three-sided coastal landscape shaped by the Bohai and Yellow Seas, where morning mist and steady sea breezes create a distinct “maritime freshness.”

Golden Latitude

Embracing the same world-class coastal regions, offering balanced sunlight ($\approx 2,600$ hours/year) and mild temperatures ideal for slow ripening.

Sustainable Balance

Minimal intervention, biodynamic soil management, and natural grass cover reflect Mirage Vineyard's philosophy of harmony with nature.



Source from: Internet

Soil Type and Topography

Penglai's vineyards grow on brown sandy loam over weathered marl and sandstone, with marine sediments rich in minerals such as potassium and calcium. The slightly alkaline pH (~7.6) enhances minerality and aromatic lift. Well-drained yet moisture-retentive soils allow deep roots and balanced ripening, producing wines marked by elegant saline freshness—a quiet echo of the nearby sea.

Climate Characteristics

At 37.5 ° N, Penglai enjoys a mild maritime climate with ≈2,600 hours of sunshine, 650–750 mm rainfall, and harvest from late September to early October. Morning fog and afternoon sun create the “Penglai Mirage Effect,” where grapes ripen slowly, developing refined acidity, sea-breeze freshness, and a natural balance of smoothness and harmony—the signature of China's coastal wines.



Source from: Internet



Source from: Internet

Viticulture and Sustainability

Mirage Vineyard practices sustainable coastal viticulture, with cover crops and natural grasses protecting soil biodiversity. Minimal tilling and no herbicides preserve soil health, while canopy management balances sunlight and humidity. Grapes are hand-harvested and fermented with native yeasts. Guided by biodynamic principles, compost and volcanic rock powder (BD500) enhance soil vitality—creating a resilient coastal ecosystem that defines the freshness and purity of our wines.



Our winemaker Angel Huang was born in a coastal city in southern China, where the air is always humid and scented with salt.

The sea taught her to move with the tide —
to respect the wind, the water, and the rhythm of the seasons.

With over fifteen years in branding and a deep love for travel and art, she sees wine as **a medium of expression**, where place, culture, and emotion converge.

As she studied and worked in the wine industry, Angel realized that **Chinese wine is still searching for its own voice**. We often speak of terroir, yet rarely do we pause to truly listen to the land. When she first arrived in Penglai and saw the sea fog and sunlight weaving across the vines, she knew she had found the answer, **the voice of China's eastern coast**.

At Mirage Vineyard, she follows a philosophy of minimal intervention: native yeasts, gentle fermentation, and natural balance. Each bottle is **a fragment of nature**, shaped by the wind and touched by the sea.

Our Winemaker

Our Winery

▣ *Maritime Microclimate*

Perched on the eastern slopes of Penglai, Mirage Vineyard is one of the few Chinese wineries whose vines face the sea.

Morning fog and cool sea winds shape a slow, balanced ripening, preserving freshness and acidity. This daily rhythm of mist and light gives the wines their coastal brightness and quiet depth.

▣ *Coastal Soil & Minerality*

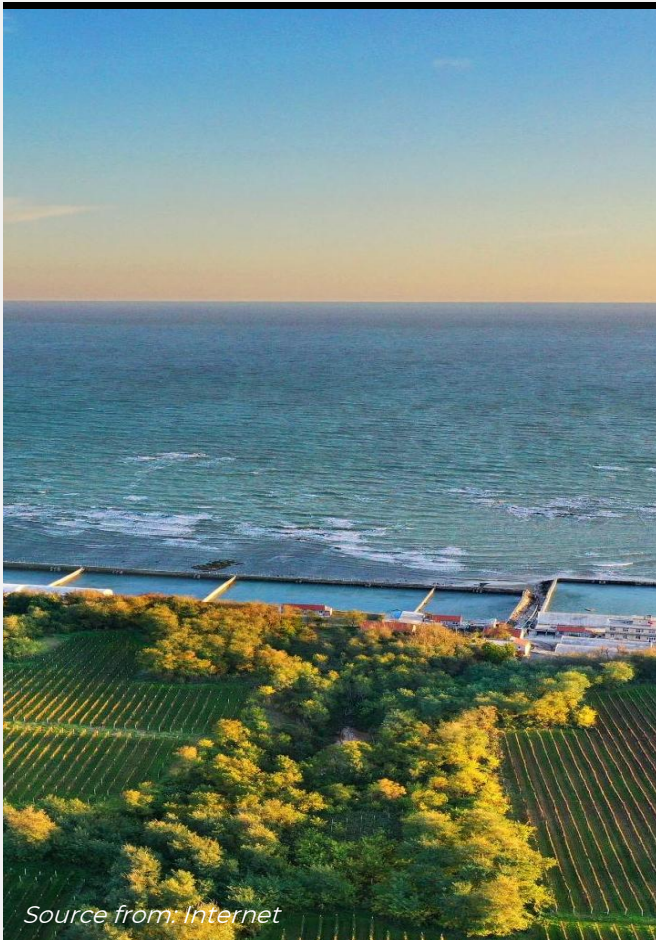
Vines root in brown sandy loam over weathered sandstone and marine sediments rich in potassium and calcium. The slightly alkaline soil (~pH 7.6) drains freely yet retains subtle moisture, encouraging deep roots and complex mineral uptake.

Each vintage carries a gentle brine note — as if the ocean itself whispers through the vines.

▣ *Minimal-Intervention Craft*

At Mirage Vineyard, winemaking follows the rhythm of the coast — patient, precise, and pure. Grapes are hand-harvested at dawn, gently pressed, and fermented with native yeasts to retain freshness and texture.

No fining, minimal filtration, and low sulfites ensure the wine speaks naturally — calm as the sea, bright as the sun.



Source from: Internet



Where Stillness Meets Spark.

Born from the rhythm of sea
light, mist, and wind.

Our Wine

Inspired by the mirage phenomenon of Penglai, Fata Morgana Pét-Nat Rosé **redefines** China's coastal winemaking identity. Crafted through the Méthode Ancestrale, it combines modern precision with natural spontaneity, offering a sparkling style that captures the rhythm of the sea.

This wine represents a **new direction for Penglai**: a naturally sparkling rosé that expresses freshness, finesse, and the quiet beauty of maritime China.



Blend: 70 % Chardonnay | 30 % Cabernet Franc

Chardonnay: provides citrus brightness, tension, and elegant minerality drawn from sandy-loam soils rich in marine sediments.

Cabernet Franc: contributes delicate red-fruit notes and structure, refined by the cool coastal breeze.

The result is a wine with soft effervescence, refined acidity, and a subtle saline finish — a natural echo of the Bohai Sea.

Grape Composition & Style



Planted on sea-facing slopes in Penglai, Mirage Vineyard benefits from steady ocean breezes and mineral-rich sandy loam over weathered sandstone. The well-drained, slightly alkaline soil supports deep roots and natural vine balance.

Sustainable practices include cover crops, no herbicides, and precise canopy control to optimize sunlight and airflow. The mild maritime climate allows slow, even ripening, preserving bright acidity and coastal freshness. Hand-harvested at peak maturity, the grapes express the elegance and vitality of China's eastern coast — where stillness meets spark.



Source from: Internet

Viticulture and Vineyard Management



Blending Process

Fata Morgana Pét-Nat Rosé blends 70% Chardonnay and 30% Cabernet Franc, harvested from coastal vineyards in Penglai between late August and early October. Cabernet Franc is direct-pressed after 1–2 hours of skin contact for a pale hue and delicate red-fruit tone, while Chardonnay is whole-bunch pressed to retain purity and natural acidity.

Fermentation & Barrel Maturation

Fata Morgana Pét-Nat Rosé blends 70% Chardonnay and 30% Cabernet Franc, harvested from coastal vineyards in Penglai between late August and early October. Cabernet Franc is direct-pressed after 1–2 hours of skin contact for a pale hue and delicate red-fruit tone, while Chardonnay is whole-bunch pressed to retain purity and natural acidity.



Bottle Fermentation Méthode Ancestrale

After primary fermentation reaches around 15–18 g/L of residual sugar, the wine is bottled unfiltered to allow fermentation to complete naturally in the bottle. This single-fermentation process creates gentle, persistent effervescence as remaining sugars convert to CO₂ under natural pressure. No secondary fermentation, fining, or filtration is applied. The bottles rest 3–4 months on lees to integrate texture and develop subtle brioche and saline notes. The result is a naturally sparkling rosé with creamy mousse, lifted acidity, and the quiet imprint of Penglai's sea breeze and sunlight.



Style

Dry Rosé Pét-Nat | Alcohol: 10.5% ABV

Sources from: Internet

Tasting Notes

Appearance

A delicate blush pink with coral reflections and a fine, lively mousse. Slight natural haze reveals its unfiltered, artisanal origin.

Nose

Expressive yet refined, opening with wild strawberry, white peach, and pomelo zest, layered with rose petals and a touch of sea breeze minerality. Gentle autolytic tones of brioche and cream emerge after a few swirls.

