



Helping Premium Wine & Spirits Companies
Enter and Grow in China and Hong Kong

China
Shanghai · Hong Kong

WHO WE ARE

Experience, Not Theory

KBS is a premium wine and spirits consultancy headquartered in Shanghai, founded by Oliver Murphy.

Oliver brings over 15 years of hands-on experience building and scaling premium wine and spirits brands across China and Hong Kong. WSET qualified and with fluent Mandarin, he has established relationships throughout the region.

Our goal is not just to help our partners enter China but to build a lasting commercial presence.

Headquartered in Shanghai



15+

years building
premium brands
in China

Market Challenges

Why many brands struggle in China

■ High cost of full-time in-market hires

Committing to local headcount before revenue is established creates significant financial exposure.

■ Managing China remotely via importers

Relying on importers without direct presence means limited visibility and control over execution.

■ Identifying and managing the right partners

The landscape of importers and distributors is opaque — choosing poorly costs time and brand equity.

■ Positioning applied without local adaptation

Strategies that work in home markets often fail to account for China's distinct cultural and trade dynamics.

■ Limited visibility into real market feedback

Without trusted eyes on the ground, brands rarely receive impartial or timely intelligence from the trade.

What It Takes to Succeed in China

Brands that win in China share four common characteristics:

Market & Pricing Insight

A clear-eyed understanding of where the market actually sits and a concise pricing strategy.

A Focused Entry & Expansion Plan

Realistic targets, sequenced priorities, and a roadmap that reflects China's genuine complexity.

Carefully Selected, Actively Managed Partners

The right importers and distributors are key and continued relationship management is equally important for sustained growth.

Local Commercial Support

In market presence working alongside your importers and distributors to increase footprint and visibility.

KBS is here to assist with all of these elements.

What Sets KBS Apart

We do the hard work

1

Hands-On Execution

We don't just advise — we act. KBS takes direct responsibility for implementation and results.

2

Partner Selection & Enforcement

From importer identification and contract negotiation through to holding distributors accountable for delivery.

3

Ongoing Troubleshooting

When performance falls short, we identify the cause and fix it.

4

Deep Market Experience

With close to two decades of in-market relationships we speak the local business language to ensure your brand reaches full potential across the full China and Hong Kong market landscape.

PROVEN RESULTS

A Track Record in Numbers

140%

increase in Grand Cru Classé listings

Active listings grew 140% over an 18-month period through targeted and hands-on importer development.

176%

expansion in distributor footprint across Greater China

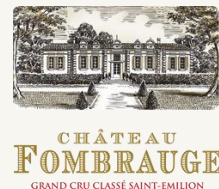
Distributor network expanded by 176% with the addition of 30 new partners across mainland China and Hong Kong.

€9M+

Grand Cru portfolio managed

Managed a portfolio of Grand Cru wines for a leading Bordeaux négociant across four APAC markets growing deliverable sales by 37%.

Estates and producers Oliver has represented in the market:



SOMONTANO
DENOMINACION DE ORIGEN



How We Work

Flexible engagement models designed to match your ambitions

01 Market Insight

Comprehensive market and pricing analysis before you commit.

02 Commercial Development

Full market entry and distributor management — from partner selection through to ongoing performance monitoring.

03 Full Representation

KBS acts as your dedicated China commercial team on retainer.

04 Project-Based Support

Targeted help for specific challenges: underperforming distributors, contract disputes, tasting events, or trade training.

Asia-Pacific expansion support is available for established engagements. Speak to us about your longer-term market ambitions.

NEXT STEP

Ready to Drive Results in China?

Book a 30-minute consultation with Oliver Murphy to assess market fit, risks, and realistic routes to success in China and Hong Kong.

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