



Crown Range Cellar



Explore our roots, innovating with passion.



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Crown Range Cellar Story

Crown Range Cellar - Explorers of Fine Wine

During the global gold rush from 1865 to 1900, thousands of Chinese migrants traveled to New Zealand. Their historical footprints remain across the country, particularly in Central Otago.

The wines under Crown Range Cellar Group are crafted by contemporary, passionate Chinese winemaker Jing Song, paying tribute to these brave Chinese prospectors.

Jing Song, a visionary Chinese entrepreneur, founded Crown Range Cellar. She is the youngest person in the 21st century to win the UK Pinot Noir Trophy three times, along with multiple gold awards. She also became the first-ever Chinese ambassador for the prestigious UK Spirits & Wine Competition and, in October 2024, was appointed as a world wine judge in Paris.

Driven by passion and a relentless pursuit of exploration, Jing Song combines masterful winemaking techniques with artistic craftsmanship. Through this journey, she has discovered a profound sense of cultural belonging—a connection between her Chinese heritage and the Western lands where her wines flourish—creating a meaningful and distinguished wine portfolio.

Inspired by a desire to explore new terroirs and innovate, and fueled by her deep love for wine, Jing Song collaborates with the world's top winemakers to seek out unique soils, cultivating and crafting the finest wines from New Zealand and France—turning her vision into reality.



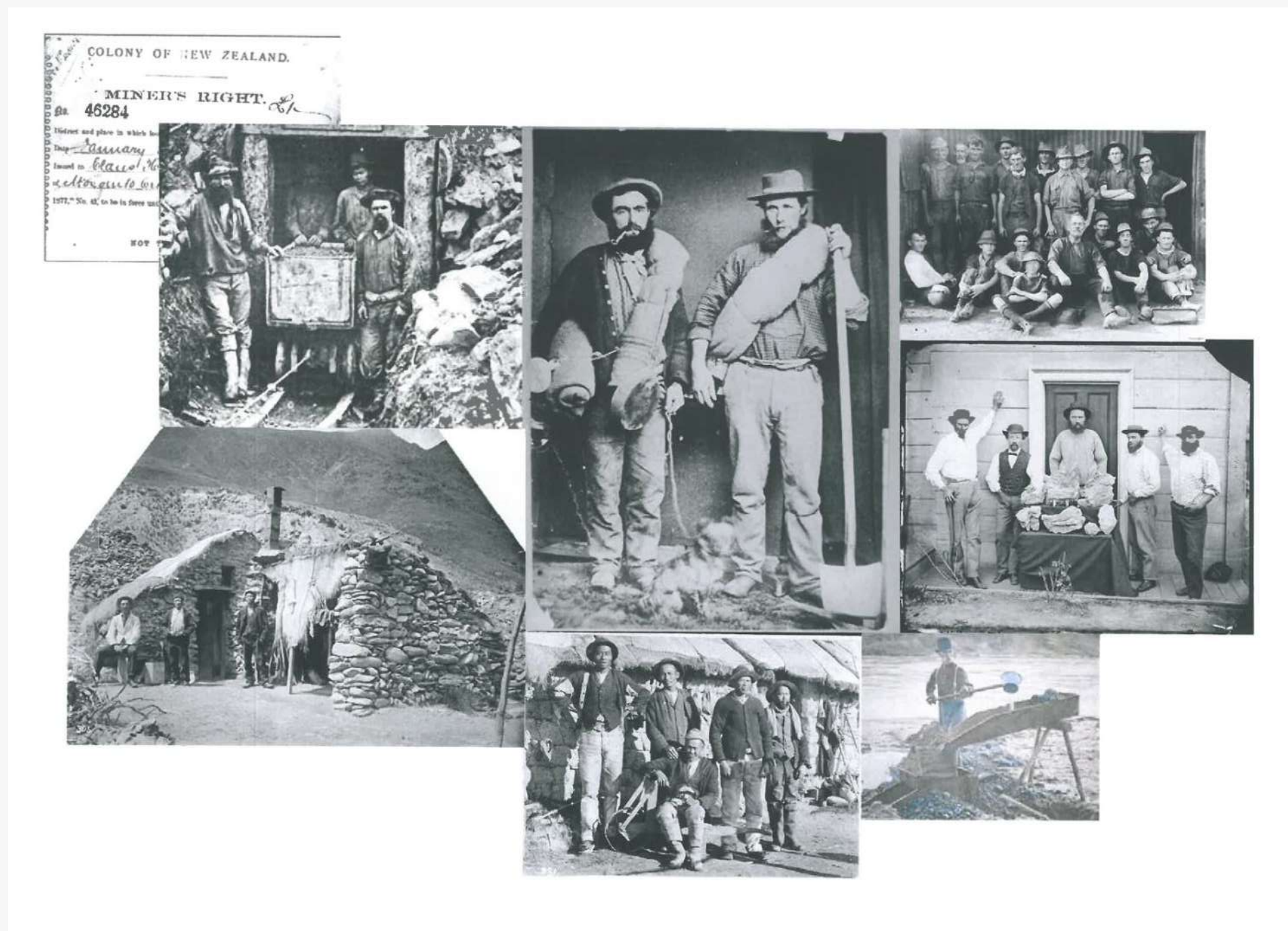


Otago's Golden Past - The Gold Rush Era

In 1861, Australian prospector Thomas Gabriel Read discovered surface gold deposits in Central Otago, South Island, New Zealand. The news spread quickly, sparking a gold rush that drew thousands of miners from Europe, California, and Australia. At its peak, up to 18,000 miners camped along the Clutha River, hoping to strike gold.

The following year, the town of Alexandra was established, becoming one of the earliest settlements in what was once a sparsely populated region. Although the initial gold rush frenzy subsided over the next few decades, mining operations continued at a slower pace. By 1865, the mining workforce was predominantly Chinese immigrants, who had left their homeland in search of fortune.

Many of the regions where these Chinese prospectors once toiled—Gibbston Valley, Bendigo, and Bannockburn—are now among New Zealand's most renowned wine regions, particularly celebrated for producing world-class Pinot Noir.





A Treasure of Millennia

Central Otago, nestled in the southern heart of New Zealand's South Island, is the country's only region with a continental climate, though it is still somewhat influenced by ocean currents. The valleys surrounding Lake Dunstan are encircled by dark schist mountains—ancient rock formations that were buried deep underground for over 100,000 years. As tectonic forces lifted them, glaciers from the Southern Alps carved dramatic fractures and scattered rocky debris across the landscape.

