



香醇佳釀，遠銷海外 Local wine goes global

在澳門這個現代化的石屎森林中，很難想像竟然也能找到釀酒廠的踪影。作為紮根澳門的本地酒廠企業，新澳酒廠的廠房位於黑沙灣的工業大廈區，自2002年成立以來，一直釀造多款別具特色的中式酒類，包括飲用酒、保健酒、廚用酒等，成品主要遠銷海外市場，廣受香港、日台、美加、星馬等地客戶的愛戴。

踏入新澳酒廠的廠房，會發現各款現代機器。釀酒空間依其生產流程劃分為各個區域，處理釀酒的不同步驟，包括發酵、加熱、蒸酒、冷卻、包裝、儲存等過程，全程均在同一個廠房完成。新澳酒廠負責人梁志雄表示，公司與中國內地的夥伴關係非常密切，「我們主要與中國內地的一些酒廠合作，入口高濃度酒精等釀酒原材料到澳門，再於自己的廠房內釀造不同醇度、口感的特色酒類，然後出口至海外的客戶。」

In a modern, concrete jungle like Macao, it is hard to imagine that a local wine-making factory is brewing in the city's own backyard. New Macau Wine Factory, housed in an industrial building in the Areia Preta district, has been producing a variety of Chinese wines for beverage consumption, medicinal purposes and cooking since 2002. After having successfully established long-term business ties around the world, their products are now being exported to Hong Kong, Japan, Taiwan, the United States, Canada, Singapore and Malaysia.

Step inside New Macau Wine Factory, one will find a modern factory space sectioned into multiple processing areas fitted with wine-making equipment. Step-by-step, from fermentation, heating, distilling, cooling, to

packaging and storage, the factory takes care of each process from start to finish.

Johnny Leong, the head of New Macau Wine Factory, says the company's partnerships in Mainland China are key. "We partner with wine factories in Mainland China, sourcing necessary ingredients such as high-content alcohol from them, before we brew and blend according to our own recipes. The products are exported to overseas customers," he tells *Macao Image*.

The current production volume at New Macau Wine Factory is approximately 8,000 bottles per month. These include some of their best-selling wine products such as: Wing Lee Wai rose essence liquor, a cooking wine that has a history of more than 100 years; Macau Fachau, a Chinese sparkling white wine with high alcohol content and designed for Mainland Chinese consumers; the "Wu Jia Pi", sorghum wine made with 87 types of herbs for medicinal purposes and other specialty wines brewed for local and overseas clients.



新澳酒廠不論在釀酒過程或產品包裝上均非常用心
The firm puts in a lot of effort toward blending the wine and the design of its products

目前，新澳酒廠每月的總產量約八千支酒，當中主要包括：有逾百年歷史的耐用永利威玫瑰露酒、主攻內地市場，由高濃度酒精製成的「澳門花酒」、由 87 種名貴藥材製成的中式藥酒五加皮，以及為本地與海外客戶專門調配的特色酒品。「我們的酒類產品非常多元化，能迎合廣大客戶及用家的需求及口味。不論是傳統中式白酒、藥酒、米酒，還是充滿新潮口感的水果酒及特式酒，我們都能釀製。」梁志雄介紹產品時說。

澳門品牌，信心保證

新澳酒廠多年來堅持澳門製造，梁志雄深信由於澳門屬開放的貿易市場，同時與國際市場緊密連繫，加上具競爭力，讓「澳門製造」的商品往往帶有正面形象。「基於澳門與海外市場接軌，而作為澳門企業本身就是一項優勢，我們更易於拓展海外市場。設廠本澳，堅持所有工序澳門製造，為我們贏得客戶的信任，並吸引更多元的客戶群。」

要吸引新客源，商貿交流平台發揮着關鍵作用。任何規模的企業透過參與會展，

“We have a wide variety of wine products on offer. Whether our clients are looking for traditional Chinese white wine, wine made of herbs, rice wine, fruit wine or any other specialty wine, we can cater for their needs,” Mr Leong notes.

