

百利宮亞洲貿易有限公司總裁 梁梓灝

不忘初心以熱情開拓廣闊市場



【香港商報訊】記者呂明霞報道：品酒猶如品味人生，香港洋酒聯會主席、中國名人會副主席、百利宮亞洲貿易有限公司總裁梁梓灝（Christopher Liang）堅持品質，Paragon Trading Asia旗下的產品經歷疫情的洗禮，在高端場所及酒店愈受歡迎。隨着兩地經濟往來逐步恢復，梁梓灝的生意版圖逐步走出香港、走向大灣區及更遠的內地城市，特別是海南自由貿易港的出現，為進口烈酒提供了更大的市場。梁梓灝相信其品牌能夠在內地獲得更大的成功。



品酒如品味人生，梁梓灝（Christopher Liang）坦言自己是勇於進取的人。



梁梓灝（Christopher Liang）是個擁有國際化視野的人，當前旨在進一步開拓內地市場。

扎根香港 放眼世界

梁梓灝是個擁有國際化視野的人，也正是因此，他願意從世界各地搜羅各式各樣的產品，落地香港，用他的原話來講，是因為這座城市給他帶來「positive」的感覺。「在香港，每一天醒來都是新的一天，面對新的人新的挑戰，這裏的變幻和多元也帶來各種機遇。從推廣洋酒文化的角度來看，曾受西方文化影響的香港，已經擁有成熟的酒吧夜生活——蘭桂坊，包括洋酒背後的社交方式與生活理念，也有多種途徑獲得。」

疫情期間，內地與香港雖然封關，但他的產品在香港很受歡迎，在置地文華東方酒店這樣的五星級酒店中，總能找到Paragon Trading Asia旗下產品的身影。重點推介的Silkie Whisky在2021年世界威士忌博覽會上獲得「世界最好的調和威士忌」金獎，全世界只有5個生產威士忌的國家擁有相似的分級。葡萄酒GLADSTONE VINEYARD的生產酒莊位於新西蘭懷拉帕（Wairarapa），是新西蘭第一批黑皮諾種植地，其歷史可以追溯到1880年代，而格萊斯頓葡萄園生產的每一瓶葡萄酒都嚴格按照單一葡萄園和阿達拉釀酒廠的標準製造，「正是這樣的高質量保障，相關買家都很喜歡我們旗下的產品。」

香港自2008年取消葡萄酒關稅以來，已成功轉型為亞洲葡萄酒樞紐，優越的地理位置讓香港推廣洋酒文化擁有得天獨厚的優勢。梁梓灝成立的香港洋酒聯會也逐步在香港發展新活動和業務。他成立香港洋酒文化商會的初衷，一方面希望聯結更多業內人士，促成更多生意和交流，另一方面也希望整合洋酒資源，為喜歡洋酒文化的人們提供學習的平台，進一步發揮香港作為中外文化交流中心的優勢，為內地帶去更多專業的酒知識、酒品牌。

積極開拓內地市場

採訪當天，梁梓灝臨時趕去廣州出差，當地的瓢潑大雨抵不住其開拓進取的熱情：「疫情期間，我們注重產品質量，為葡萄酒、威士忌、水產品爭得了多項世界級榮譽。通關之後，生意額逐步恢復，目前已為產品爭取到深圳、廣州、海南等地的市場。在內地的拓展也

十分順利，特別是雞尾酒酒吧和品酒人士越來越多，大家對優質洋酒的追求也變得更高。」另一個值得關注的好消息是海南自由貿易港的出現，為進口烈酒提供了更廣闊的市場。

他講到，目前公司分成幾條線路重點開拓，一方面是穩定的酒水零售業務，在保障產品質量的同時積極拓展各地市場，另一方面則舉行高端的私人活動，鏈接高質量人群，為產品宣傳提供更廣闊的空間。

對事業充滿100%的熱情

梁梓灝坦言，自己是個勇於進取的人。從2018年至持續三年的新冠疫情，公司發展的確重創連連，在維持現有業務的基礎上分配資源、改進生產技術；在停頓時期「養精蓄銳」，蓄勢待發。

而當下，他更堅信自己做酒的初心不變：「當初因為興趣愛好開始收藏葡萄酒及烈酒，其間更花費時間研究每個產品線的歷史，並考取WSET國際酒師資格。這些都離不開我對發展品牌、推廣洋酒的初心。」

