



Smooth
Concept

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Golan Heights Wines are available in Hong Kong

Smooth Concept Limited is proud to announce the signing of an agreement to become Golan Heights Winery's exclusive distributor in Hong Kong. The Golan Heights Winery is known through their successful wine series of Yarden, Gamla and Golan. Many of their wines have won awards at various international wine competitions.

The Golan Heights Wines are available now in Hong Kong through the Smooth Concept website www.IsraeliWineAsia.com and soon through selected wine stores, hotels and clubs.

Smooth Concept Limited is also the local distributor of other Israeli wineries, including Tishbi Estate Winery and Galil Mountain Winery. Each showcases different characteristics of the Israeli wine industry.

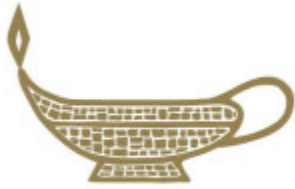
About Golan Heights Winery

The Golan Heights Winery founded in 1983 in northeast Israel has brought about the quality revolution of Israeli wines a quarter of a century ago. As the largest wine exporter in the country, Golan Heights enjoys excellent reputation the world over.

The soil, the topography and the climate - the Golan Heights offer unique conditions for wine grapes cultivation: Dry volcanic soil, gentle slopes, rolling hills, mountains with elevations between 400-1200 meters, moderate Mediterranean weather with ideal differentials of day and night temperatures, dry summers and even snow in winter. Back in 1970 the first vineyards were planted and in 1983 four Kibbutz-type and four Moshav-type settlements founded the Golan Heights Winery. Their chief winemaker Victor Schoenfeld and his team of wine experts always emphasized combining wine experience from the old and the new world. The winery has made large investments in state of the art technical equipment and the cellars are among the most modern in the country. The winery is located on a magnificent hill overlooking the town of Katzrin.

Golan Heights Winery produces its wines under three labels: Yarden, Gamla and Golan. Among the specialties are the sparkling wine and several dessert wines, notably the Yarden Heights Wine, and Eiswein made from Gewürtztraminer grapes.

israeliwineasia.com



Golan Heights Winery

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The winery cultivates many varietals: Cabernet Sauvignon, Merlot, Pinot Noir, Gamay, Sangiovese, Sauvignon Blanc, Chardonnay, Johannisberg Riesling, Muscat Canelli, and Gewürztraminer. Golan Heights has recently started to experiment also with Nebbiolo and Malbec.

The winery's vineyards cover an area of about 600 hectares and the annual production in 2008 reached 6 million bottles. Thirty percent of these wines are presently exported to some 30 countries around the world. The many international awards that Golan Heights has won at contests such as Mundus Vini, Vinitaly, Vinexpo, World Wine Championship and the International Wine and Spirit Competition, is yet another proof that Golan Heights rightly deserves its title "The Land of Wines".

About Smooth Concept Limited

Smooth Concept Limited is a Hong Kong based company focused on the distribution of Israeli wine and products in Hong Kong and Asia. For more information please contact Smooth Concept at wine@smoothconcept.com, Tel: 2866 2883 or Fax: 2866 2813.

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