

贺兰红

Helan Hong Winery

China Ningxia Helan Mountain International Wine Ltd

NINGXIA HELAN MOUNTAIN'S EAST FOOTHILL
WINE REGION

中国 / 宁夏 / 贺兰山东麓

NINGXIA HELAN MOUNTAIN'S EAST FOOTHILL WINE REGION



Brand position

Brand introduction of Helan Hong

贺兰红
He Lan Hong

"Helan Hong" is a state-owned brand developed by the Administrative Committee of Wine Industry Zone of Ningxia Helan Mountain's East Foothill, with the guidance and support of the Ningxia Party Committee and government. Positioned as a "flagship product of the production area," "Helan Hong" has consistently focused on quality enhancement and brand building since its launch in 2018. It adheres firmly to the brand development model of "the government promoting regional brands and wineries promoting product brands," striving to produce wines that resonate with the public and demonstrate that Ningxia, China, can also produce world-class wines.

Currently, wineries Helan Hong have been established, equipped with internationally advanced production and brewing facilities, as well as comprehensive wine cultural tourism amenities. The region has successfully hosted three China International Wine Culture and Tourism Expos and has welcomed national leaders and distinguished guests from home and abroad. The high-standard grape planting base exceeds 30,000 acres.

In the next steps, the Helan Hong winery will focus on upgrading its supply chain and brand development, as well as building infrastructure. It aims to establish a national warehousing and logistics system, create a sales network covering major consumer markets, and continuously enhance brand value. The goal is to make "Helan Red" a household name in China and an internationally recognized flagship brand, driving the promotion of regional brands through product branding and fulfilling the responsibilities and mission of being the flagship product of the region.

China Ningxia Helan Mountain International Wine Ltd

Vision

Our vision is to creating a wine brand cluster represented by the Ningxia Helan Mountain's East Foothill. We aspire to be a bridge between the World and Ningxia in the future, promoting the internationalization of Ningxia wine brands, advancing Chinese wine culture, and allowing consumers worldwide to enjoy high-end Chinese wines and experience their unique charm and cultural value. We aim to support Ningxia in becoming a wine capital, making Ningxia wine “A Marvel to the World.”



Our mission is to promote high-quality wines from the Ningxia Helan Mountain's East Foothill, dedicated to enhancing the international image of Chinese wine and providing customers with an exceptional wine experience. We seek to facilitate the inheritance and development of wine culture, ensuring that every bottle tells a story. We are committed to promoting Ningxia winery tourism, allowing more people to experience the terroir of this beautiful land and explore the charm of Ningxia vineyards

Mission

After thirty years of develop, the once barren Gobi Desert of the Ningxia Helan Mountain's East Foothill has transformed into an oasis with flourishing grapevines.

Brand introduction of Helan Hong

贺兰红
He Lan Hong

自然天成 原生原酿
中国酒庄酒 品味贺兰红
宁夏贺兰山东麓葡萄酒产区



杭州亚运会官方供应商

杭州亚运会官方供应商
杭州亚运会官方指定红酒
杭州亚组委官方红酒供应商

Official Supplier of the Hangzhou Asian Games

"Helan Hong" to be selected as the flagship product of the Ningxia Helan Mountain's East Foothill wine region, becoming the official red wine supplier for the Hangzhou Asian Games and Asian Para Games.



杭州亚运会官方供应商

Brand introduction of Helan Hong



Reception for the 77th United Nations Day in Beijing.

The United Nations in China held a reception for the 77th United Nations Day in Beijing, attended by ambassadors from 110 countries and heads of departments.