他對是次獲頒大灣區傑出企業家大獎感到十分榮幸：「這是香港商報及業界對我的鼓勵和認可，我感到十分榮幸。不論在任何階段，都要相信自己，並充滿100%的熱情，在與專業人士合作的同時，也要適時調整，應對不斷變化的宏觀經濟環境。」除了創業以外，梁梓灝亦是2022年的金馬獎獲得者和多次得獎的專業酒師。



Paragon Trading Asia旗下的產品多種多樣，在高端場所如五星級酒店備受歡迎。



Paragon has its eyes firmly fixed on the future

Christopher Liang is the CEO of Paragon Liquors. In 2021, he set up Paragon Liquors, a sales platform for wine and spirits in Asia-Pacific. The company has two offices, in Hong Kong and Hainan

What's the business model for Paragon Liquors and how did you come up with the idea? We wanted to offer the best-quality products in each of our fields to the discerning consumer. We have put our heart and soul into curating our portfolio of world-class products, which co-exist well under the umbrella of Paragon Liquors. The business is based in Hong Kong for logistical reasons. We cover the whole of north-east Asia, including China, Korea, Japan and Macau.

Where is the strongest opportunity geographically? The strongest opportunity for us lies in the markets in the Asia-Pacific Economic Cooperation (APEC), where we can develop ourselves as a vanguard of world-class drinks production and distribution.

APEC is a rising economic region of 21 member countries totalling over 500m active consumers of alcoholic beverages. It also includes several emerging markets that exhibit strong demand for fine wines, while also struggling with a consistent shortage of domestic supply. Therefore, it is the natural hinterland for our operations and expansion plans.

Business is really picking up for us in Asia. Now that restrictions have relaxed and travel has resumed, we're aiming to expand our operations, particularly in Macau and Taiwan. Longer term, we intend to increase focus further afield in the next two or three years. We're very confident that our sales in the next six months will achieve double our sales over the last 12 months.

Which beverage alcohol companies impress you? We look up to industry stalwarts like Diageo and Pernod Ricard and are keen to work hand in hand with them. In October, we'll be attending the



Award-winning beWater Phenomenal (left) and Christopher Liang, CEO of Paragon Trading Asia

TFWA World Exhibition & Conference in Cannes and during this industry-led event, I'll be looking to introduce our brand more widely. We've already attended many trade fairs and international expos, including ProWine Hong Kong and TFWA Singapore.

Who is your ideal customer and how do you identify them? The ideal consumer would be one who relishes taste and craftsmanship when it comes to beverage selection. We offer sampling at selected trade fairs and wine tastings, and are in the process of creating a list of VIPs based on consumption patterns and preferences, which we hope to epitomise in our next vintage.

Which beverage categories are performing well for Paragon? Our entire portfolio is experiencing positive growth, however, our spirits portfolio has proved to be particularly strong in the past few years. And while whisky sales are picking up, our water brand, beWater Phenomenal, is also becoming more well-known. beWater was officially launched in Hong Kong during the last quarter of 2022. Available in upmarket grocery stores in the city at HKD18 [US\$2.30] per aluminium can, it's won several awards, including for plastic waste reduction.

We've also won the respect of many socialites in the last six months through our sponsorship of events, including Prestige's Women of Power Summit in Hong Kong. We think there's a social premium around our aluminium cans — Gen Z and

Millennial consumers are willing to support a more sustainable environment by paying slightly more.

And which categories are proving most challenging? While the portable water market is large in Asia, due to the lack of drinkable tap water in many member states, the competition is stiff due to the existence of numerous local substitutes.

How do you hope to capitalise on those stronger categories? We hope to concentrate our marketing efforts on our strengths such that we may maximise the sales and revenue streams for our investors.

How will you overcome the challenges in weaker categories? We will face those challenges through strategic partnerships and public relations efforts that will engage more prospective clients and allow them to better appreciate our product mix.

What does the future hold? What's your exit strategy? We're still a relatively young startup — the future is bright for Paragon. On a year-on-year basis, we are targeting organic sales and distribution growth of at least 10%. Our exit strategy would be to enter into a joint venture with other industry stalwarts when our status within beverages matures in due course. This ideal scenario would result in a win-win partnership, as we sincerely believe that our product offering is rare, covetable and of rising value.