This region's harsh conditions—poor soils, a dry climate, and over 16 hours of summer sunlight per day—create the perfect environment for complex, full-bodied Pinot Noir. The challenging terrain naturally limits yield but ensures exceptional quality.

Despite its remote location, Central Otago's wines—especially Pinot Noir—quickly gained international acclaim. The first grapevines were planted in the 1860s, when miners settled in the area after the gold rush. However, due to its isolation, commercial viticulture did not begin until more than a century later.



Founders



An Extraordinary Business Legend: The Story of Jing Song

Jing Song is one of the world's most respected winemakers. She is the youngest woman ever to win the UK Pinot Noir Trophy three times, along with multiple gold awards for excellence. In 2018, she was nominated as one of the World's Best Red Winemakers. As the first-ever Chinese ambassador for the prestigious International Wine Challenge (IWC) in London, she has played a key role in strengthening trade relations between China and the UK. Most recently, in October 2024, she was appointed as a judge for the "Battle of Wines" competition.

Her journey began in university, where she pursued a double major in Theology and Accounting, earning a scholarship from KPMG. However, an unexpected detour during what was meant to be a wine-tasting trip led her to a winery and bottling facility in Central Otago, New Zealand—a moment that changed the course of her career. She fell in love with wine and viticulture. There, she met Grant, then considered one of New Zealand's finest Pinot Noir winemakers, and together, they founded Crown Range Cellar. Their award-winning Pinot Noir wines have since gained international recognition.

Jing also commissioned Patrick Léon, the renowned winemaker and managing director of Château Mouton Rothschild, to craft an exclusive, limited-edition Syrah for Crown Range Cellar. Each vintage was limited to just 650 bottles, individually signed by the head winemaker. This masterpiece became Patrick Léon's final collaboration before his passing in 2018—a blend of Syrah and Grenache from France's finest southern vineyards, infused with Jing's signature New Zealand style. This exceptional wine set a record-breaking auction price, was acquired by Gordon Ramsay, and was featured on the prestigious "Discovery Pairing" wine list at the 1890 restaurant in London's Savoy Hotel.

Since founding Crown Range Cellar, Jing Song has continuously collaborated with the world's most esteemed winemakers, creating one legendary wine after another.



Crown Range Cellar's top five wines

By MiNDFOOD | December 14, 2015



Since 2015: The Birth of an Iconic Wine - “Chinese Girl”

Since winning her first UK Pinot Noir Trophy in 2015, Jing Song has crafted one of her most captivating wines— “Chinese Girl” .

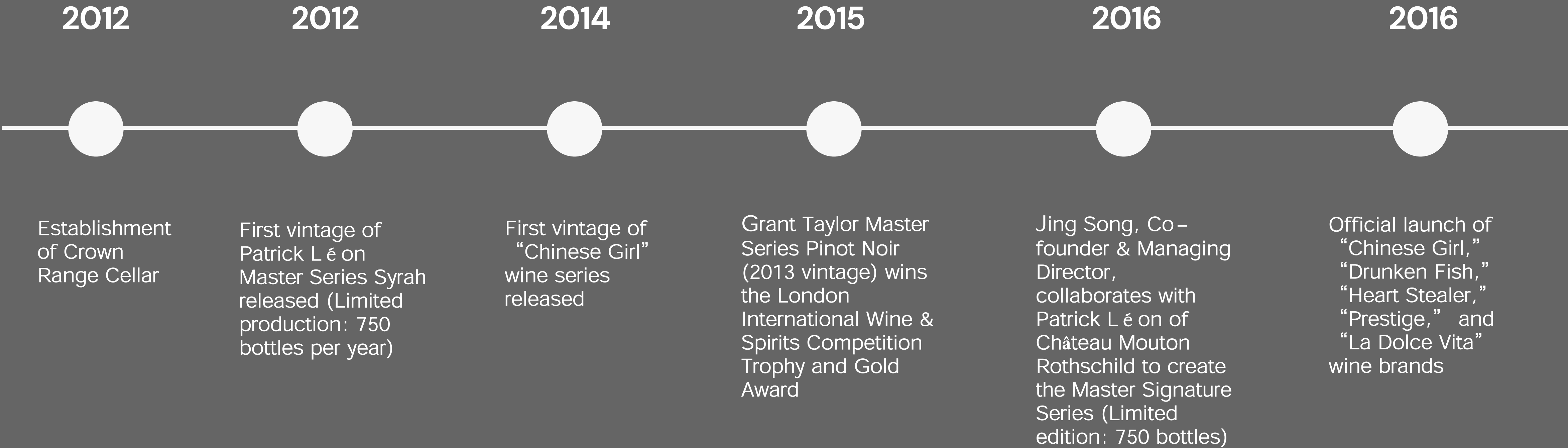
The grapes for “Chinese Girl” are grown on the top terraces of Bendigo Hill Vineyard, a site where Chinese miners once searched for gold between 1860 and 1900. Over a century later, it was discovered that this land held not only gold but also exceptional terroir for Pinot Noir. With abundant sunshine during the day, cool nights, and minimal rainfall, the vineyard provides ideal growing conditions for producing wines of remarkable depth and character.

Jing’ s passion and creativity in winemaking, combined with her deep connection to her heritage, have shaped a portfolio of wines that pay tribute to her cultural roots.

Under the mentorship of Sir Michael Hill, the renowned jewelry magnate, Jing is also a strong advocate for women entrepreneurs, particularly in New Zealand. She actively supports and encourages women to boldly pursue their dreams and career aspirations. Today, she is a member of a global women’ s leadership organization, furthering her commitment to empowerment and innovation.