"Helan Hong" Selected as the Designated Wine for the World Internet Conference



Brand introduction of Helan Hong

HeLan Hong Honor

贺 兰 红
He Lan Hong



Gold Medal

The 8th Helan East Mountain's Foothill
International Wine Expo

Helan Hong Cabernet Sauvignon 2018

Grand Prize

2019 "Belt & Road" Wine and Spirit Competition

Helan Hong Cabernet Sauvignon 2018



Brand introduction of Helan Hong



Silver Medal

Decanter World Wine Awards 2019

Helan Hong Cabernet Sauvignon 2016



Gold Medal

The Ninth Ningxia International Wine Expo
at Helan Mountain’s Eastern Foot

Helan Hong Jiangnan Edition Reserva
Cabernet Sauvignon 2017

Grand Gold Medal

The Ninth Ningxia International Wine Expo
at Helan Mountain’s Eastern Foot

Helan Hong Marselan Oar Reserva 2019



EXPERIENCING CHINA ESTATE WINE ENJOYING HELAN HONG

Brand introduction of Helan Hong



Gold Medal

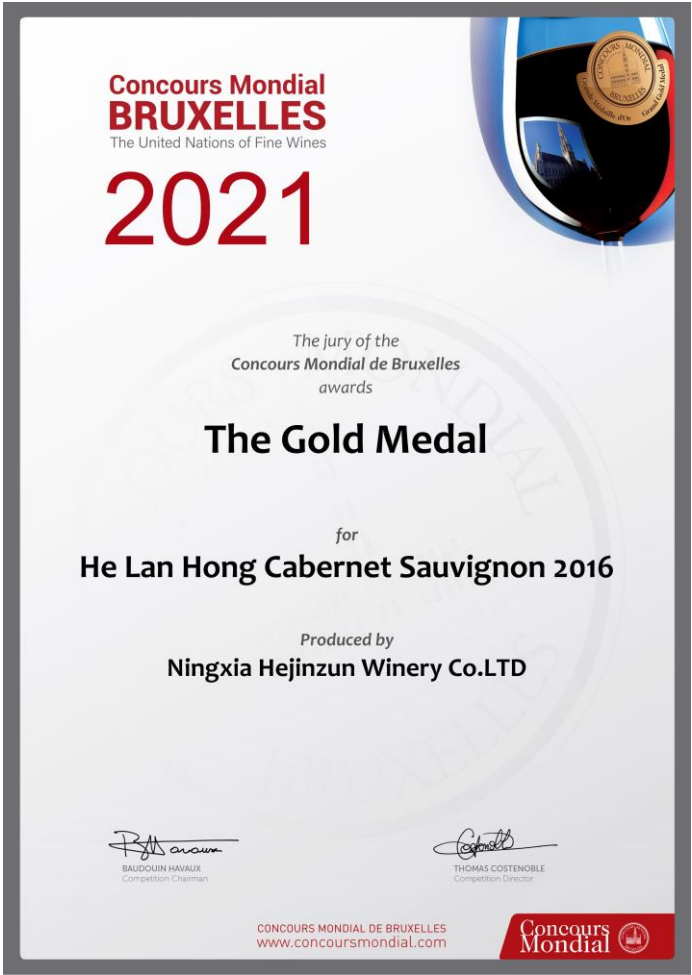
Concours Mondial de Bruxelles 2021

Helan Hong Jiangnan Edition Reserva
Cabernet Sauvignon 2018

Gold Medal

Concours Mondial de Bruxelles 2021

Helan Hong Cabernet Sauvignon 2016



Grand Gold Medal

Concours Mondial de Bruxelles 2021

Helan Hun Hero Edition Cabernet
Sauvignon Reserva 2018

Grand Gold

Berliner Wein Trophy 2021

Helan Hun Hero Edition Cabernet
Sauvignon Reserva 2018



HONOR



Brand introduction of Helan Hong



Grand Gold Medal

China (Ningxia) Helan Mountain's
Eastern Foot International Wine
Contest 2022

Helan Hun Hero Edition Reserva
Cabernet Sauvignon 2018

Gold Medal

China (Ningxia) Helan Mountain's
Eastern Foot International Wine
Contest 2022

Helan Hun Hero Edition Reserva
Chardonnay 2020



Gold Medal

China (Ningxia) Helan Mountain's
Eastern Foot International Wine
Contest 2022

Helan Hong Marselan Reserva
2019

Gold Medal

China (Ningxia) Helan Mountain's
Eastern Foot International Wine
Contest 2022

Helan Hong Dunkelfelder
Reserva 2020



Brand introduction of Helan Hong



Grand Gold Medal

Concours Mondial de Bruxelles 2022

Helan Hun Hero Edition Reserva
Cabernet Sauvignon 2018



Gold Medal

Helan Hong Jiangnan Edition
