

PRETTY FRESH! MC NOW EVEN STRONGER IN CHINA

With Freshippo (formerly Fresh Hema) and its new X Membership Stores, we now have another strong partner on the Chinese market. The rapidly growing food retail chain, which is part of Alibaba, owes its success to a revolutionary new retail concept that cleverly merges the worlds online and offline. Our minerally elegant wines with their traditional, high-quality features and its convincing story fit perfectly into this format. We hope for a good start and look forward to many new Müller-Catoir fans in the Middle Kingdom.