Major Milestone





2016

2016

2017

2017

2018

2018

Jing Song, Co-founder & Managing Director, appointed as China Ambassador for the London International Wine & Spirits Competition (IWC)

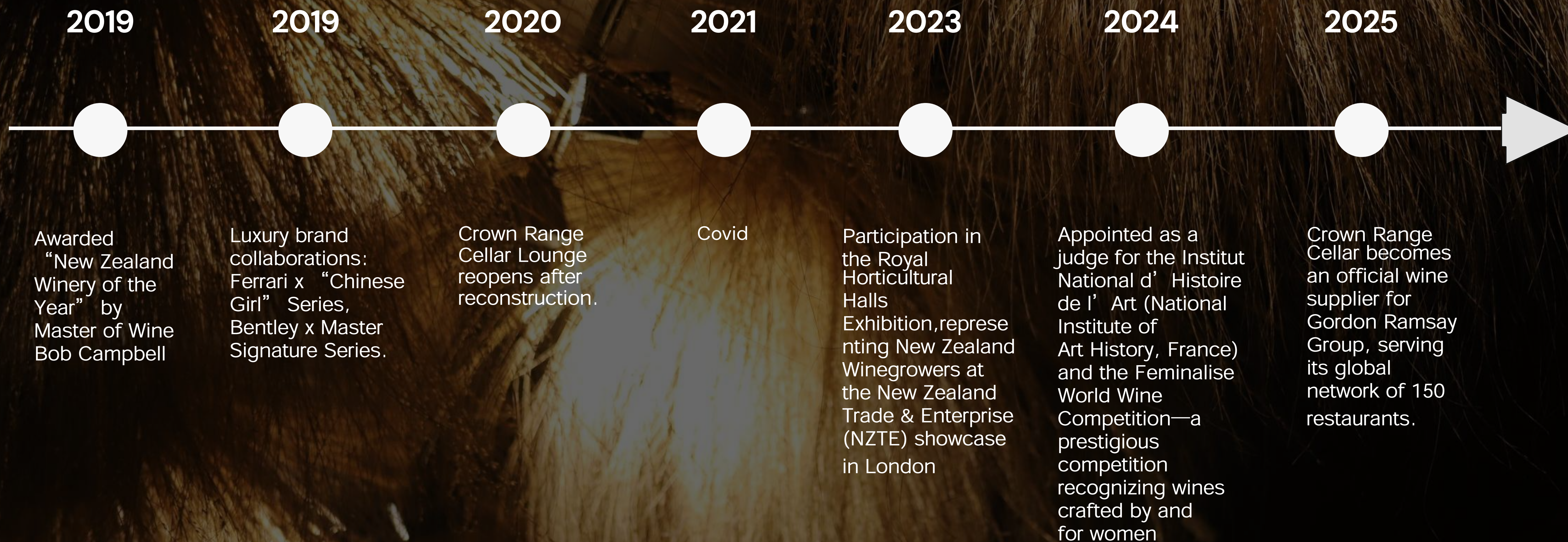
New Zealand Prime Minister Sir John Key personally signs 30 bottles of “Chinese Girl”, recognizing Crown Range Cellar’s contributions to the local community

The IWC names the “Best Chinese Wine Producer Trophy” after Jing Song, making her the first Chinese person in UK history to receive such an honor

“Chinese Girl” 2015 vintage wins dual trophies at the London International Wine Competition—the Otago Trophy and Bendigo Trophy

Under Jing Song’s leadership, the IWC creates a dedicated judging category for Baijiu, recognizing China’s iconic spirit on the global stage. Launch of the inspirational “Moonlight” Pinot Gris series, which wins gold at the IWC, while Crown Range Cellar is shortlisted for “New Zealand Winery of the Year”

Crown Range Cellar Lounge tragically destroyed in an accidental fire





Our brands

- **China Girl** - Pinot Noir, Central Otago
- **Drowsy Fish** - Sauvignon Blanc, Nelson
- **Patrick Léon Master Signature Series** - Syrah
- **Stolen Heart** - Syrah
- **Fame Méthode Traditionnelle** - Sparkling Wine
- **Moon Rock** - Pinot Gris, Waitaki Valley



Crown Range Cellar in the world

United Kingdom

- 2015 Won the World's Best Pinot Noir Overall Champion and IWC Gold Medal.
- 2016 Jing proposed the establishment of the Best Chinese Wine category and the Best Chinese Winery award at IWC, filling a century-long gap in British wine awards for Chinese wines.
- 2017 Chinese Cabernet Gernischt won the Best Winemaking Award, with the award category established and sponsored by Crown Range Cellar.

United States

- March 2017 Crown Range Cellar was invited by the New Zealand Winegrowers and the U.S. Trade Development Bureau for the “Made in New Zealand” tour across the United States, including an exhibition at the Financial Research Center. That same year, it officially became a supplier for the Napa Valley Red Wine Club.

Tahiti

- March 2017 Crown Range Cellar was invited by the New Zealand Winegrowers and the New Zealand Trade Development Bureau to officially become a wine supplier for St. Regis Tahiti Resort.

- 2018 Chinese Jiangxiaobai White Wine won the Best Winemaking Award, with the award category established and sponsored by Crown Range Cellar.
- 2018 Crown Range Cellar was recognized as one of the world's best red wine producers.
- 2019 South Africa's CEDEBERG PRIVATE CELLARS won the World's Best Red Wine Producer, with the award category established and sponsored by Crown Range Cellar.

New Zealand

Judging Panel Members

- Bob Campbell
- Raymond Chan
- Michael Cooper
- Sam Ubit

Partnership Conferences & Arrangements

- Park Hyatt (Hotels)
- North Club
- Cape Reinga (Lighthouse) - Long Journey
- The Hill (Golf Course) - Queenstown

- 2019 At the IWC London International Wine Competition, Crown Range Cellar's Moon Rock Series Pinot Gris won Half-Bottle Pinot Gris Champion and an Outstanding Gold Medal, surpassing Alsace in France.
- 2023 Invited by the New Zealand Winegrowers and the UK Trade and Investment Office, Crown Range Cellar participated in the Royal Garden Exhibition Tour.
- 2023-2025 Became a global wine supplier for 150 restaurants in the Gordon Ramsay Group.

Germany

- 2016 Prowine Crown Range Cellar was invited by the New Zealand Winegrowers and the German Trade and Investment Bureau for a wine tour across Berlin and Hamburg.