“Made in Macao” products gain greater trust

New Macau Wine Factory products have been produced in Macao for years. Mr Leong believes that “Made in Macao” products carry a positive image internationally, because Macao resembles an open trade market that is well-connected and highly competitive.

“Given Macao’s international connections, we have the advantage of being a Macao-based company,” says Mr Leong. “It is easy for us to promote our products to overseas customers. Setting up a wine-making factory here in Macao and insisting upon carrying out each procedure inside our local plant, has earned the trust of our business

partners and has opened doors to a more diverse range of clientele.”

Mr Leong also believes that trade fairs play an important role in finding new business opportunities. Businesses of all sizes can all benefit from exhibitions to showcase what they have to offer and look for new partners or potential clients. That is why New Macau Wine Factory has participated in trade events held around the region including the Dynamic Macao Business and Trade Fair and the recent China Import and Export Fair held in Guangzhou in October 2018.

“By participating in these trade fairs and being out there, we put ourselves in the spotlight,” he says. “It was particularly encouraging as the Governor of Guangzhou actually loved one of our products so much, we sold ten boxes of that particular wine product in one go at the China Import and Export Fair.”

Adding personal touches to products

A bottle of fine wine is the perfect gift for many occasions. Besides the distinctive flavours



新澳酒廠每月的總產量約八千支酒
The company produces approximately 8,000 bottles per month

展示其產品以及透露正在尋找新夥伴等資訊，均可受惠。因此新澳酒廠曾參加不同的會展活動，如「活力澳門推廣週」和在2018年10月，酒廠亦到廣州參加「中國進出口商品交易會」，藉此建立企業連繫的契機。「參展有助提升產品知名度，而很榮幸地，我們的產品在廣州『中國進出口商品交易會』得到了省長級的支持，當場就向我們購入了十箱產品；對我們來說，這是非常大的鼓勵。」

個性玩味，新潮演繹

名酒佳釀往往是送禮的首選，除了可口甘醇的味道，亮麗獨到的包裝亦能增添產品的魅力。新澳酒廠不論在釀酒過程或產品包裝上均非常用心，以其「澳門花酒」為例，以復古和懷舊為靈感而命名，酒瓶外觀主調顏色為青花瓷的藍、白色，上面印有由北京繪畫大師刻劃的民國年代美人模樣。新澳酒廠亦開發新穎、與別不同的設計。「有時候客戶會邀請酒廠為他們釀製特色個性化酒類，我們亦對這類型的合作持開放態度。」

時下年輕人喜歡雞尾酒、水果酒，新澳酒廠亦有意朝這方面發展。「水果酒方面，我們已推出了與中國傳統酒類截然不同的桂花陳酒；目前，我們正在研製口感清香濃郁的梅酒，期望2019年能夠推出市面，滿足一下年青人喜歡嘗新的味蕾。」

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新澳酒廠負責人梁志雄
Johnny Leong, the head of New Macau Wine Factory

kept inside the bottle, good packaging adds so much to the overall wine tasting experience too. New Macau Wine Factory puts in a considerable amount of time and effort toward both blending the wine and the design of the finished product.

Take their Chinese sparkling white wine Macau Fachau as an example. To match with the certain vintage and the old feeling of the wine, the bottle is designed with colours of traditional Chinese blue and white porcelain with a portrait of an elegant Chinese woman in the 1920s. New Macau Wine Factory is also open to creating new and different designs. "From time to time, we receive invitations from our clients to work together on creating unique personalised products, and we are delighted to take on these opportunities," Mr Leong states.

Mr Leong says New Macau Wine Factory is also working on developing a few fruit wine options to suit more youthful palates. Ironically, they just might find the answer from an aged plant.

"Our aged osmanthus wine carries a sweet taste, something that is totally different from traditional Chinese wine and could prove to be popular with youths," says the company representative. "We are also experimenting with another fruit wine made of plums. Our goal is to launch a new product next year to cater to young clientele." P1