

The image is a full-page background photograph of a landscape. In the foreground, there are several tall, slender trees with bright yellow autumn foliage. Behind them is a flat area that appears to be a vineyard or agricultural field, with rows of plants visible. In the background, there are large, rolling hills covered in dense, dark green forest. The sky is a clear, pale blue. Overlaid in the center of the image is a white square frame containing the text 'CROWN RANGE CE | AR' in a white, sans-serif font.

CROWN
RANGE
CE | AR



Explore our roots, innovating with passion.



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The Crown Range Cellar Story

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 envisioned by contemporary, passionate entrepreneur Jing Song paying tribute to these brave prospectors.

Jing Song, a visionary New Zealand entrepreneur. She is the youngest but her wine has been awarded at the top competitions of the UK. Jing meets her next door neighbor Grant Taylor, considered one of New Zealand's most experienced Pinot Noir winemakers, and together, they founded Crown Range Cellar in 2012. Winning the trophy for 'Best Pinot Noir' at both major International Wine & Spirits Competition and International Wine Competition in London an unprecedented 3 times. A feat no winemaker has achieved in the world.

Driven by passion and a relentless pursuit of exploration, Jing Song combines a masterful vision with artistic craftsmanship. Through this she has discovered a profound sense of cultural belonging – a connection between her Chinese heritage and the Western lands where her wines flourish.

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.



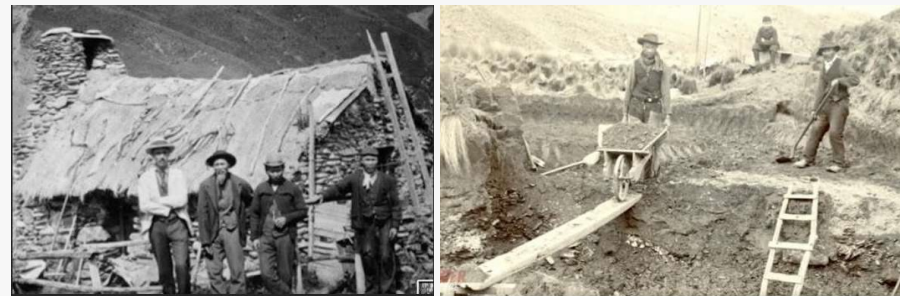
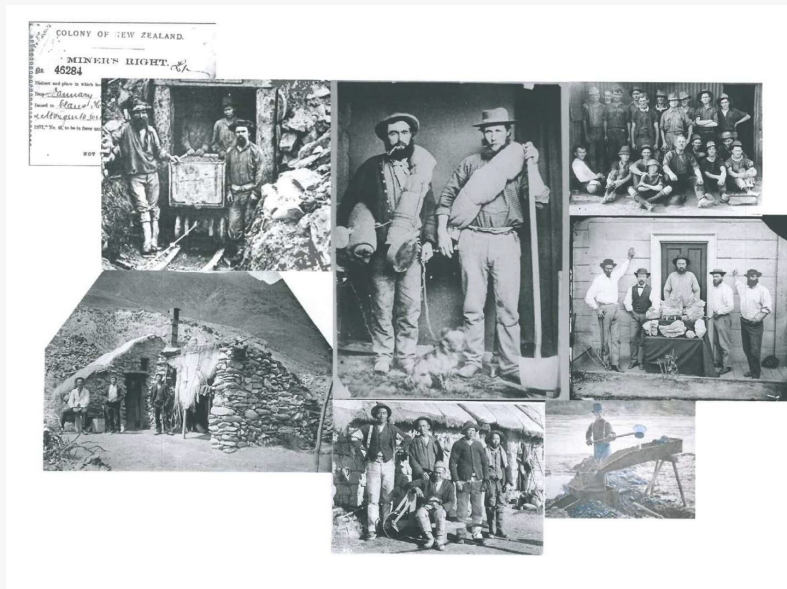


Toil and Terroir

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.





Toil and Terroir

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.



Our Founder



An Extraordinary Business Legend: The Story of Jing Song

Jing Song is one of the world's most respected wine entrepreneur. 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 Wine producers. As the first-ever ambassador of China for the prestigious International Wine and Spirits Challenge (IWSC) in London, she has played a key role in strengthening wine and spirits trade relations between China and the UK. Most recently, in October 2024, she was appointed as a judge in Paris.

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.



Major Milestones

2015

- Grant Taylor Signature Selection Pinot Noir (2013 vintage) wins the London International Wine and Spirit Competition Trophy and Gold Award.

2016

- Jing Song, Co-founder & Managing Director, collaborates with Patrick Léon of Château Mouton Rothschild to create the Master Signature Series (Limited edition: 750 bottles)

- Official launch of "China Girl," "Drowsy Fish," "Stolen Heart," "Fame," and "La Dolce Vita" wine brands

- Jing Song, Co-founder & Managing Director, appointed as Ambassador to China for the London International Wine and Spirit Competition (IWSC)

- New Zealand Prime Minister Sir John Key endorsed "China Girl" Pinot Noir. Signs 30 bottles for charities contribution.