France

- 2024 Judge
- Institut national d'histoire de l'art (French National Institute of Art History)
- Feminalise World Wine Competition



Crown Range Cellar in the world



PARK HYATT AUCKLAND™



PARK HYATT™



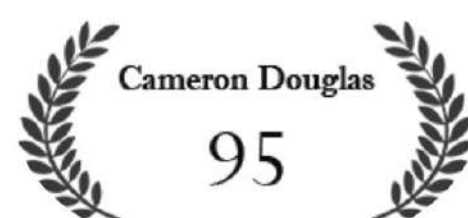
institut
national
d'histoire
de l'art

HIGH
RESTAURANT
GORDON
RAMSAY

CR International Best Award



-Emanuel
Pesqueira, Group
Head of Win



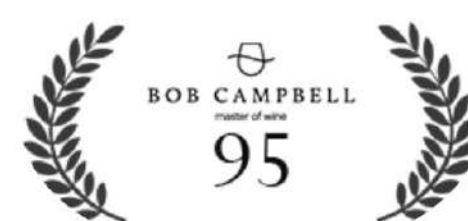
— Cameron
Douglas (MS)



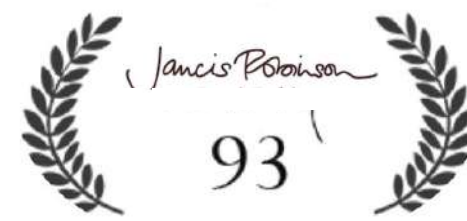
— Robert Parker



— James Suckling



— Bob Campbell



— Jancis Robinson

- Michael Cooper: 4.5 stars
- IWSC: Silver Medal (International Wine & Spirit Competition)
- Christy Canterbury: 91 points
- Bob Campbell: 95 points
- IWC 2017 Bendigo Trophy (International Wine Challenge): 2017 Bendigo Regional Trophy

- IWC 2017 Central Otago Trophy (International Wine Challenge): 2017 Central Otago Trophy
- Raymond Chan: 5 stars
- Feminalise World Wine Competition: Gold Medal
- The Drinks Business: Master Medal
- The Royal Easter Show: Silver Medal
- Six Nation Wine Challenge: No.1 Winner





CHINA GIRL

China Girl Wine Series

We celebrate Chinese culture rooted in western land





In 1869, with the discovery of large gold deposits in the Central Otago region of New Zealand, more than 2,000 Chinese miners arrived, calling it the “New Gold Mountain.” In this harsh and notorious environment, these miners lived in poverty, settling in one of the richest gold – mining areas in the country. The “China Girl” Pinot Noir was crafted in honor of these hardworking and courageous Chinese miners. Our grapes are sourced from designated plots in Bendigo Hill’ s “Chinaman’ s Terrace” , bringing you the new “liquid gold” of Central Otago – China Girl Pinot Noir.



Origin of Terroir



“No country in the world can produce Burgundy grapes of higher quality than those grown in Central Otago.”

— Romeo Bragato, 1895

Central Otago wines, particularly Pinot Noir, have gained international recognition in a relatively short period. The first grapevines were planted in the 1860s when miners settled in the region following the Central Otago gold rush. However, due to the area’s remote location, commercial viticulture did not begin until more than a century later.

The inspiration behind the China Girl Pinot Noir series is not only rooted in the historical connection to the land where our Chinese ancestors once sought gold but also in the legacy of Romeo Bragato (1859 - 1913). A native of the Austro-Hungarian Empire, Bragato played a pivotal role in the development of the wine industries in both Australia and New Zealand.

With outstanding credentials, he was employed by the Victorian Government in Australia as a resident viticulture expert. In 1895, under the leadership of Prime Minister Richard John Seddon, the New Zealand government invited him to visit the country.

