



For Immediate Release

**Once A Year Brought To You By Wellcome
“Beaujolais Nouveau 2009”**

*To Debut in Hong Kong and All Around the World at
0001hrs on Thursday 19 November*

(18 November 2009, Hong Kong) Wellcome has always kept a close eye on market trends in order to provide the best quality and seasonal products that customers demand. That's why Wellcome is introducing “Beaujolais Nouveau 2009”, a wine from the Beaujolais region in France which is to be introduced only in November every year. In fact, the third Thursday of November is regarded as an important date in the eyes of those in the French wine industry. That day, also known as “Beaujolais Nouveau Day” is a day of celebration for those in the Beaujolais region as they celebrate the completion of this newly fermented wine. To keep up with this tradition, the French Government announced that “Beaujolais Nouveau” must be released to the public on the third Thursday of every November worldwide. This year, that day falls on 19 November and the wine is available for sale from the first minute of the day.

Mr. Kevin Wong, Group Category Manager of Wellcome said, “This time, Wellcome is specially introducing the “Beaujolais Nouveau” wine which has gained much popularity in Japan, Taiwan and Australia, etc., and which will give our customers a chance to taste the lightness and freshness of this world-renowned wine. “Beaujolais Nouveau” differs from other wines in that it is meant to be drunk as young as possible, and does not need to be aged; a technique which has become a new art form in the wine industry. To round up the excitement, one of this year's bottle label design is exclusively available at Wellcome only, making it a valuable collector's item.”

To allow customers to be the first to experience the unique characteristics of “Beaujolais Nouveau 2009”, Wellcome will be holding a free wine tasting for the Hong Kong public on 18 November at 6:30pm (the night before the wines are released worldwide) at the Wellcome store on Great George Street, Causeway Bay. That day, passers by can be the first in the world to experience the freshest “Beaujolais Nouveau 2009”, and local supermodel and foodie, Amanda S., will be there to share with everyone the special characteristics of this wine brand, and also her own wine anecdotes.

Retailing at HK\$68 per bottle, “Beaujolais Nouveau 2009” will be available for sale at all of the over 250 Wellcome stores starting at 0001hrs on Thursday 19 November, 2009. To celebrate the release of “Beaujolais Nouveau 2009”, Wellcome customers can purchase four “Beaujolais Nouveau 2009” bottles with



a Wellcome coupon at a special price of HK\$250 only (save HK\$22). Coupons can be found in in-store flyers. Offer begins on 19 November until 31 December, 2009 and is available only while stocks last.

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About Wellcome

Founded in 1945, Wellcome is Hong Kong's largest and longest-established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome's network of 250 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly services. Wellcome will continue to improve shopping experience, provide more value-for-money products and better service customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details about Wellcome.

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