Palate

Fresh and vibrant, balancing bright acidity with soft bubbles and a smooth, saline texture. The palate unfolds with red currant, citrus peel, and subtle spice from barrel-aged components, carried by a graceful mineral core.

Finish

Lingering and pure, echoing notes of grapefruit and wet stone — a quiet resonance of Penglai's coastal light and rhythm.



Food Pairing



Spicy Hotpot

The bright acidity and delicate mousse of Fata Morgana cut beautifully through the richness of spicy hotpot broth, refreshing the palate between bites of beef or duck blood tofu.



Yunnan & Guizhou Bistro

Herbal and aromatic dishes — such as lemongrass chicken, lime-marinated fish, or pickled chili vegetables — highlight the rosé's citrusy lift and subtle saline touch.



Shandong Mackerel Dumplings

A nod to the wine's birthplace — Penglai. The ocean-fresh flavor of mackerel echoes the rosé's maritime minerality, while its delicate mousse elevates the dumpling's texture.



BBQ

Lightly grilled seafood, chicken skewers, or glazed pork belly pair beautifully with Fata Morgana's refreshing acidity and gentle sparkle. The wine's juicy red-fruit character and low alcohol (10.5% ABV) keep the palate fresh even through smoky, savory flavors.

From the coast to the table — Fata Morgana pairs the rhythm of the sea with the spice of modern China.

Sources from: Internet

Our Concept

MIRAGE VINEYARD FATA MORGANA PÉT-NAT ROSÉ

Mirage:

Mirage Vineyard draws inspiration from Penglai's ancient legend — a fairyland rising above the Bohai Sea.

Myths speak of three floating mountains where immortals roamed freely, making Penglai a timeless meeting point between the human and the divine.

Fata Morgana:

Fata Morgana means “mirage above the sea” in Italian — an illusion where light makes distant ships and islands appear to float.

In Western legend, she is the enchantress of King Arthur's tales; in the East, Penglai's sea mirage reveals a celestial realm where the Eight Immortals crossed the sea.

This name bridges two worlds — Western illusion and Eastern myth — symbolizing light, sea, and the freedom of imagination.

Fata Morgana Rosé was born from this meeting of cultures: a coastal Chinese wine with a youthful, global spirit.



Front Lable



187ml

FATA MORGANA PÉT-NAT ROSÉ
MIRAGE VINEYARD

ALC. 10.5% BY VOL.

Design Concept

The Art of the Sea and the Vine

We collaborated with Zhou Zhouyu, a contemporary Chinese artist known for her poetic cloud paintings. Inspired by the drifting clouds above our vineyard, her artwork captures the sea mist and sunlight of Penglai's coast — a fleeting mirage between sea and sky. In the upper corner, a small angel appears — not religious, but a symbol of connection between East and West, tradition and imagination. This is the spirit of Fata Morgana: born on China's eastern shore, created for a new global generation.



U.S. Back Lable



MIRAGE VINEYARD FATA MORGANA PÉT-NAT ROSÉ

Crafted by **Méthode Ancestrale Natural fermentation**, this naturally sparkling rosé of **70% Chardonnay** and **30% Cabernet Franc** shows freshness, minerality, and a hint of sea air – a taste of China's eastern shore.

ALC. 10.5% BY VOL.

BOTTLED BY MIRAGE VINEYARD

PENGLAI COAST, YANTAI, SHANDONG, CHINA

CONTAINS SULFITES

750 ML

GOVERNMENT WARNING:

(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



China Back Lable



幻光泡泡



品名：自然起泡桃红葡萄酒

执行标准：GB/T 15038

食品生产许可证编号：SCXXXXXXX

原料：葡萄（霞多丽、品丽珠）

食品添加剂：偏重亚硫酸钠

采摘年份：2024

生产日期 / 批号：见瓶身喷码

贮存条件：避光、通风、12 - 18° C 恒温保存

装瓶方：幻海仙园（Mirage Vineyard）

地址：中国山东省烟台市蓬莱区沿海路 XXX 号

电话：0535-XXXXXXX

含亚硫酸盐

饮酒提示：过量饮酒有害健康，孕妇及儿童不宜饮酒

酒精度：10.5%vol

净含量：750 毫升

原产国：中国（山东省）





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Why 750ml?

- Designed for sharing — ideal for restaurants, wine bars, and gifting occasions.
- Highlights the craftsmanship and aging potential of the Pét-Nat style.
- Strengthens brand presence on-shelf and builds recognition through visual impact.
- Complements the 187ml size to serve both tasting exploration and social enjoyment occasions.



Why 187ml?

- Fits the lifestyle of young, spontaneous, and health-conscious drinkers.
- Encourages “small-moment enjoyment” — perfect for picnics, seaside walks, or casual gatherings.
- Keeps wine fresh and approachable, ideal for first-time Pét-Nat drinkers.
- Portable, shareable, and sustainable — a modern way to enjoy rosé.

A smaller bottle, a bigger invitation to explore.



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Our Mission

To craft wines that authentically express China's coastal terroir through nature, artistry, and minimal intervention.

With Fata Morgana Rosé, we aim to reinterpret Eastern elegance for a global audience, bridging tradition and modern lifestyle in every bottle.



Our Vision

To establish Mirage Vineyard as a new symbol of China's maritime winemaking culture that embodies both craftsmanship and imagination.

We envision a future where the world recognizes the beauty, purity, and creative spirit of China's Eastern coast through our wines.



Sources from: Internet

Our Goals

Year 1

25,000 cases,
with gross margin of
\$ 1.49 million

Through strategic launch in two core markets: **Chinese mainland and HK (17,500 cases)** and the **U.S. (7,500 cases)**. In China, focus on first-tier cities with a growing rosé culture. In the U.S., establish a presence in key metropolitan areas known for lifestyle and wine consumption. The primary goal is to build initial distribution channels and generate early brand awareness.

Year 3

Expected 15%-20% per Year growth to **35,100** cases, with gross margin of \$ 2.1 million

The growth is driven by deepening our brand presence in existing markets. We will achieve **25,000 cases in Chinese mainland and HK** and **9,900 cases in the U.S.** This will be accomplished through sustained marketing efforts, strengthening distributor relationships established in Year 1, and initiating our brand community program to build a loyal customer base.

Year 5

Expected 15%-20% per year growth to **49,000** cases, with gross margin of \$ 3 million

Maintain strong growth momentum to achieve **36,000 cases in Chinese mainland and HK** and **13,000 cases in the U.S.** Our confidence stems from two key drivers:
1) Accelerated expansion into new high-potential cities in China.
2) The maturation of our Direct-to-Consumer (DTC) sales channel, leveraging our member's club to significantly increase purchase frequency and average order value.

The profit in Year 1 is broke-even, as well as re-invest the margin to build brand and new product line's presence, through sufficient marketing and sales supporting. Then from Year 3 to Year 5, is expected to be positive of profit.



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Market Research



Global Wine Market Overview

The global wine market was valued at USD 515.1 billion in 2024 and is projected to reach USD 812.78 billion by 2030, with a **CAGR of 8.1% from 2025–2030** (Grand View Research, 2024). However, global wine production fell to 225.8 million hectoliters, the lowest in 60 years, reflecting the impact of climate change and economic pressures (OIV, 2024).

Pét-Nat (Pétillant Naturel): Naturally fermented sparkling wine with minimal intervention and no filtration, emphasizing “natural,” “healthy,” and “artisanal.” The global Pet-Nat market was valued at USD 1.18 billion in 2024 and is expected to reach USD 2.66 billion by 2033, with a **CAGR of 9.2%** (Growth Market Reports, 2025).

Global Supply Dynamics

Climate change has caused frost damage, drought, and disease in traditional regions (France, Italy), reducing production (OIV, 2024; Climate Cosmos, 2025). Meanwhile, emerging regions are rising:

- California embraces low-alcohol and Pet-Nat trends, launching canned sparkling wines to attract younger consumers (Tastewise, 2025).
- Tasmania uses Méthode Traditionnelle to produce premium sparkling wines comparable to Champagne, highlighting its cool-climate advantage (Young Gun of Wine, 2025).
- Wineries are promoting organic and low-carbon certifications to align with sustainability trends (SevenFifty Daily, 2024).

Consumer Demand Shifts



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Global rosé sparkling wine sales grew 12% in the U.S. and 15% in China, with Asia showing the fastest growth (Global Growth Insights, 2025). Young consumers (ages 21–35) prefer low-alcohol, organic wines for social occasions and are heavily influenced by social media—52% of Gen Z purchase wine based on influencer recommendations (WineBusiness, 2025).

Market Strategy

Our strategy focuses on the U.S and China, positioning the product as a rosé sparkling wine for **young consumers (21–35)**, emphasizing social occasions, cultural value, and aesthetic design. Below is the 7P framework:

Product

Pét-Nat Rosé from Shandong Penglai, 187ml bottle, naturally fermented, low-alcohol, organic-certified, ideal for single-serve and social occasions.