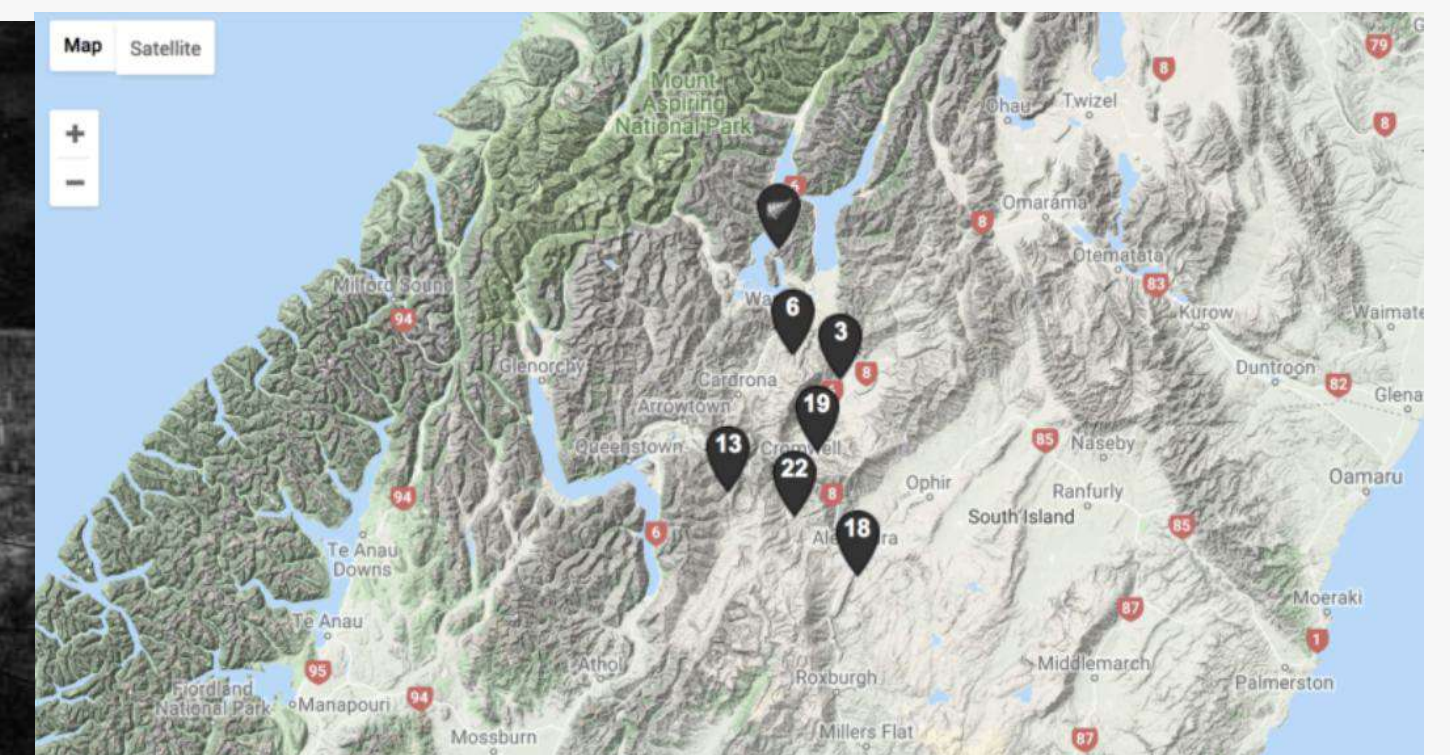
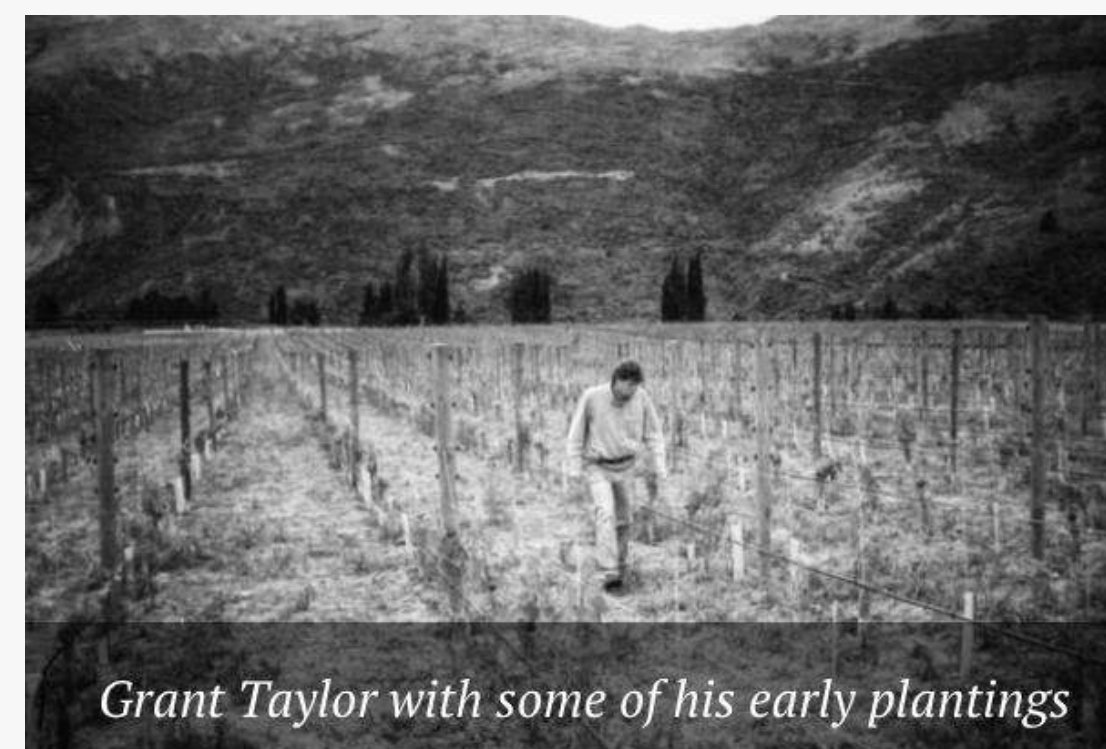
Accompanied by government officials, Bragato traveled from one end of New Zealand to the other. On September 10, 1895, he submitted a detailed and passionate report to the Prime Minister titled Prospects of Viticulture: With Instructions as to Planting and Pruning, outlining his observations and recommendations.



Bendigo is one of the warmest subregions in Central Otago, and possibly the warmest. Located on the eastern shores of Lake Dunstan, its north-facing vineyards are ideally positioned to capture maximum sunlight.

Altitude: Vineyards range in elevation from 220 meters to 350 meters, with some higher-altitude sites utilizing terraced planting.

Soil: The soil composition is diverse, including schist, clay, and bands of calcareous soils.





Vineyard & Viticulture

Our China Girl series winemakers are pioneers, having planted these grapevines in Bendigo as early as the 1990s. This tradition has now continued for more than two decades.

Buchanan introduced disease-resistant rootstocks and, in 1906, demonstrated in the agricultural manual Viticulture in New Zealand, published by the Ministry of Agriculture, how the dominant European grape varieties of the time could be grafted onto American disease-resistant rootstocks.

Buchanan's work covered the following aspects: Recommending suitable

- grape varieties for planting;
- Methods for grafting onto Phylloxera-resistant rootstocks;
- Identifying regions suitable for grapevine cultivation;
- Adapting different grape varieties to local conditions;
- Vineyard layout design;
- Pruning techniques and other details.

Unfortunately, his research findings were not immediately recognized but were buried for over 60 years. It was not until the late 1970s to the 1980s that some scholars revisited and republished Buchanan's research. Many of his recommendations have since become fundamental to modern viticulture practices in New Zealand. Our winemaking philosophy continues to honor and apply his theories in our craft today.





Climate of Central Otago Temperature

Bendigo, one of the warmest subregions of Central Otago, has an average temperature of 18° C in January (peak summer) and 4° C in July (peak winter). Daytime temperatures in summer can reach 30° C, while nighttime temperatures may drop to 8° C.

Climate of Central Otago Rainfall

Annual precipitation ranges between 340 - 600 mm, depending on the specific location. Drip irrigation is essential, at least during vine establishment, with all irrigation water sourced from snowmelt in the Southern Alps.

Other Climatic Features

Strong northwesterly winds help keep vines and grapes dry and healthy. Although Central Otago has a relatively short growing season, the long summer daylight hours compensate for the shorter ripening period.

Soil Diversity

Soil composition varies significantly across subregions and even within individual vineyards. Central Otago's soils generally offer excellent drainage and are rich in mica and schist, with loamy silt also present.

Additionally, the region contains pedogenic lime, a soil-formed limestone-like material created under pressure over thousands of years, rather than being derived from marine sedimentary limestone.

Mountain soils are much older than those found on valley floors. Valley floor soils were shaped by glacial activity and tend to be light, sandy, and strewn with fragmented rock. Some vineyards even utilize man-made soils formed after historic gold mining activities.

Latitude, Longitude, and Elevation

Longitude: 169° E

Latitude: 45° S

Elevation: Most vineyards sit at around 300 meters above sea level. Some vineyards are planted at higher elevations, but vines above 400 meters often struggle to fully ripen their fruit.

Viticultural Practices

Vine Training & Irrigation

The Vertical Shoot Positioning (VSP) trellis system is commonly used. Due to the concentration of rainfall in winter, irrigation is typically required, depending on the subregion.