Reserva Cabernet Sauvignon 2018



Grand Gold Medal

Concours Mondial de Bruxelles 2022

Helan Hun Hero Edition Reserva
Cabernet Sauvignon 2018



Gold Medal

France International Wine Awards 2022

Helan Hun Hero Edition Reserva
Cabernet Sauvignon 2018



Silver Medal

Helanhong Jiangnan Edition
Reserva Cabernet Sauvignon 2018



Brand introduction of Helan Hong



Grand Gold Medal

Concours Mondial de Bruxelles 2024

Helan Hong 20 Classic 2018

Gold Medal

Berliner Wein Trophy 2024

Helan Hong Jiangnan Edition Reserva Dry White Wine 2019



Silver Medal

Decanter World Wine Awards 2024

Helan Hong Classic Welschriesling 2019

Grand Gold Medal

China (Ningxia) Helan Mountain's Eastern Foot International Wine Contest 2024

Helan Hun Hero Edition Reserve Dry Red Wine 2018



Helan Hong Winery

The winery features a 10,634m² modern wine production facility, a 3,474m² conference center, and a 4,018m² Minning Pavilion exhibition center. Helan Hong Winery produces 14,000 tons of mid- to high-end wine annually, comprising three main components: Helan Hong Winery, the Minning Pavilion Museum, and the permanent venue for the China International Wine Expo.

The winery spans 20,000m², with the main tower of the winery, the Minning Zhen, covering an area of 3,400m². This space integrates wine and tea culture displays, cultural exhibitions from Minning Zhen, conference hosting, and banquet facilities. The multifunctional conference center is 3,000m² and can accommodate up to 4,000 attendees for meetings and receptions. Additionally, there is a 2,500m² underground wine cellar and a 5,000m² testing center, which can provide shared grape and wine testing services for wineries in the region.



Events in Hong Kong and Macau

Maxims Group Wine Dinner event



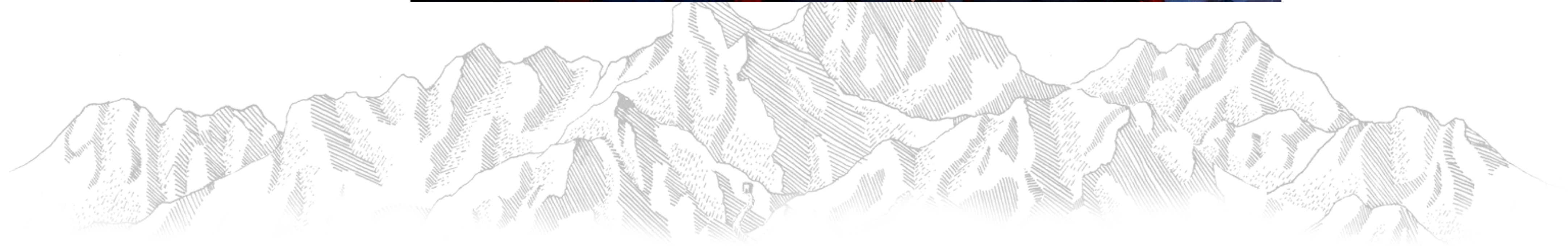
Events in Hong Kong and Macau

Ningxia Helan Mountain's East Foothill Wine Culture and Tourism Feast



Events in Hong Kong and Macau

The Reception by the Hong Kong Media in Celebrates the 75th Anniversary of the Founding of the People's Republic of China