Price

Mid-to-premium positioning, USD 14.05 per 187ml, with seasonal editions and collaborations.

Place

Omni-channel distribution via Tmall, JD, Douyin, Meituan in China; Amazon and boutique venues in the U.S.

Promotion

Social media campaigns on Xiaohongshu, Douyin, Instagram, TikTok with #RoséMoment and influencer collaborations.

People

Target Millennials and Gen Z, leveraging lifestyle partnerships to build engagement and loyalty.

Process

Seamless e-commerce and delivery experience, plus wedding and event customization.

Physical Evidence

Premium design with sustainable materials and cloud-themed label reflecting Shandong coastal culture.

Our First Targeted Market:

Chinese Mainland & Hong Kong

Market Overview:

China's wine imports reached USD 1.59 billion, with an annual growth rate of 37.2% (World's Top Exports, 2024). While red wine remains dominant, sparkling and low-alcohol wines are growing rapidly, with rosé sparkling wine sales increasing 15% annually (Wine Intelligence, 2024). The mainstream price range is similar to the U.S. (USD 25–75 for 750ml), but 187ml bottles are more popular in China for delivery and single-serve occasions.

Consumer Preferences:

Young Chinese consumers seek youthful branding, innovative flavors, and social attributes. They prefer **sparkling wines** for festivals, weddings, and delivery gatherings, **drinking 2–4 times per month**, and value aesthetics and shareability.

Sales Channels & Promotion:

- Social Media: Xiaohongshu for lifestyle-driven content; Douyin for unboxing and food pairing videos (Wine Intelligence, 2024).
- E-commerce: Tmall and JD dominate wine sales; brands leverage live-streaming for conversions and launch limited editions during key events (Statista, 2024).
- Delivery Platforms: Meituan and Ele.me include premium wines in food delivery options for instant consumption (IWSR, 2024).

Persona



The Lifestyle Seeker

– Li Na, living in Shanghai, working as a marketing executive



Generated by AI

- Demographics: Age 29, female, income ¥200,000 per year
- Current product preferences: Sparkling wines and rosé for social occasions
- Wine-buying behaviors: Buys wine via Tmall and JD, influenced by Xiaohongshu and Douyin content; prefers convenient delivery options
- Pain points: Limited access to trendy, visually appealing wines that align with her lifestyle

The Event Planner



– Chen Wei, based in Beijing, wedding planner

- Demographics: Age 35, male, income ¥300,000 per year
- Current product preferences: High-quality sparkling wines for weddings and events
- Wine-buying behaviors: Sources wine through wholesale distributors and premium e-commerce platforms; attends bridal fairs
- Pain points: Lack of unique, Instagram-worthy wine options for weddings



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Our Second Targeted Market: The U.S.

Market Overview:

The U.S. is the world's largest wine importer, with USD 7.1 billion in imports in 2024 (World's Top Exports, 2024).

Sparkling wine continues to grow, with rosé sparkling wine sales increasing 12% annually (Global Growth Insights, 2025).

Mainstream price range: USD 25–75 for 750ml, with strong growth potential in the premium segment (Wine Lister, 2025).

Pet-Nat is trending in urban markets (New York, Los Angeles), driven by natural fermentation and low-intervention appeal.

Consumer Preferences:

Young U.S. consumers favor low-alcohol, organic wines with strong brand stories, prioritizing quality over cheap options. Common occasions include weddings, brunches, and social gatherings, with drinking frequency of **1–2 times per week** (WHO, 2025).

Marketing Channels & Promotion:

- Social Media: Instagram and TikTok dominate wine marketing, leveraging high-quality visuals and lifestyle content (WineBusiness, 2025).
- Micro-Influencers: Lifestyle bloggers with 1K–10K followers significantly boost trust and engagement (Highway 29 Creative, 2025).
- Foodservice: Boutique cafés and restaurants offer sparkling wine pairings; wedding planning platforms favor visually appealing wines (Tastewise, 2025).

Persona



The Social Millennial

– Emily, living in New York, working in tech



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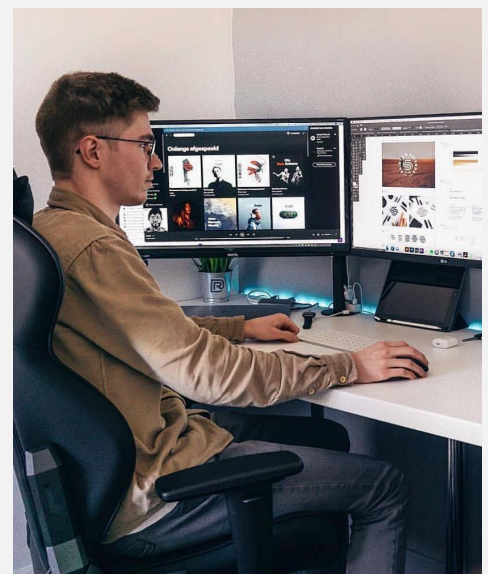
- Demographics: Age 32, female, income USD 50,000 per year
- Current product preferences: Low-alcohol, organic sparkling wines
- Wine-buying behaviors: Shops on Amazon and boutique wine stores; influenced by Instagram and TikTok trends
- Pain points: Few options that combine health-conscious features with stylish packaging

The Trendy Gen Z

– Alex, living in Los Angeles, freelance creative



- Demographics: Age 24, male, income USD 40,000 per year
- Current product preferences: Natural wines with strong brand storytelling
- Wine-buying behaviors: Buys wine online and through social media campaigns; follows wine influencers and lifestyle bloggers
- Pain points: Limited availability of Pet-Nat rosé in small, convenient formats



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Marketing Roadmap

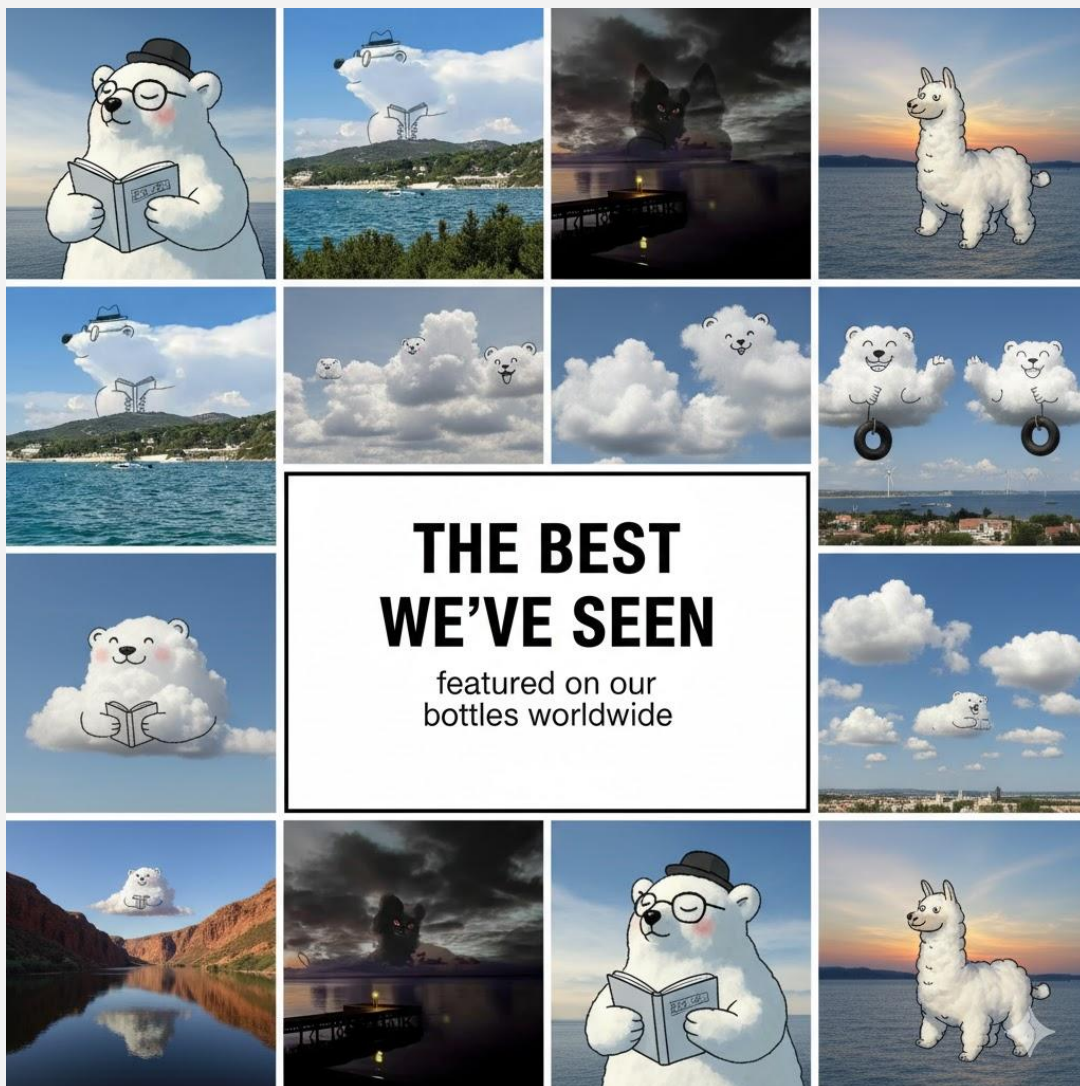
	<i>Phase 1</i>	<i>Phase 2</i>	<i>Phase 3</i>
Time Period	1–2 months pre-launch	1–3 months post-launch	4–6 months post-launch
Objective	Teaser	Launch	Sustain engagement
Content & Creative Idea	Release brand teaser videos, high-quality product images, countdown posters, and create buzz on social platforms	Launch #RoséMoment challenge, influencer unboxing videos, offline tasting events	Publish in-depth reviews and launch “ Paint the Clouds ” campaign, encouraging consumers to create art inspired by the cloud-themed label and share on social media
Channels (Online+ Offline)	Xiaohongshu, Douyin, Instagram, TikTok; Amazon pre-sale	Douyin live-streaming, Xiaohongshu posts, Instagram Reels, TikTok videos	Douyin, Xiaohongshu, Instagram, TikTok; Amazon limited-edition collaborations