Biodynamic & Organic Farming

Around 25% of Central Otago producers practice biodynamic or organic viticulture.

Harvest Timing

Compared to most other New Zealand wine regions, harvest in Central Otago is later, typically starting in late March and continuing until late April.

Viticultural Challenges

Frost: It is one of the biggest challenges in Central Otago. It can occur either before harvest or after budburst, potentially reducing yields and affecting vine health.

Bird Pressure: Birds feeding on ripening grapes pose a significant threat, similar to challenges faced by other New Zealand wine regions.

CR Winemaking process

We used five different estate-grown clones of Pinot Noir, as well as the traditionally known “Abel” clone from the former imperial vineyard of New Zealand.

A maximum of only 5 tons of juice is extracted per hectare, prioritizing quality over yield.

Temperature-controlled slow fermentation preserves abundant fruit flavors.

Premium oak barrels from three distinguished French cooperages are carefully selected, wrapped in cotton externally, and undergo nearly a year of maturation to allow the wine to develop complexity.

Harvest Dates: April 11th, 18th, 19th, and 26th

Sugar Level: 23.5–24.5° Bx

pH/Total Acidity at Bottling: (Results from the final laboratory test)

Whole Cluster Pressing: 25%

Peak Fermentation Temperature: 32° C

Fermentation Duration: 28 days

Oak Barrel Composition: 30% new oak barrels

Barrel Aging: 11.5 months

Barrel Brands: Ana Selection, Sylvain, Mercury

Fining: None

Filtration: Cross-flow filtration



1. Pressing grapes inside fermentation tanks



2. Removing excess juice manually; custom-designed fermentation tanks



3. Fermenting with wild yeast



4. Laboratory testing



5. Extracting samples



6. Observing the wine's color in the bottle



7. Transferring the wine into barrel



8. Aging in oak barrels after secondary fermentation



9. Bottling after 12 months



Crown Range Cellar China Girl Pinot Noir 2014

Vineyard Region

Chinese Terrace, Bendigo, Central Otago, New Zealand

Grape Variety

Pinot Noir - Clones 667, 777, 5

Recommended Food Pairing

This wine pairs exceptionally well with any red meat, including roast duck, grouse, pheasant, or other richly flavored game meats such as wild boar and venison.

Cellaring Recommendation

Ideal for cellaring: 4 - 10 years

Winemaking

The vines were planted in 2006 in a semi-continental climate. The soil consists of schist and deep, well-drained gravel layers over loess deposits. Grapes were hand-harvested to ensure only the finest fruit was selected for winemaking. Harvested on April 18, 2014, with a yield of 4.9 tons per hectare. The wine was aged 100% in oak barrels, with 35% new oak, for a total of 11.5 months.

Technical Specifications

Alcohol: 13.5%

Total Acidity: 6.1 g/L

pH: 3.58

Residual Sugar: < 0.1 g/L

Tasting Notes

Deep garnet in color, this wine exudes enticing aromas of plum, black cherry, cardamom, and mocha. The palate showcases flavors of blackberry, bittersweet chocolate, and baking spices, with firm yet supple tannins and a beautifully structured acidity. Full-bodied and richly flavored, this wine reflects the unique terroir of the Chinese Terrace in Bendigo—an area steeped in gold-mining history, now flourishing as a premium viticultural site.



Retail Price: 1200HKD



Crown Range Cellar China Girl Pinot Noir 2015



Vineyard Region

Chinese Terrace, Bendigo, Central Otago, New Zealand

Grape Variety

Pinot Noir - Clones 667, 777, 5

Recommended Food Pairing

This wine pairs exceptionally well with any red meat, including roast duck, grouse, pheasant, or other richly flavored game meats such as wild boar and venison.

Cellaring Recommendation

Ideal for cellaring: 0 - 7 years

Winemaking

The vines were planted in 2006 in a semi-continental climate. The soil consists of schist and deep, well-drained gravel layers over loess deposits. Grapes were hand-harvested to ensure only the finest fruit was selected for winemaking. Harvested on April 10, 2015, with a yield of 5.2ns per hectare. The wine was aged 100% in oak barrels, with 35% new oak, for a total of 11.5 months.

Technical Specifications

Alcohol: 14.0%

Total Acidity: 4.8 g/L

pH: 3.7

Residual Sugar: < 0.1 g/L

Tasting Notes

Displaying an enchanting violet hue, this wine exudes enticing aromas of blueberry, blackberry, thyme, and vanilla. The palate is rich and intense, with powerful yet refined tannins that gradually unfold, complementing the vibrant berry flavors and juicy acidity. Bold yet elegant, this wine possesses an irresistible charm and a lingering finish. While it offers generous flavors in its youth, its excellent structure also makes it suitable for cellaring.

Retail Price: 1200HKD



Crown Range Cellar China Girl Pinot Noir 2016

Vineyard Region

Chinese Terrace, Bendigo, Central Otago, New Zealand

Grape Variety

Pinot Noir - Clones 667, 777, 5, Abel, 115

Recommended Food Pairing

This wine pairs exceptionally well with any red meat, including roast duck, grouse, pheasant, or other richly flavored game meats such as wild boar and venison.

Technical Specifications

Alcohol: 14.0%

Total Acidity: 4.8 g/L

pH: 3.7

Residual Sugar: < 0.1 g/L

Tasting Notes

Exhibiting a deep pomegranate-red hue with subtle violet undertones, this wine boasts an intense and complex aromatic profile. Notes of blackberry, cherry, mocha, cardamom, vanilla, and earthy nuances intertwine beautifully. The palate is full-bodied, with fine yet powerful tannins, bright acidity, and a long, mineral-driven finish. Rich red berry flavors, complemented by distinctive earthy undertones, lend this wine an exotic character. While already displaying captivating charm in its youth, its refined tannins and well-balanced acidity ensure excellent aging potential.



