

MEDIA ALERT



CHÂTEAU de POMMARD

MAISON FONDÉE EN 1726

FAMILLE CARABELLO-BAUM

Château de Pommard signs On-Trade Distribution deal with Malt & Wine Asia in Singapore

POMMARD, FRANCE (December 20th, 2019) – Château de Pommard and Famille Carabello-Baum have selected Malt & Wine Asia as their privileged partner in Singapore. Through this new partnership, a selection of the most prestigious Burgundy appellations from Nuits-Saint-Georges to Chassagne-Montrachet, Meursault and of course Pommard, will be available on Singapore’s finest dining tables as of January 2020. Run by two veterans with more than 20 years in the wines & spirits industry, Malt & Wine Asia works with a wide variety of on-trade renowned establishments, from luxury hotels to Michelin-starred restaurants.

“We are privileged to find like-minded partners such as Château de Pommard, producing wines of great complexity and structure. Clearly, the star of their range are the wines from Clos Marey- Monge, combining centuries of savoir-faire with a stunning visual appearance. It should provide a breath of excitement and choice to our high-end customers in the on-premise channel”, Alex Yong, Malt & Wine Managing Director.

With the recent organic vineyard certification and biodynamic conversion underway, Château de Pommard and Famille Carabello-Baum’s wines have already caught the attention of select hotels, restaurants, and wine bars across France. Today, the wines are available in Paris at Plaza-Athénée, The Ritz Paris, Le Meurice to name a few. Château de Pommard is now broadening its existing strategy internationally, with a first deal with Jascots in the United Kingdom and now Singapore.

“We are very excited to be partnering with Alex and the Malt & Wine team. Working with them is going to open up our distribution into the best restaurants and hotels in Singapore. We are confident that this is the start of a successful long term partnership that will help Château de Pommard to grow in Asia”, Benoit Daury, Château de Pommard On-Trade Director.

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About Château de Pommard and Famille Carabello-Baum

Every year, consumers and professionals from more than 80 countries around the world visit Château de Pommard to learn about the world of wine from Wine and Spirit Education Trust (WSET) professionals and taste the purest expressions of Chardonnay and Pinot Noir from villages along the Route des Grands Crus. From the grape to the glass, guests experience Clos Marey-Monge, a geological marvel, and home to seven distinct clay and limestone-rich plots, now protected as one of the world heritage Climats of Burgundy by UNESCO. Founded in 1726, Château de Pommard combines three hundred years of savoir-faire and the innovative vision of Famille Carabello-Baum for the future. Wine lovers and critics agree the conversion to biodynamic viticulture is producing honest, energetic wines infused with an unmistakable sense of place while preserving the planet where we all live.

About Malt & Wine Asia

Malt & Wine Asia (MWA) is an alcoholic beverage importer, distributor, and marketer of leading or emerging single malts, fine wines, and craft spirits based in Singapore. Established in 2018 and led by a team with decades of experience in pioneering and shaping the single malt and fine wines market in South East Asia, Malt & Wine Asia continues to leverage on its ever-growing expertise for an ever-evolving drinking world.

As an industry leader, we believe every sip count, so we employ our particular expertise in marketing and distributing a discerning portfolio of premium brands to targeted channels and consumers.

Malt & Wine Asia brings a new perspective to the Wine and Spirits industry in the Asia Pacific region with a continuously curated and growing portfolio that drives better choices and more sophisticated drinking experiences for the market.