Digital Campaign

Paint the Clouds

Led by our label artist Zhou Zhouyu, the Paint the Clouds campaign invites everyone to capture or create their own “cloud moments.”

Post your photos or art inspired by Fata Morgana Rosé with the hashtag #PaintTheClouds — your work could be featured on our social media or even future limited-edition labels. From the sky to the bottle — let every cloud tell a story.

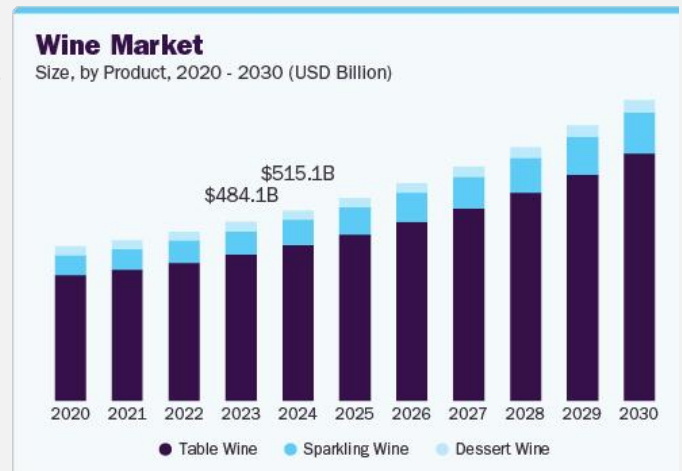


A playful campaign inviting young dreamers
to taste their own cloud.

Forecast of Opportunity

Market Size & Growth:

The global wine market will grow from USD 515.1 billion in 2024 to USD 812.78 billion by 2030, CAGR 8.1% (Grand View Research, 2024). Pet-Nat will expand from USD 1.37 billion to USD 2.8 billion, CAGR 10.6% (DataIntelto, 2025). Rosé sparkling wine will grow from USD 7.1 billion to USD 11.3 billion, CAGR 6.1% (Growth Market Reports, 2025).



Source from: <https://www.grandviewresearch.com/industry-analysis/wine-market>

Pét-Nat Rosé Segment Estimate:

Based on Growth Market Reports (2025), rosé accounts for 15–20% of Pet-Nat, making global Pet-Nat Rosé worth USD 0.42–0.56 billion by 2030. The U.S. and China represent 40–45% of global Pét-Nat consumption (DataIntelto, 2025), so their combined Pét-Nat Rosé market will be USD 0.17–0.25 billion by 2030.

Sales Targets & Market Share Forecast

- Year 1 (2026): 25,000 cases, revenue USD 5.13 million, 2~3% share
- Year 3 (2028): 35,100 cases, revenue USD 7.21 million, 3~4% share
- Year 5 (2030): 49,000 cases, revenue USD 10.06 million, 4~6% share

Pét-Nat Rosé combines two high-growth trends. While initial share is small, strong branding and omni-channel strategy can achieve 4~6% market share in the U.S. and China. within five years, generating USD 10.06 million revenue.

Competitive Analysis

Our market is composed of 50% from the Chinese mainland, 20% from Hong Kong and 30% from the United States.

The price for the dealer in Hong Kong is \$28.15. The price for the distributor in Chinese mainland is \$35.18. The dealer price in the U.S. market is \$40.

These prices precisely targeting the mid-to-high-end value segment of the international market. They are higher than that of ordinary table wines but more accessible than that of top chateaux wines, aligning with the current consumption trend of young consumers for "less but better" and their pursuit of high-end products.

01 Yellow Tail Rosé

Yellow Tail rosé and its series are often seen on the bestseller lists of major platforms like JD.com and Tmall in China.

03 Whispering Angel

Whispering Angel is a frequently sold and highly exposed rosé from Provence in Hong Kong, as shown in the lists of Watson's and Wine-Searcher.

05 La Marca Prosecco Rosé

Total Wine and Wine.com often list La Marca series as American best-selling sparkling wines, among which the small bottle/can packaging is popular in consumption scenarios.

02 Torres Rosé

On Chinese import e-commerce websites such as JD.com and Tmall, rosé wines from Torres/European small estates are predominant, with a high number of listings and popularity.

04 Miraval Rosé

Miraval is frequently recommended in the lists of Hong Kong Wine-Searcher and Watson's. It has high exposure due to its association with celebrities.

06 LYV Rose

The wine list of Total Wine and the "Best Sellers of the Month" chart show that several Provence series and LYV Rose are among the best-selling items.

Analysis of Chinese Mainland Market

In Chinese mainland, if the market is segmented well and the youth-oriented strategy is in place, rosé could become the second growth point beyond red wine. In terms of channels, online sales, social media, and live-streaming e-commerce will be important drivers for the growth of rosé. If the economic environment and consumer willingness recover, the overall Chinese wine market may stabilize, thereby providing a better external environment for the rosé subcategory.



Yellow Tail Rosé

\$8–\$21 (750ML)

Winery

Yellow Tail is a brand that is widely sourced (not from a single vineyard). It is characterized by "global purchasing + large-scale bottling", with diverse grape sources, emphasizing stability and cost-effectiveness.

Blending

It is usually easy to drink, with obvious fruit aroma, and available in sweet, semi-dry to semi-sweet options. It is made by using the de-coloring short-time maceration method or partial blending to achieve stable color and fruit aroma. The target consumers are for mass leisure and immediate drinking occasions.



Source from: Internet

Advantage

The price and recognition of Yellow Tail are its greatest moat, but the taste is common and the brand lacks a deep "origin story". We can emphasize the "terroir story" of being produced in an independent vineyard in Penglai, influenced by sea breezes and with a large temperature difference between day and night.



Torres Rosé

\$17–\$42 (750ml)



Winery

European brands like Torres often emphasize the selling point of being imported in their original bottles, highlighting the legal origin of the production area and the brand's history. This gives them an appeal of "authentic imported quality" to mainland Chinese consumers.

Blending

Mainly made from Garnacha/Grenache or local varieties, it is often dry or semi-dry. It emphasizes the balance between fruitiness and minerality/acid, and is positioned as a table wine.

Advantage

Torres' "imported and historical" products are barriers, but most of them are in 750ml bottles. Our 187ml single bottles and gift boxes are more suitable for "takeout, dates, solo gatherings, and gift-giving" scenarios. We can emphasize that they are "easier to sample and have a lower consumption threshold" as a high-quality local alternative (with shorter transportation distance and higher cost performance).

Source from: Internet

Analysis of HK Market

The overall wine market in Hong Kong has experienced fluctuations in recent years, but long-term forecasts still indicate a moderate growth (with a significant increase in market value predicted by 2030). During the period of 2023-2024, there was a notable adjustment and decline in imports and re-exports in Hong Kong, which will temporarily affect the circulation and availability of imported and high-end wines in the short term. Rosé remains a niche but "high-growth potential" segment in Hong Kong: global and Asian interest in rosé is on the rise, and rosé has a high appeal to younger and female consumer groups.



Whispering Angel

\$18–\$33 (750 ml)

Winery

This top-quality wine comes from the Provence region of France. It is a single appellation wine with a prestigious chateau background. The core selling point lies in the unique terroir of the region, featuring limestone soil and a Mediterranean climate.

Blending

Dry and elegant in structure, it is usually a blend of Grenache, Cinsault, and Rolle (Vermentino), emphasizing minerality and acidity. High-end sparkling or still rosés often use temperature-controlled fermentation and short maceration to achieve a pale pink color and delicate fruitiness.