Retail Price: 1200HKD



Crown Range Cellar China Girl Pinot Noir 2017



Region: Central Otago - Bendigo, Bannockburn, Gibbston

Climate: Semi-continental

Clones: 667, 777, 5, Abel, 115, 10×5

Soil: Deep, well-drained gravel layers over schist and loess deposits

Annual Rainfall: Approximately 450 - 700 mm

Vine Age: Planted in 2000 and 2006

Yield: 3.3 - 5.2 tons per hectare

Planting Density: 3,800 - 4,050 vines per hectare

Training System: VSP (Vertical Shoot Positioning)

Harvest Dates: April 11, 18, 19, and 26

Brix at Harvest: 23.5 - 24.5° Bx

pH / Total Acidity at Bottling: (Based on export laboratory results)

Whole Cluster Pressing: 25%

Peak Fermentation Temperature: 32° C

Fermentation Duration: 28 days

Oak Barrel Program: New Oak 30%

Aging Duration: 11.5 months

Cooperages Used: Ana Selection, Sylvain, Mercury

Fining: None

Filtration: Cross-flow filtration

Retail Price: 1200HKD



Crown Range Cellar China Girl Pinot Noir 2018



Region: Central Otago - Bendigo, Bannockburn, Gibbston

Climate: Semi-continental

Clones: 667, 777, 5, Abel, 115, 10×5

Soil: Deep, well-drained gravel layers over schist and loess deposits

Annual Rainfall: Approximately 450 - 700 mm

Vine Age: Planted in 2000 and 2006

Yield: 3.3 - 5.2 tons per hectare

Planting Density: 3,800 - 4,050 vines per hectare

Training System: VSP (Vertical Shoot Positioning)

Harvest Dates: End of March

Brix at Harvest: 23.5 - 24.5° Bx

pH / Total Acidity at Bottling: (Based on export laboratory results)

Whole Cluster Pressing: 25%

Peak Fermentation Temperature: 32° C

Fermentation Duration: 28 days

Oak Barrel Program: New Oak 28%

Aging Duration: 11.5 months

Cooperages Used: Ana Selection, Sylvain, Mercury

Fining: None

Filtration: Cross-flow filtration

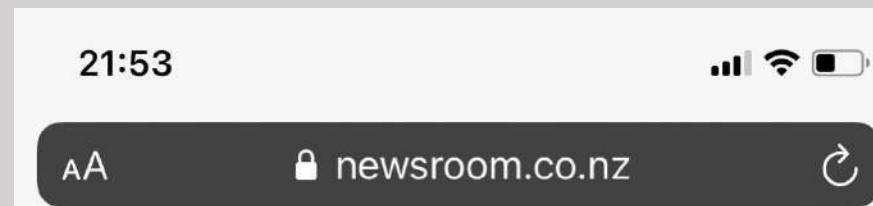
Retail Price: 1200HKD



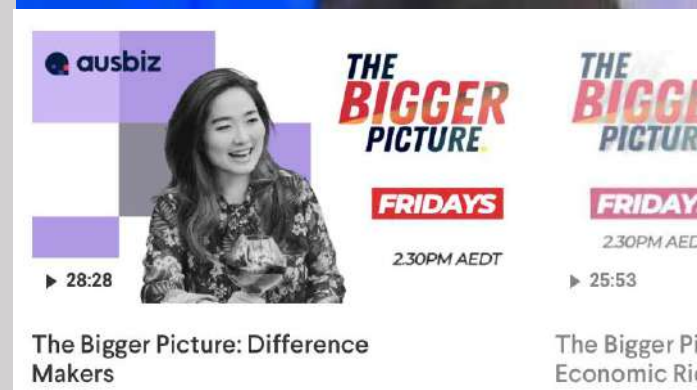
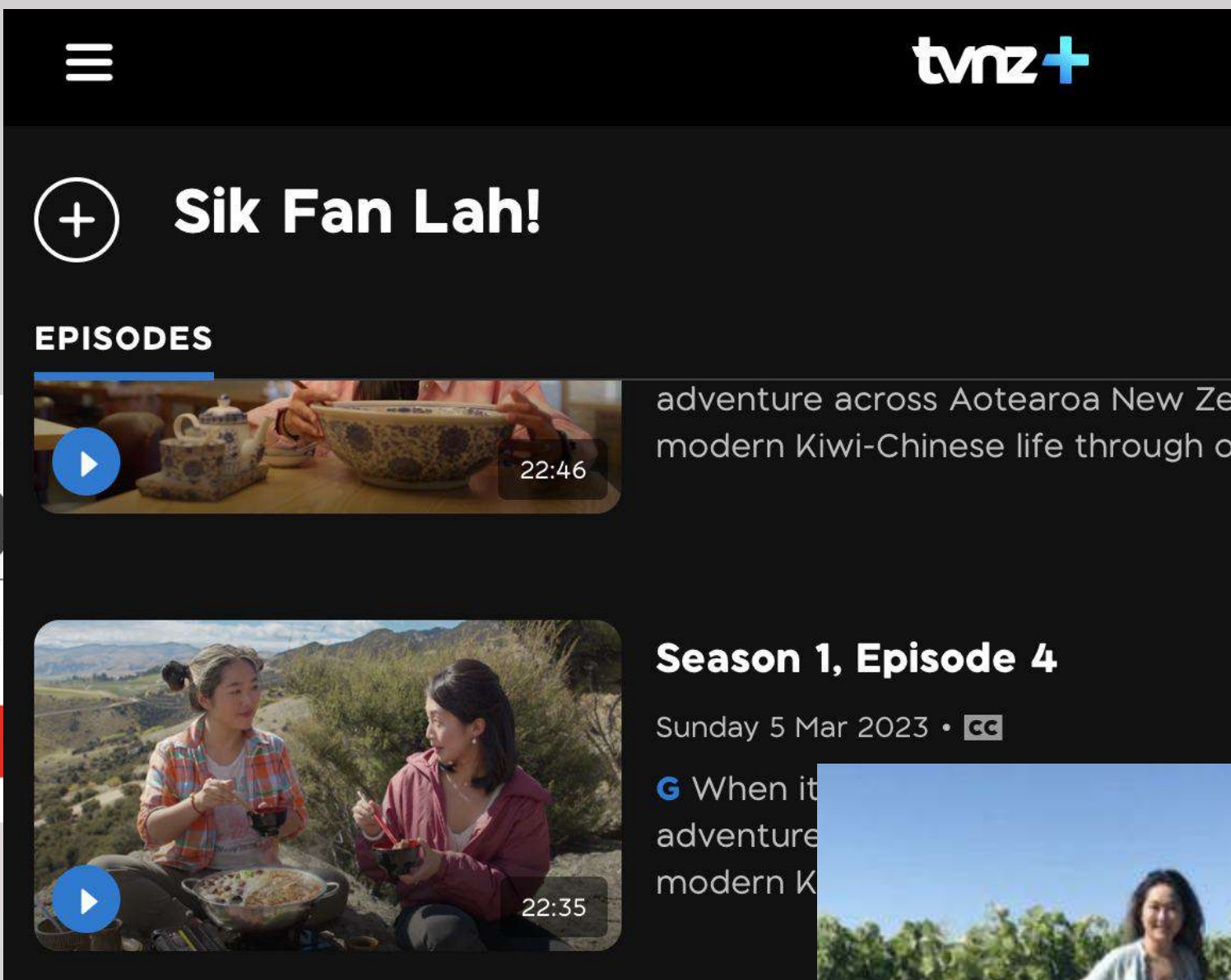
Awarded the Highest Honor in the Global Wine Industry

