

# OSBORNE

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## **Osborne Group brings a taste of Spain to China by opening its Osborne flagship store on Tmall**

HANGZHOU, October 17<sup>th</sup> 2018 - Osborne Group, a leading Spanish food & beverage company, announced today the launch of its official Osborne flagship store on Alibaba Group's B2C marketplace Tmall. Over 570 million Chinese consumers will now be able to enjoy Osborne Group's internationally renowned brands such as Montecillo Rioja wine, Solaz Castilla Wine, Carlos I Sherry brandy, Nordes premium gin and Cinco Jotas 5J acorn-fed 100% Iberian Ham, among others.

Osborne's flagship store on Tmall will be central to Osborne's O2O commercial strategy in China, following the launch in 2017 of its Cinco Jotas 5J store on Tmall. Besides this key online presence, Osborne has been building up during the last three years its off-line expansion through collaboration with leading retailers and distributors. This O2O approach will allow its on-line customers to reach their products also at on-site tastings and experiences.

Since being founded in 1772, Osborne has shown a clear commitment to quality, innovation and internationalization. Osborne is now present in more than 60 countries with its various brands. Furthermore, Osborne is the owner of the mythical image of the Toro de Osborne (Osborne Bull), without doubt one of the most representative symbols of Spain in the world. There are more than 90 huge metal bulls situated strategically along Spain's main motorways and they are internationally renowned as one of the greatest icons in the history of advertising.

*"We are particularly delighted to have expanded our partnership with Osborne Group, a further proof of the increasing appreciation for Spanish wine and fine food like jamón ibérico in China."* commented **Rodrigo Cipriani Foresio, Managing Director Italy, Spain,**



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**Portugal and Greece and General Manager of Europe Tmall Business Development.** *"In particular, Spanish wineries are experiencing a very positive phase, as Spain has surged as China's 3<sup>rd</sup> largest supplier by volume (+48% YoY), only behind France and Australia. We believe there are plenty of opportunities for Spanish companies and the collaboration with an historic brand like Osborne aims at further educating Chinese consumers on our platforms on the variety and quality of Spanish flavour and cuisine, bringing the authentic 'Spain taste and lifestyle' to Chinese households."*

*"The launch of Osborne's flagship store in Tmall is not only a milestone in our Group's commercial expansion in China, but also in its long history of almost 250 years. A very recognizable brand and icon in western markets, Osborne and its wines & spirits brands face the challenge of reaching the Chinese consumer to share our history and values. Tmall represents the best possible platform to accomplish this aim, providing the market place in which our brands can communicate directly with consumers the passion we feel for our products."* commented **Jose Ignacio Iñiguez Saenz, Osborne Country Manager for Greater China.**

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