Source from: Internet

Advantage

The strong brand and regional status of Whispering Angel set a high threshold. Our competitive approach does not lie in "replication", but rather in crafting "Penglai's maritime terroir" into a "gift/conversation piece" that appeals to the Hong Kong market, particularly in the context of Chinese banquets and gift-giving, while emphasizing a "more localized" narrative to attract high-end buyers who support domestic products.



Miraval Rosé
\$21-\$41 (750ml)



Winery

Both are renowned estates in Provence. The connection with celebrities (Hollywood/celebrity stories) is a strong selling point, and the region is highly regarded.

Blending

A typical dry rosé with good balance, often made from a blend of Grenache, Cinsault and Mourvèdre. It is carefully crafted with meticulous control over low-temperature fermentation and maceration.

Advantage

Miraval's celebrity and high-end image is popular in Hong Kong. Counter strategy: Emphasize "authentic origin traceability (Penglai vineyards), handcrafted/small batch, traceable quality control" and "cultural connection (Chinese-style gift boxes)", and set the price in a more affordable but still upscale range compared to Miraval, positioning it as "high value-for-money imported alternative" or "mid-to-high-end gift".

Source from: Internet

Analysis of the U.S. Market

The rosé market in North America has been expanding continuously in recent years. Institutional forecasts indicate that the rosé market will continue to grow during the 2024-2025 period. There may be short-term fluctuations, but the long-term trend is towards moderate growth and premiumization.

The trends of "year-round consumption", canned and small-bottle ready-to-drink, low alcohol and sparkling are significant. The proportion of canned and small packaging is increasing; premium rosé is growing faster in terms of value. Restaurants and bars remain important exposure scenes, but e-commerce and offline experience activities are promoting the recognition of new products.



La Marca Prosecco Rosé

\$10–\$20 (750 ml)

Winery

The Prosecco region in Italy, mainly featuring Glera, has Rosé as an extension of its sparkling wine range. It has a large production scale and strong distribution.

Blending

It features prominent bubbles and fruitiness, and is usually made through secondary fermentation (either in the bottle or in a tank). It is targeted at social and party consumption.

Advantage

La Marca has strong distribution and brand power. Our entry point is the differentiation of "Penglai, Shandong marine flavor", and the 187ml mid-capacity is convenient for positioning as "single afternoon, picnic, takeout". In the U.S. market, we can do small batch trials through e-commerce, and enter first in the form of "tasting sets".



Source from: Internet



LYV Rosé

\$12–\$30 (750ml)



Winery

Provence continues to dominate the high-end rosé market in the United States.

Blending

Dry, delicate and with an attractive bottle design, it is suitable for both table wine and gift markets.

Advantage

Provence rosé has been accepted in the U.S ,high-end market in terms of both aesthetics and taste. Our opportunity lies in the novelty of the Asian production area combined with a pricing strategy (\$13 for 375ml - perceived as \$6.50 per 100ml) to attract consumers who are eager to try something new. The U.S. market has a high acceptance of "innovation from New World production areas", and social media can amplify the "Penglai story".

*All prices are the regular retail prices for 750 ml bottles
(not restaurant prices)*

	<i>Conservative Price</i>	<i>Target Price</i>	<i>Premium price</i>
CN	US\$5.6 – 16.9	US\$16.9 – 42.1	US\$42.1 – 140+
HK	US\$12.6 – 23.2	US\$23.2 – 51.5	US\$51.5 – 257+
US	US\$10 – 16	US\$16 – 30	US\$40 – 150+

Source from: Internet

Communication Plan

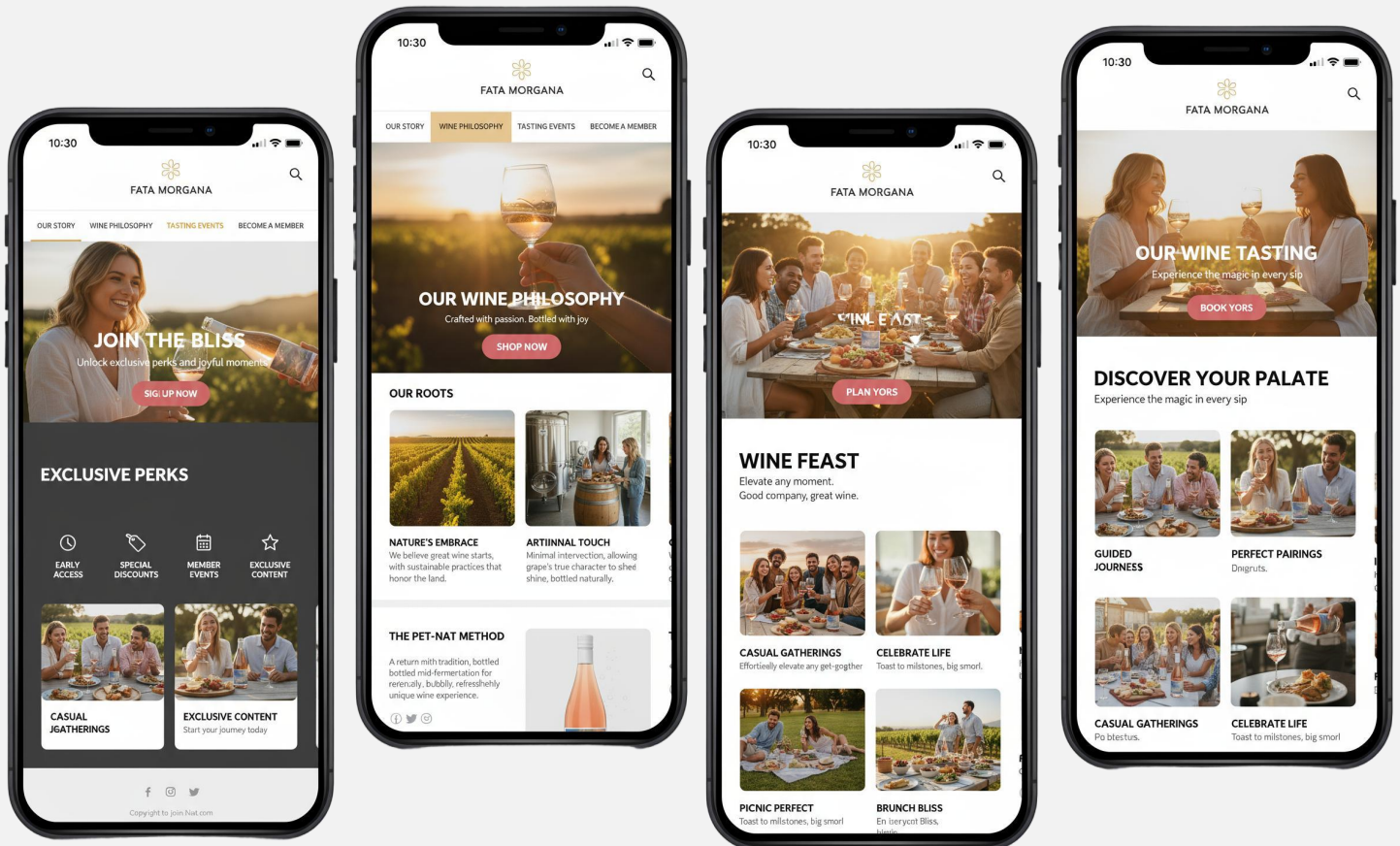


New Product Launch Planning

- When we launch a new product, we will hold a new product release event at the winery. We sincerely invite rosé wine lovers from all over the world to attend the tasting event and visit the winery. We have arranged for guests to enjoy the tasting and accommodation. During the accommodation period, guests can visit the vineyard, wine cellar, and the entire wine-making process, etc. The following is our web invitation.
- For more detailed information, please click the following link.
- <https://fata-morgana.my.canva.site>

Communication Platform

Website Design Concept



Generated by AI

- ❑ Minimalist and artistic visuals; with the theme of "mirage", presenting a bubble-like feel and coastal imagery.
- ❑ Module: Brand Story / Brewing Process / People and Lifestyle / Online Purchase.
- ❑ Add interactive walls, 3D bottle shape displays and virtual tasting experiences.

Sales Plan

Our strategic plan for 'Fata Morgana Rosé' is designed to penetrate key global markets and establish the brand as a lifestyle icon for young consumers. Our strategy is crafted with a two-phased approach, deploying distinct tactics for each region to address their unique cultural trends, consumer behaviors, and channel opportunities.

Five-Year Sales Plan

Our sales plan outlines a strategic five-year journey to establish "Fata Morgana Rosé" not merely as a premium rosé wine, but as a defining lifestyle icon for a new generation of consumers in the key markets of the United States and Asia (specifically Chinese mainland and Hong Kong SAR). The plan is structured in two phases: Years 1-2 focus on establishing a cult following and penetrating key trend-setting cities, while Years 3-5 concentrate on expanding our geographic footprint and deepening direct consumer engagement.

