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Please give us a brief presentation of Sarment Wines and your position therein

Founded in 2012, Sarment has quickly grown from a private Sommelier and wine merchant to become a global lifestyle services provider that connects our network of clients (private, corporate or trade) with exclusive experiences.

Sarment's suite of experiential services covers wines, dining, events, and gifting.

I am Sales Manager for China and head a team of 25 salespersons.



The Chinese vineyard is the world's second largest (800,000 hectares!), and around 2% of surface area (16,000 hectares) is organic, according to the IFOAM. Is there currently an acceleration in conversions to organic production?

Chinese wine production has grown greatly and represents at least 75 % of wines consumed. Quality is improving but the price to pay for quality is still high, due to the amounts invested. I know some wine-makers are trying to do quality work, and are adopting organic production techniques. It is still quite a small market though and I am not sure that the producers really have official certification.

Organic wine is, however, increasingly appreciated by Chinese connoisseurs. This is due to pollution issues, increasing importance placed on personal well-being, and holidays in Europe.

Can the organic wine market in China be considered as a well-defined segment in itself or is it still rather small? I think that this could be a well-defined segment, but we first have to define what we mean by "organic wine", since some wine-makers are producing organically today without certification. Organic wine, biodynamic wine or "natural" wines, are often grouped together in China. Demand is growing, especially from private customers, and sommeliers are travelling to visit wine-growing regions more and more. There are even suppliers specialised in this segment.

However, It is officially forbidden to print logos such as Ecocert, AB or Biodynamic Wine on labels....particularly the front label. In China, it is compulsory to attach a back-label to the bottle, carrying legal notices in Chinese.

Is there a standard type of organic wine consumer in China?

The average Chinese organic wine consumer is difficult to define, but is often aged between 30 and 40, with connections abroad (as a student or for work) and with quite high purchasing power.

What was your objective when you attended Millésime Bio for the first time in 2017: to source wines? To gain an understanding of the market and range?

Last January, I attended the fair with a group of friends from China who had set up a distribution company in the South of France; we attended some organic wine-fairs in search of new products. I already knew quite a few wine-makers, and this was the ideal opportunity to taste, and potentially import, the production of new estates to China.

I find the fair to be well-organised with a fine selection of wine-makers present.

Sarment Wines in short

- Created 2012
- About a hundred employees (in Chine, Hong Kong, Singapore, Japan, France, UK)
- Clients are 50% private / corporate, 50% trade

Further information at: www.sarmentwine.com