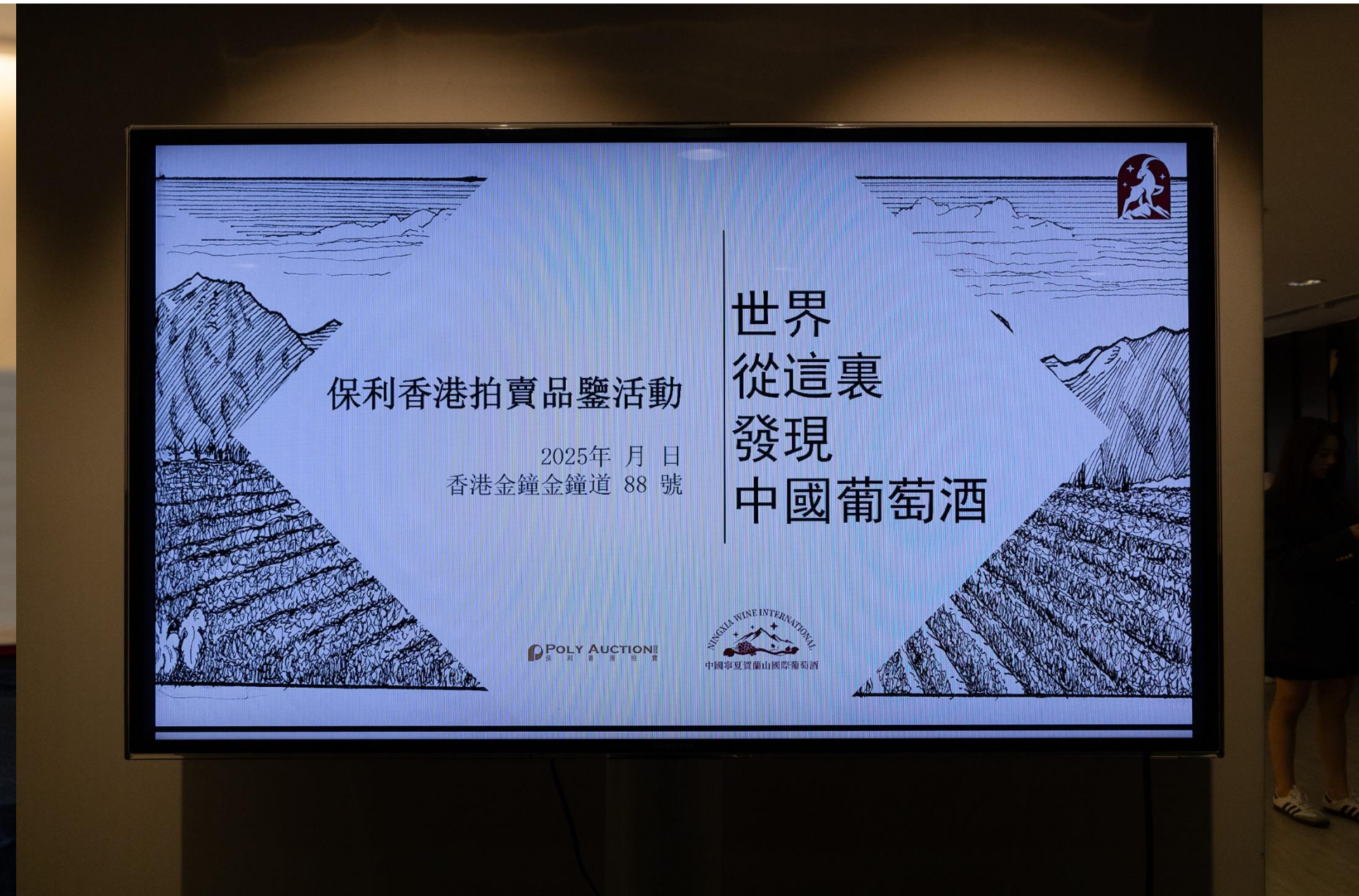
Events in Hong Kong and Macau

Wynn Palace Ningxia Gala Dinner



Events in Hong Kong and Macau

Poly Auction Wine Tasting Event



Products of Helan Hong

All products





He lan Hong

Helan Hong Observe Jasmine Tea White Wine

Name: Helan Hong Observe Jasmine Tea White Wine

Grape Variety: Welschriesling, Jasmine Tea

Alcohol: 14.8%vol

Vintage: 2023

Net Volume: 750ml

Light, fresh straw-green in color. Jasmine aroma is prominent, with warm nutty notes and light touches of peach blossom and locust flower. The palate is bright with crisp acidity and a smooth, slightly sweet finish.





He lan Hong

Helan Hong Classic Dry White Wine

Name: Helan Hong Classic Dry White Wine

Grape Variety: Welschriesling

Alcohol: 13.5%vol

Vintage: 2019

Net Volume: 750ml

The wine shows a bright straw-yellow color. Swirling the glass releases fresh and delicate aromas of flowers, citrus, and peach. On the palate, it's crisp and refreshing, with lively acidity that makes it easy to drink.





He lan Hong

Helan Hong Classic Dry Red Wine

Name: Helan Hong Classic Dry Red Wine

Grape Variety: Cabernet Sauvignon, Merlot, Marselan

Oak Aging: 8 months

Alcohol: 15%vol

Vintage: 2018

Net Volume: 750ml

As you pour into your glass, a dark ruby hue captivates the eye. A gentle swirl releases enchanting aromas of black cherry, black plum, with hints of vanilla and chocolate. On the palate, the tannins are elegantly ripe and smooth, offering a full-bodied experience with perfectly balanced acidity. The alcohol is seamlessly integrated, culminating in a graceful, medium-length finish.



