



## Easy Bacchus official Press Release

Easy Bacchus, the **innovative smart wine labels to make wine easy and funny for everyone** is now featured in 30 Tian Hong supermarkets (Rainbow) in Shenzhen & area.

Easy Bacchus labels are innovative and multisensory. Consumer can play with the wine label:

- ✓ **Scratch & Sniff** the wine's main flavor (cheery, plum...)
- ✓ **Touch & Feel** the wine's texture (light, strong...)
- ✓ **Look & Discover** the best occasion (romantic, party...) and wine pairing (duck, chicken, pizza...) to accompany the wine with.
- ✓ **Scan & Discover** more information about the wine, how to taste the wine & tasting review from Easy Bacchus community.

Easy Bacchus & Shenzhen Mingmei Trading Co (酪美贸易有限公司) signed a partnership over already 2 wines references.

Jack Lu (罗香明先生) CEO of Shenzhen Mingmei Trading Co (酪美贸易有限公司) is very happy about the partnership. *"We are the first trying this new concept in China and we are confident that it will allows consumer to select their wine more easily and with a funny experience. Easy Bacchus is very professional and we are willing to work with them in a long term partnership"*

Come and discover wine, easy & fun, with Easy Bacchus wine labels. Cheers!



### **About Easy Bacchus / 便利酒神**

Easy Bacchus in a French wine marketing company based in Shenzhen focus on making the wine easy for everyone. Easy Bacchus offer a wide range of services to help wine brands, international as Chinese. Easy Bacchus smart wine labels are trademark and patent protected worldwide.

[www.easybacchus.cn](http://www.easybacchus.cn)



### **About Shenzhen Mingmei Trading Co / 酪美贸易有限公司**

Founded in 2007, Shenzhen Mingmei Trading Co mainly provides high quality wines from France, Italy & China and has established cooperation with a number of chain stores in South China including Rainbow, Carrefour, Vanguard, Jusco, R-T Mart, Parknshop, Sma's Club, Tesco, Shirble Department Store, Lotus, Trust Mart.

[www.szmmmwine.com](http://www.szmmmwine.com)



## 新闻稿

由便利酒神设计生产的创新智慧型葡萄酒标签在深圳 30 家天虹超市与大家见面啦！为您提供便捷又有趣的品酒体验！

便利酒神葡萄酒标签的创新点在于能同时调动多重感官，消费者可以按照以下几个步骤来选择心仪的葡萄酒，简单又有趣！

- 刮一刮&闻一闻 体验葡萄酒的口味（例如：樱桃味、李子味……）。
- 摸一摸 感觉葡萄酒的质感（例如：细腻柔和、有涩味）。
- 看一看 了解品尝葡萄酒的最佳场合（例如：晚餐、聚会）以及最适合搭配享用的菜品（例如：肉类、蔬菜）。
- 最后扫描标签上的二维码，了解更多关于这款葡萄酒的信息以及如何品尝葡萄酒的小贴士；还能加入便利酒神社区与更多朋友交流品尝后的感受。

便利酒神与深圳铭美贸易有限公司就两款葡萄酒标签达成了合作。铭美贸易有限公司 CEO 罗香明先生认为此次合作十分愉快，“我们在中国葡萄酒市场上首次尝试这种新产品，对此我们非常有信心。便利酒神葡萄酒标签能让消费者轻松愉快地选择心仪的葡萄酒，而且便利酒神是一家专业葡萄酒营销公司，我们愿意与其建立长期合作伙伴关系。”

快来和便利酒神一起寻找您心仪的葡萄酒！简单又有趣！干杯！



便利酒神

便利酒神是一家法国葡萄酒营销公司，总部位于深圳，致力于让所有消费者都能便捷轻松地享受葡萄酒。便利酒神为世界各地的葡萄酒品牌提供多种葡萄酒营销服务。便利酒神葡萄酒标签现已注册商标，并受专利保护。

公司网站：[www.easybacchus.cn](http://www.easybacchus.cn)



深圳铭美贸易有限公司

深圳铭美贸易有限公司成立于 2007 年，与法国、意大利以及中国多家知名葡萄酒商合作，为华南地区家乐福、万家、吉之岛、大润发、百佳、山姆会员商店、乐购、岁宝百货、易初莲花以及好又多等连锁商场提供优质葡萄酒。

公司网址：[www.szmmmwine.com](http://www.szmmmwine.com)