□ Year 1-2

Establishing a Cult Following and Core Market Presence

to build brand desire and secure placements in channels that define trends for our target demographic.

Strategic Actions:

01 Strategic Retail Partnerships

Secure placements in channels that resonate with young customers. This includes high-end supermarkets, wine shops and new retail models, focusing on creating visually appealing displays.

02 High-Impact Trade & Media Tastings

Participate in trend-focused trade shows like. More importantly, host exclusive tasting events in US for sommeliers, beverage directors and lifestyle media. The focus will be on the wine's unique story, Penglai terroir, and its perfect pairing with modern Asian cuisine.

03 Establish Hong Kong as a Showcase

Hong Kong's status as a free-trade port and a trend-setter for Southeast Asia to build initial brand prestige and prepare for future expansion.

□ *Year 3-5*

Expanding Geographic Reach and Deepening Consumer Engagement

to scale the success of Years 1-2, expand into new territories, and build a direct, loyal relationship with our consumers.

Strategic Plans:

01 Sales Development in Additional U.S. States

Expand sales efforts into other states with high wine consumption and vibrant youth culture, such as Texas (Austin), Florida (Miami), and Illinois (Chicago). Replicate the successful model of partnering with specialized local distributors.

02 Sales Development in Chinese mainland

Begin targeting inland cities with growing premium wine interest and a burgeoning leisure culture, such as Chengdu and Xi'an. Partner with local distributors who understand the region's trendy bistro and bar scene.

03 Strengthening Hong Kong as a Hub for Asia

Deepen partnerships with Hong Kong importers to use it as a strategic hub for distribution into neighboring Southeast Asian markets like Singapore, Thailand (Bangkok), and Malaysia. Target high-end hotel bars and modern restaurant groups in these capital cities.

04 Engaging Direct Customers Through Experiences

Themed Curated Events in collaboration with hotels to reach thousands of drinkers directly. Participate in key festivals and consumer-facing events. Create immersive "Fata Morgana" pop-up experiences in high-traffic lifestyle hubs, creating highly shareable social media moments.

05 Driving Sales Through Digital & Experiential Marketing

Collaborate with food, travel, and lifestyle influencers on Little Red Book, Instagram and TikTok to create aspirational content that integrates the wine into beautiful life scenes.

Distribution Channel Strategy

Our go-to-market strategy is to sell 90% of our wine through a three-tier distribution system: Winery → Distributor → Retail/Restaurant/Hotel. To achieve this, we will establish strategic partnerships with a select group of distributors who align with our brand ethos and have proven access to our target channels. We are not seeking mass distribution, but rather targeted, high-quality representation.

Our ideal distribution partner must have: a genuine passion for Chinese wine; a sales network covering trendy restaurants and boutique retail in first and second-tier cities; and a professional sales team with strong marketing capabilities. A prime example is a distributor like Torres China, which has a national sales network, long-term stable relationships with major high-star hotel groups, high-end restaurant chains, and boutique retail channels. Their team is professionally trained, understands the value of wine, and possesses robust logistics and warehousing capabilities.

Sales Plan for the Chinese Market

Target Market

We are targeting young customers, who pursue a high-quality, aesthetically pleasing lifestyle. These individuals are highly active on social media platforms like Little Red Book, Weibo, and TikTok. They are not just wine drinkers but lifestyle connoisseurs who value brand stories, visual appeal, and unique experiences. They are drawn to products that can be shared socially and are often influenced by Key Opinion Leaders (KOLs) and peer recommendations.

Primary Goal

Our primary goal in the China market is to establish 'Fata Morgana Rosé' as an lifestyle-defining brand for the new generation of Chinese wine drinkers and a leading premium rosé brand. The focus is on building brand desire and cultural relevance. We aim to sell 17,500 cases within the first year, with a projected annual growth of 15-25%. Furthermore, we plan to acquire 8,000+ new members for our brand community quarterly through a combination of online and offline channels.

Sales Strategies

A digitally-led strategy is key to achieve our objectives.

We will Collaborate with top-tier fashion, travel, and lifestyle KOLs on Little Red Book and TikTok to create authentic, visually compelling content that showcases 'Fata Morgana Rosé' in aspirational settings. Establish official flagship stores on major e-commerce platforms like Tmall and JD.com, leveraging platform-specific marketing tools and livestreams to drive sales. And utilize WeChat Official Accounts and private groups to nurture a loyal brand community, offering exclusive content, event invitations, and member-only promotions.

Point of Sale Support

We will work with independent wine shops, chain stores, and fine wine stores to enhance our retail presence. In restaurants and hotels, we will integrate our wines into engaging wine lists, offer by-the-glass options, and provide staff training.

Category	Examples	SKU
Independent Stores	Pudao -- premium retailer with a sophisticated clientele. Strong at communicating unique product features through expert-led tastings and content.	750ml 187ml
Chain Stores	Hema X Member Store -- premium supermarket for the new middle-class and young consumers. Ideal for seafood cross-merchandising and offers nationwide scalability. City'Super -- high-end supermarket chain in Hong Kong. Listing provides a quality endorsement and access to affluent, high-spending households.	750ml 187ml
Fine Wine Stores	The Fine Wine Experience -- a high-end wine shop known for its selection of premium wines and knowledgeable staff.	750ml 187ml
Restaurants	Ostra -- specialty seafood restaurant. The wine's minerality is a perfect match for oysters, appealing to a young, trend-conscious crowd with high social media potential. Bar COA & Leone(Hong Kong & Shanghai) -- Asia's Top 10 Bar. Can be sold by the bottle or featured in signature cocktails, offering channel flexibility. Ameigo Yun-Gui-Chuan Bistro -- refined bistro focusing on Southwest China cuisine, providing a novel and unique food pairing context.	750ml 187ml 187ml
Hotels & Lifestyle Communities	Aranya Community -- aesthetic-focused seaside community. Cooperate or sponsor its annual event by connecting the wine's marine notes with the coastal activities during summer holidays, W Hotel -- fashion-forward luxury hotel attracting a trendy crowd. The brand story and visual appeal align perfectly with the venue. Great for social media and co-branded events.	187ml
Mirage Winery Boutique Hotel	Winery Hotel -- direct-to consumer sales at the source. Maximized profit margins and provides invaluable, direct feedback from targeted customers for market strategy refinement.	750ml 187ml

Sales Plan for the U.S. Market

Target Market

Young wine enthusiasts. They are adventurous consumers interested in unique, artisanal products with a strong narrative. They frequent trendy restaurants, boutique bottle shops, and lifestyle hotels. They are active on Instagram and TikTok and look for products that reflect their personal brand.

Primary Goal

Generate 7,500 cases in sales within the first year, with an annual growth target of 15-20%. Establish "Fata Morgana Rosé" as a key player in the "artisanal import" and "premium rosé" category, capturing the interest of trend-setting consumers and sommeliers in key metropolitan areas.

Point of Sale Support

Category	Examples	SKU
Independent Stores	Astor Wines & Spirits -- trend-setting shops known for curated, artisanal, and often natural wine selections. A placement here signals authenticity and coolness, reaching the most influential young consumers.	750ml 187ml
Chain Stores	Total Wine & More -- A national chain with a vast selection. Essential for achieving scale and volume. Whole Foods Market -- health-conscious chain features a curated fine wine section that attracts consumers willing to pay a premium for quality and story.	750ml 187ml
Restaurants	Bonnie's / Woon -- these are buzzy, modern Chinese-American restaurants celebrated by young foodies and media. Pairing "Fata Morgana Rosé" with their innovative cuisine creates a culturally relevant and highly Instagrammable dining experience.	750ml 187ml
Hotels & Lifestyle Venues	Ace Hotel / The Hoxton -- not just hotels; they are cultural hubs for the young, with popular lobbies, rooftop bars, and restaurants. The Standard, High Line -- famous for its rooftop bar (Le Bain) and vibrant social scene. It's a prime location for summer rosé parties and brand activations targeting a fashion-forward, energetic crowd.	187ml

Promotional, Support & Educational Strategy

Promotional Plan (A Three-Phase Approach)

Phase 1: Generate Buzz & Desire	Phase 2: Convert Interest to Sales	Phase 3: Build Loyalty
Before mass availability, create hype within the target audience. Collaborate with lifestyle, food, and travel KOLs/influencers on Instagram, TikTok, and Little Red Book to create visually stunning content (e.g., "Tasting the Sea," "The Perfect Sunset Wine"). Secure endorsements from respected sommeliers and wine critics to build professional credibility.	As the product hits shelves, launch targeted digital campaigns. Partner with e-commerce platforms (like livestreams in China) for seamless purchasing. Implement in-restaurant QR codes that link to a purchase page for customers who enjoy it by the glass.	Create a "Fata Morgana" brand club. Offer members exclusive content (food pairing guides, winemaker interviews), early access to new wine, and loyalty rewards. Foster a community around the brand.