第八届贺兰山东麓国际葡萄酒博览会组委会
The 8th Organizing Committee of Helan Mountain's
East Foothill International Wine Expo





He lan Hong

Helan Hong Reserva Dry Red Wine

Name: Helan Hong Reserva Dry Red Wine

Grape Variety: Cabernet Sauvignon, Merlot, Cabernet Gernischt

Oak Aging: 12 months

Alcohol: 15.5%vol

Vintage: 2019

Net Volume: 750ml

This wine presents a profound ruby color, exuding an intense aroma. The scents of plums and blackcurrants blend harmoniously with those of vanilla, toasted bread, and cocoa. On the palate, it offers a silky texture and a full-bodied profile. The lively acidity imparts a refreshing touch, leading to a long finish that is harmonious and well-balanced, making every sip truly unforgettable.



He lan Hong

Helan Hong Jiangnan Reserva Dry White Wine

Name: Helan Hong Jiangnan Reserva Dry White Wine

Grape Variety: Chardonnay

Oak Aging: 3 months

Alcohol: 14.5%vol

Vintage: 2019

Net Volume: 750ml

The wine shows a clear and delicate pale gold color. With a gentle sniff, a fresh aroma wafts up gracefully, where the subtle floral scent blends harmoniously with the fruity notes of apple and peach. Amidst them, there is a faint, enticing hint of creamy sweetness and a touch of rich almond fragrance. When sipped, the acidity is just right, and the overall flavor is well-balanced and harmonious, bringing a sense of delightful pleasure.





He lan Hong

Helan Hong Jiangnan Reserva Dry Red Wine

Name: Helan Hong Jiangnan Reserva Dry Red Wine

Grape Variety: Cabernet Sauvignon, Merlot, Cabernet Franc

Oak Aging: 12 months

Alcohol: 14.8%vol

Vintage: 2018

Net Volume: 750ml

This fine wine showcases a deep, enchanting ruby color. A gentle sniff reveals a complex aroma, with rich blackcurrant and black cherry scents leading, soon interwoven with subtle smokiness, mellow chocolate, and a hint of spice. On the palate, it offers a round and full - bodied feel, where sweetness and acidity are perfectly balanced. The abundant, silky tannins spread slowly, leaving a long, luxurious finish that captivates the senses.



He lan Hong

Helan Hun Hero Reserva Dry White Wine

Name: Helan Hun Hero Reserva Dry White Wine

Grape Variety: Welschriesling

Oak Aging: 6 months

Alcohol: 14%vol

Vintage: 2019

Net Volume: 750ml

The wine reveals a delicate straw-yellow hue, crystal clear and translucent. Its aroma is gracefully elegant and refreshing, with the fragrance of flowers intricately interwoven with the fruity scents of apple, citrus, and muskmelon. The moment it touches the palate, the taste is round and velvety, as the flavors of peach and grapefruit unfold in the mouth. The wine has a full-bodied and well-balanced profile, leaving behind a lingering and pleasant aftertaste.





Helan Hun Hero Reserva Dry Red Wine

Name: Helan Hun Hero Reserva Dry Red Wine

Grape Variety: Cabernet Sauvignon, Merlot, Cabernet Franc

Oak Aging: 15 months

Alcohol: 15.5%vol

Vintage: 2018

Net Volume: 750ml

This wine showcases a strikingly deep ruby color. The aroma is remarkably rich, with prominent notes of blackcurrant, black cherry, black plum, and raspberry, artfully intermingled with smoky, chocolatey, and spicy undertones. On the palate, it offers a delightfully round and full-bodied experience, featuring a sweet and harmonious balance. The tannins are plentiful and exquisitely smooth, resulting in a long, lingering finish.

Reserva Series





中國寧夏賀蘭山國際葡萄酒



風土不語 杯酒能言



賀蘭紅

嘉地  JADE VINEYARD
ONE MOUNTAIN, ONE TERROIR, ONE TASTE

China Ningxia Helan Mountain International Wine Ltd



Whatsapp: 852-84006332
Email: info@chinawinemap
IG: chinawinemap
FB: chinawinemap
www.chinawinemap.com