IWC Dual Champion





Wines produced by award-winning 35-year-old Jing Song, working alongside established winemakers Grant Taylor and Patrick Leon, sold for two to four times the auctioneer's estimate last week. Photo: Supplied



Media Interviews





Charitable

Jing is currently a member of a global women's organization. She has made significant contributions to charitable fundraising for the New Zealand community (see CC list for details). Her wines have been endorsed and recognized by superstars, sports elites, musicians, diplomats, and even national prime ministers!



John Key, Prime Minister of New Zealand from 2008 to 2016.



Bill English, Prime Minister of New Zealand from 2016 to 2017.



Jacinda Ardern, Prime Minister of New Zealand from 2017 to 2023.



Romeo Beckham, son of football star David Beckham.



Boris Diaw, Head Coach of the French National Basketball Team.



Secretary-General of the French National Institute of Art History.



Multimedia sensory experience

Ms. Jing Song has been relentlessly pushing the boundaries of conventional thinking. She has collaborated with British vocal artist and Master of Wine Dr. Jo Burzynska, drawing inspiration from the research of Professor Charles Spence from Oxford University's Experimental Psychology Department. Together, they have created exclusive music compositions for the *China Girl* Pinot Noir and other wines in the series, pioneering an experimental approach to wine and music therapy while exploring potential opportunities in emerging wellness technologies.

Crown Range Cellar is currently developing a new varietal under the *China Girl* brand—a Chardonnay crafted from grapes sourced from other regions. This new release will continue to draw inspiration from the *China Girl* Pinot Noir's cultural roots, honoring the legacy of Chinese gold miners.

At the same time, the winery is breaking new ground. The company is in discussions to acquire its first vineyards, ensuring control over high-quality grape production and laying the foundation for future wines.

Moving forward, distribution will continue to prioritize value over volume, following a successful strategy of placing the brand in prestigious locations such as iconic restaurants, hotels, airlines, duty-free stores, and private clubs. Crown Range Cellar aims to solidify its reputation as a refined and exclusive brand.

Scan to Listen



CHINA GIRL

Central Otago
Pinot Noir



© Crown Range Cellar Group Ltd



About Jing Song

Ms. Jing Song is a highly respected winemaker internationally. She is the youngest ever three-time recipient of the prestigious UK Best Pinot Noir Trophy and has been awarded the Outstanding Gold Medal. In 2018, she was nominated as the World's Best Red Wine Maker. She is the first Chinese Ambassador for the London International Wine & Spirits Competition (IWSC), where she has worked to promote and facilitate trade between China and the UK. Recently, in October 2024, she became a judge for the "Wine Wars" competition.

Her story began during her university years, when she double majored in Theology and Accounting, and won a scholarship from KPMG. However, a wine-tasting trip, which was meant to be just a casual excursion, serendipitously led her to a winery and bottling plant in the Central Otago region of New Zealand, forever changing the course of her career. There, she fell in love with the grape. She met Grant, who was regarded as one of New Zealand's top Pinot Noir winemakers at the time, and together they co-founded Crown Range Cellar—where their Pinot Noir wines have garnered worldwide acclaim.

Jing also commissioned Patrick Léon, the renowned winemaker and managing director of Chateau Mouton Rothschild, to craft a unique and limited-edition Syrah for Crown Range Cellar (only 650 bottles per vintage), signed by the chief winemaker. This was the only collaboration between Patrick Léon, before his passing in 2018, and the exceptional grape varieties from the top regions of southern France (a delicate blend of Syrah and Grenache, infused with Jing's New Zealand style).

The wine was sold at auction for a record-breaking price. Today, all of these wines are part of Gordon Ramsay's private collection and are served in the 1890 Restaurant at The Savoy Hotel, as part of the Explore Pairing Menu.

Jing has collaborated with renowned winemakers from around the world. This year marks the 10th anniversary of China Girl Wines (2014 - 2024).

Since winning her first Best Pinot Noir Trophy in London in 2015, Jing Song has crafted one of the most captivating wines—China Girl. The grapes for China Girl Wines are grown on the highest terraced vineyards of Bendigo Hill, a site where Chinese miners once searched for gold between 1860 and 1900. A century later, it was discovered that this land held more than just gold—it had the ideal soil and climate conditions for growing Pinot Noir, with abundant sunshine during the day, cool nights, and limited rainfall. Jing's passion and deep love for wine, combined with her innovative winemaking techniques, have shaped a collection of wines that hold profound significance and pay homage to her cultural heritage.

Under the mentorship of Sir Michael Hill, a legendary jewelry magnate, Jing has been a strong advocate for female entrepreneurs, particularly those from New Zealand, encouraging them to boldly pursue their dreams and career ambitions. She is an active member of a global women's organization and has dedicated herself to charitable fundraising for the New Zealand community. Her wines have earned the recognition and endorsement of superstars, sports elites, musicians, diplomats, and prime ministers alike.

The Fascinating Story of Jing Song

Born in Chongqing, China, Jing Song arrived in New Zealand alone at the age of 14—without her parents, unable to speak English, and with no family or friends by her side. She boarded at St. Andrew's College, where she was taken in by a British couple from Yorkshire and Lancashire, who guided her through her education and taught her a new language. Through sheer determination, she double-majored in Theology and Accounting at university, earning a KPMG scholarship.

Jing made history as the youngest female winner in the London International Wine & Spirits Competition (IWSC), earning the World's Best Pinot Noir Award in the under-30 category—a prestigious achievement she has now claimed three times, setting a new record. Despite having an exceptional sensory ability for wine and cr

Thank you for watching, place your order now!

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