▣ *On-Premise Support*

Simply putting "Fata Morgana Rosé" on the wine list is not enough. Our goal is to be one of the most recommended, easiest to sell, and profitable wines in restaurants.

- *Menu Optimization*

Work with sommeliers to feature the wine in special sections like "Sommelier's Picks" or "Perfect for Seafood." Provide compelling, story-driven descriptions for the wine list.

- *Staff Training & Incentives*

Conduct engaging training sessions for staff, letting them taste the wine and learn a simple, 15-second story to tell guests. Offer sales incentives to encourage active recommendations.

- *Commercial Support*

Provide the first bottle for by-the-glass programs free of charge to eliminate risk for the restaurant. Offer competitive pricing to ensure high profitability. Supply beautifully designed table talkers and branded ice buckets.

□ *Off- Premise Support*

- *Visual Merchandising*

Create eye-catching, independent display units for retail stores that tell the brand story and feature a QR code linking to videos and recipes.

- *Staff Training*

Train retail staff on the wine's key selling points and unique flavor profile. Run sales contests to motivate staff.

- *In-Store Tastings*

Conduct "try before you buy" tasting events in high-traffic stores, pairing the wine with something simple like sea salt potato chips to create a memorable flavor connection.

□ *Education & Training Support*

- *Distributors*

Provide in-depth brand immersion, including potential winery visits to Penglai. Equip their sales teams with standardized presentations and channel-specific sales scripts.

- *Trade (Retail stores / Restaurant)*

Offer simple, effective training focused on the core story and flavor profile to build their confidence in recommending the wine.

- *Consumers*

Excite curiosity through beautiful social media content that links the wine to desirable lifestyles and experiences. Host public tastings and eventually, winery tours to create deep, lasting brand connections.

Use a QR code on packaging to guide consumers to an exclusive club. Members will receive food pairing guides, access to online tastings, new product previews, and repurchase discounts. This strategy converts retail customers into a loyal brand community, enabling direct communication and enhancing customer retention.

Through this education and training system, we ensure that every piece of information about Fata Morgana Rosé from distributors to consumers can be accurately and effectively conveyed, driving the healthy development of the brand.

Channel Innovation - Wine to Play!

Bringing wine beyond the glass, from beach bars to music festivals, cafés to creative cocktails.

Fata Morgana Rosé redefines how the new generation enjoys wine: playful, light, and effortlessly social.



Generated by AI

Price & Cost

Our project adopts **Skimming Pricing Strategy**: our main markets are Chinese mainland and Hong Kong. As it is a niche product, we will set a relatively high price at the initial stage of entering the market to achieve high profits. As market competition intensifies and technology becomes more widespread, we will adjust the price by lowering it in accordance with the prices of competing products.

Among the 750ml and 187ml products, the profit growth from distributors to retailers was approximately **33.3%**, and the pricing in restaurants was about **2.5 times** that of distributors. This distribution not only ensured the profit margins of each channel but also met consumers' price expectations for different scenarios.

Hong Kong Market Pricing:

Relying on the "zero-tariff" policy, the distributor's price directly reflects the production cost on the Chinese mainland plus the circulation cost in Hong Kong. The retail markup is approximately 33%, which falls within the reasonable range of the industry. The markup for restaurants is about 2.5 times, which is in line with the pricing practice of the catering industry in Hong Kong.

Chinese Mainland Market Pricing:

The Chinese mainland market requires 13% value-added tax and 10% consumption tax. Therefore, the distributor prices increase by about 25% compared with those in Hong Kong. Retail prices increase by approximately 25%. The restaurant also raised 25%.

U.S. Market:

Chinese wine exported to the United States needs to bear tariffs, consumption taxes, transportation costs, etc. These costs will be partially reflected in the pricing.

Price & Cost

750ml Pricing:

<i>Price Structure</i>	<i>Hong Kong Market</i>		<i>Chinese Mainland Market</i>		<i>The U.S. Market</i>	
(750ml/bottle; 12 bottles/case)	By bottle	By case	By bottle	By case	By bottle	By case
Distributor Price	\$28.15	\$337.8	\$35.18	\$442.16	\$40	\$480
Retail Price	\$37.43	\$449.16	\$46.78	\$561.36	\$53	\$636
Restaurant Price	\$70.46	\$845.52	\$88.07	\$1056.84	\$99.9	\$1198

187ml Pricing:

<i>Price Structure</i>	<i>Hong Kong Market</i>		<i>Chinese Mainland Market</i>		<i>The U.S. Market</i>	
(187ml/bottle; 12 bottles/case)	By bottle	By case	By bottle	By case	By bottle	By case
Distributor Price	\$10.57	\$126.84	\$13.21	\$158.52	\$18	\$216
Retail Price	\$14.05	\$168.6	\$17.56	\$210.72	\$24	\$288
Restaurant Price	\$26.43	\$317.16	\$33.03	\$396.36	\$45	\$540

Cost of Goods

Cost of Goods Project Info

Wine Name or ID : FATA MORGANA ROSÉ 2015
Date : 11/01/2025
Your name : Diana ZENG
Winery name : MIRAGE VINEYARD
Case Production of this wine : 25000
FOB/ex-cellars winery selling price per case : \$200.0
Container/Package Type: Lightweight Glass Bottles (reduced carbon footprint)
Container Size : 750 mL
Number of Containers per Case : 12
Wine Volume per Case : 9.00 L

Cost of Goods Grape Costs

Total Cost of Grapes : \$3950.0

1 Grape Variety : Chardonnay
Cost per FULL ton : \$3500.0
Variety % of blend : 70.0%
Allocated grape cost as % of blend : 2450.0
Grape Source : ---
Notes

2 Grape Variety : Cabernet Franc
Cost per FULL ton : \$5000.0
Variety % of blend : 30.0%
Allocated grape cost as % of blend : 1500.0

Grape Source : ---
Notes

Cost of Goods Winemaking & Production Worksheet

1 Percentage of full production Wine : 100%

Cost of Goods

- 2 Percentage bulk/finished wine if used : 0%

Calculation of grape needs and costs based on average cost/ton, % of production and press conversion

- 3 Wine press conversion factor : 65
 4 Grape Tons needed : 385
 5 Total Cost of Grapes : \$1,519,230.77
 6 Reference Cost of Grapes per case : \$60.77

Processing and production costs (per ton basis) not including labor or overhead

- | | | | |
|----|---|----------------|--------------|
| 7 | Additional prefermentation handling, treatments of the grapes and/or must per ton | \$150.00 | \$57,692.31 |
| 8 | Additional one-time fixed prefermentation costs :supplies or equipment | \$0.00 | \$0.00 |
| 9 | Winemaking: fermentation and production per ton | \$300.00 | \$115,384.62 |
| 10 | Exceptional production costs not included above: equipment, supplies, treatments | \$0.00 | \$0.00 |
| 11 | Lab work and analysis (pre-, during & post-ferm) total production OR use /ton basis next line | \$0.00 | \$0.00 |
| 12 | Lab work and analysis (pre-, during & post-ferm) per ton processed estimate | \$50.00 | \$19,230.77 |
| 13 | Total production cost per ton | \$450.00 | |
| 14 | Total cost of full production wine (as % of full production vs. bulk) | \$192,307.69 | |
| 15 | Total per-case cost production | \$7.69 | |
| 16 | Bulk/Fermented wine cost per gallon (enter \$/gallon cost of material) | \$0.00 | |
| 17 | Bulk/Fermented wine required - gallons in blend (2.38 gallons per case) | \$0.00 | |
| 18 | Bulk/Fermented wine total cost | \$0.00 | |
| 19 | Total per-case cost of bulk/finished wine | \$0.00 | |
| 20 | State and Federal Excise Taxes per gallon (displays times 2.38 gallons/case) | \$0.00 | \$0.00 |
| 21 | Total cost including grapes, production, Bulk/Fermented wine and taxes | \$1,711,538.46 | |
| 22 | Total cost of wine per case of Fermented 12/750.0 ml bottles | \$68.46 | |

Cost of Goods Barrelcost

- | | | | | | | |
|---|--|--|-----------|-----------|-----------|---|
| 1 | \$68.46 | Total Cost of Finished Wine per case of finished per case of 12/750 ml bottles (from previous page). | | | | |
| | | Program 1 | Program 2 | Program 3 | Program 4 | TOTALS |
| 2 | Barrel program description (i.e. new French, used, etc.) | Used French | - | - | - | May be less than 100% if portion not aged in barrel |

Cost of Goods

3	Percentage of wine in each barrel program (TOTAL = 100):	50.00%	0%	0%	0%	50.00%
4	Duration of barrel aging (months)	6	0	0	0	
5	Gallons	29,719	0	0	0	29,719
6	Equivalent number of cases	12,500	0	0	0	12,500
7	Laid in cost of barrel (incl. shipping and preparation)	\$800.00	\$0.00	\$0.00	\$0.00	
8	Used barrel resale (or transfer to used program) value	\$300.00	\$0.00	\$0.00	\$0.00	
9	Barrel capacity (gallons)	60	0.00	0.00	0.00	
10	Net cost/barrel for life of use	\$500.00	\$0.00	\$0.00	\$0.00	
11	Number of years used	1	0	0	0	
12	Cost per barrel per month of use	\$41.67	\$0.00	\$0.00	\$0.00	
13	Number barrels required	495	0	0	0	495
14	Net cost of barrels	\$123,830.71	\$0.00	\$0.00	\$0.00	\$123,830.71
15	Net cost of barrels per bottle	\$0.83	\$0.00	\$0.00	\$0.00	\$0.83
16	Annual evaporative loss rate (3-5 % per year typically)	5.00%	0%	0%	0%	
17	Topping wine cost per gallon (bulk and/or finished wine)	\$15.00	\$0.00	\$0.00	\$0.00	
18	Evaporation loss per month (gallons)	123.83	0.00	0.00	0.00	123.83
19	Topping wine cost/bottle	\$0.07	\$0.00	\$0.00	\$0.00	
20	Evaporation loss: total cost of topping wine	\$11,144.76	\$0.00	\$0.00	\$0.00	\$11,144.76
21	Cost of barrels + evaporation loss per bottle	\$0.90	\$0.00	\$0.00	\$0.00	
22	Cost of barrels + evaporation loss cost per 12 bottle case	\$10.80	\$0.00	\$0.00	\$0.00	\$10.80
23	Cost of wine including barrel aging per case					\$79.26
24	Total cost of finished wine					\$990,744.70

Cost of Goods Cellaraging & Storage

\$79.26 Cost of finished wine including barrel aging

Cost per case	No. of Months	total/case
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Cost of Goods

1	\$3.00	12	\$36.00	Storage/aging per month, large uprights, eggs, stainless, etc.	
2			\$0.00	Oak alternative costs (chips, blocks, additives, etc.)	\$0.00
3			\$0.00	Add any additional aging-related costs	\$0.00
			\$36.00	Total Oak Aging Options	

Additional cellar treatments not included in total winemaking costs)

4			\$0.00	Stabilization and clarification	\$0.00
5			\$0.00	Specialized filtration, additions or treatments	\$0.00
6			\$0.00	Additional cost of cellar treatments or supplies:	\$0.00
			\$0.00	Total Additional Cellaring, Storage and Aging Options	

Monthly storage of bulk and/or finished wines

7	\$0.00	0	\$0.00	Case goods storage BEFORE release (in bond)	
8			\$0.00	In and out fees (total cost)	\$0.00
9	\$0.00	0	\$0.00	In and out fees (per case charge times # of times)	
10	\$0.00	0	\$0.00	Case goods storage AFTER release, taxes paid (average # months until depleted)	
11			\$0.00	TOTAL storage and fees	
12			\$36.00	Aging and cellar costs per case	
13			\$900,000.00	Total cost of aging and cellaring	
14			\$115.26	Total cost of Wine per case, Including cellaring and aging	
15			\$2,881,489.40	Total Production Cost Of Finished Wine	

Cost of Goods Packaging and Bottling

1	\$115.26	Finished wine cost per case from previous page
2	\$0.00	Total per case packaging cost (bottles, case, closure, labels)
3	\$1.50	Bottles or other containers
4	\$0.20	Corks, screwcaps or other closures
5	\$0.10	Capsules, per bottle

Cost of Goods

6	\$0.20	Labels	
7	\$2.00	Boxes and/or box graphics (boxes may be included with cost of bottles)	
8	\$0.00	Additional packaging costs (wooden boxes, tissue wrap, etc.)	
9	\$26.00	Packaging cost per case	
10	\$0.04	COLA, design and additional packaging expenses	\$1,000.00
11	\$0.00	Bottling/filling cost per case including additions or treatments	
12	\$2.00	Additional bottling line setup or changeover fee	\$50,000.00
13	\$2.33	Additional packaging and/or bottling costs	\$58,333.00
14	\$30.37	Total case cost of packaging materials, bottling and treatments	
15	\$2.53	Total bottle cost of packaging materials, bottling and treatments	
16	\$759,333.00	Total cost of materials and bottling	
17	\$3,640,822.40	Total cost including wine, packaging and bottling	
18	\$145.63	Finished Cost of Goods (COG) per case	

Cost of Goods FOB and Cost Breakdown

Cost of Goods/Case: \$ 145.63 Gross Margin/Case: \$ 54.37 Total Gross Margin: \$ 1,359,177.60 Gross margin % : 27.18%

1 \$145.63 Unallocated Cost of Finished Goods (use this number to enter into Sales & Distribution Calculator)

	Cost of Finished Goods Breakdown	% of total	\$ per Case	Total Costs/Margin
2	Grapes	41.73%	\$60.77	\$1,519,230.77
3	Production	5.28%	\$7.69	\$192,307.69
4	Bulk wine	0.00%	\$0.00	\$0.00
5	Barrel aging	7.41	10.80	269,950.94
6	Cellar and storage	24.72%	\$36.00	\$900,000.00
7	Packaging	20.86%	\$30.37	\$759,333.00
8	Cost of finished goods	100.00%	\$145.63	\$3,640,822.40
9	GROSS MARGIN (FOB selling price less cost of goods)	27.18%	\$54.37	\$1,359,177.60

1 Preliminary retail pricing calculation pricing forecaster*

10	Winery FOB/ex-cellars price (WINERY SELLING PRICE; transferred from, and change at, S1 Project Info line 3)	\$200.00
11	Total winery revenue for this wine (FOB times case production)	\$5,000,000.00
12	Distributor selling price (freight, landed cost X 1.5 markup to licenced resellers: on-premise and off-	\$26.88



Cost of Goods

	premise)	
13	Estimated retail shelf selling price after 33% retail markup (25% margin)	\$35.74

Wine Pricing

Wine Pricing Calculator Project Info

Wine name and Vintage : FATA MORGANA ROSÉ 2025
 Date : 11/01/2025
 Your name : Diana Zeng
 Winery name : MIRAGE VINEYARD
 Market (National, State, Country, etc) : HONG KONG

	FOB per case	Retail per bottle
Enter winery FOB / ex-cellars	\$ 200.0	\$ 16.67
Average retail selling price (for reference)	\$ 428.88	\$ 35.74

Wine Pricing Calculator Distributor Costs & Pricing

1	\$ 200.00	Winery FOB/ex-cellars selling price to distributors/wholesalers	
2	3.0%	Broker or importer commission paid by producer (state/regional or export brokers, as %)	
3	\$ 6.00	Amount of commission (as \$, for budgeting reference, does not affect total)	
4	\$20.0	Consolidation, freight, insurance (\$)	
5	\$ 220.00	Subtotal	
6	15.0%	Importer/broker fee on landed cost of goods (typically 10-25%)(Applied to FOB)%	
7	\$ 3.0	Broker or importer commission paid by distributor (Applied to FOB)	
8	\$30.0	Additional costs, taxes or duties paid by wholesaler/distributor	International Import/Export Requirements
9	\$0.00	\$ 0.00	State AND/OR local taxes/Duties
10	\$0.00	Flat \$\$ state or local tax per Case (If per gallon, multiply by 2.38)	Wine tax rates by state
11	\$30.18	Total taxes total per case	
12	\$250.18	Distributor landed (or laid-in) cost of goods (\$)	
13	1.5%	Distributor markup (typical range is 1.4-1.6)	
14	33.33%	Distributor margin per case (%)	
15	\$ 125.09	Distributor margin per case (dollars)	

Wine Pricing

16	\$ 375.27	Distributor to licensee front line (undiscounted) case price
17	\$ 31.27	Distributor to licensee front line (undiscounted) bottle price

Wine Pricing Calculator Retail-Rest Pricing

Retail : \$ 37.43

Restaurant : \$ 70.36

Dist. Selling Price : \$28.15

Distributor Pricing

1	\$375.27	Distributor front line (undiscounted) price from US Distribution Worksheet
2	\$31.27	Distributor front line bottle price
3	10.00%	Distributor average discount to key retail and restaurant accounts
4	\$28.15	Net licensee bottle cost from distributor to licensed retail or restaurant

Retail Pricing

5	1.33%	Enter typical retail mark-up, 1.33 is typical
6	24.81%	Retail margin ENTER %
7	\$37.43	Retail Shelf Price Per Bottle (average selling price price consumer pays in store)

Restaurant Pricing

8	2.50%	Enter restaurant mark-up, 2-4 times is typical
9	60.00%	Restaurant margin
10	40.00%	Restaurant cost of goods sold
11	\$70.36	Restaurant Wine List Selling Price Per Bottle

Resources

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Thanks

Do you have any questions?

Thank you for the time to review our new product proposal for Fata-Morgana, we are aim to introduce more people to our Penglai peninsula wine and our company, ensuring we deliver exceptional quality and value to our customers.

We are open for investment



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