2017

- "China Girl" 2015 vintage wins double trophies at the London International Wine Competition (IWC)—the Otago Trophy and Bendigo Trophy.

2018

- "Moonrock" Pinot Gris series, wins gold at the IWSC, while Crown Range Cellar is shortlisted for "New Zealand Producer of the Year".



Major Milestones

2019

- Awarded “New Zealand Winery of the Year” by Master of Wine Bob Campbell
- Luxury brand collaborations: Ferrari x “China Girl” Series, Bentley x Master Signature Series
- Moonrock Pinot Gris 2018 vintage awarded Trophy & Gold at IWSC London.

2023

- Participation in the Royal Horticultural Halls Exhibition, representing New Zealand Winegrowers at the New Zealand Trade & Enterprise (NZTE) showcase in London

2024

- Jing was appointed as wine judge in Paris at institut national d'histoire de l'art
- Secured Gordon Ramsay London major supply contract.

2025

- Increased many top Michelin restaurant on trades supply in London
- Janice Robinson rates “China Girl” great score.
- Jing recognized as successful female founder at IWD of UK (International Women’s Day)
- World MS Raimonds Tomsons endorsement 94/100



Crown Range Cellar in the World



ST REGIS
HOTELS & RESORTS



BY GORDON RAMSAY

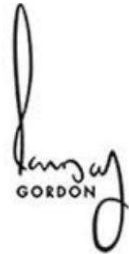


PARK HYATT AUCKLAND™

SAVOY GRILL
GORDON RAMSAY



NORTHERN CLUB



RESTAURANT
1890
BY GORDON RAMSAY



PRINCE ARTHUR
BELGRAVIA

ANNABEL'S



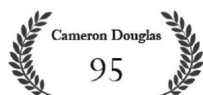
HIGH
RESTAURANT
GORDON
RAMSAY

Noble Rot



Our Awards

- Michael Cooper: 4.5 stars
- 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
- Six Nation Wine Challenge:
No.1 Winner
- Raimonds Tomsons 94/100



— Cameron
Douglas (MS)



— Robert Parker



— James Suckling



— Bob Campbell



— Jancis Robinson



— Raimonds
Tomsons



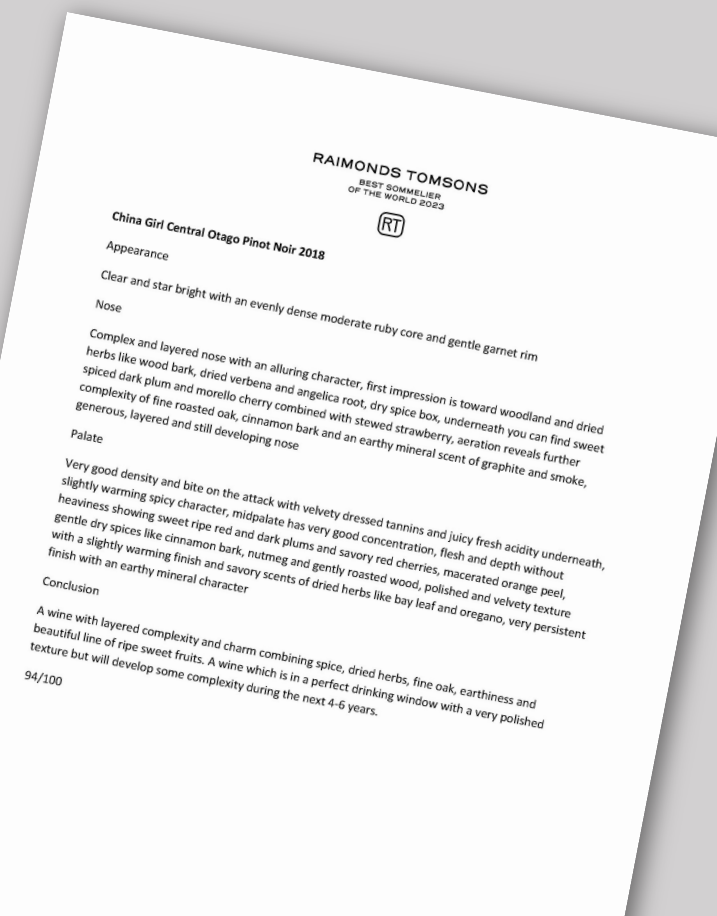


Our Wines

Crown Range Cellar China Girl Pinot Noir 2018

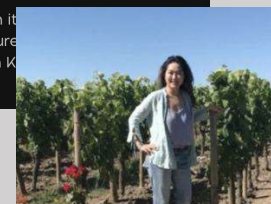
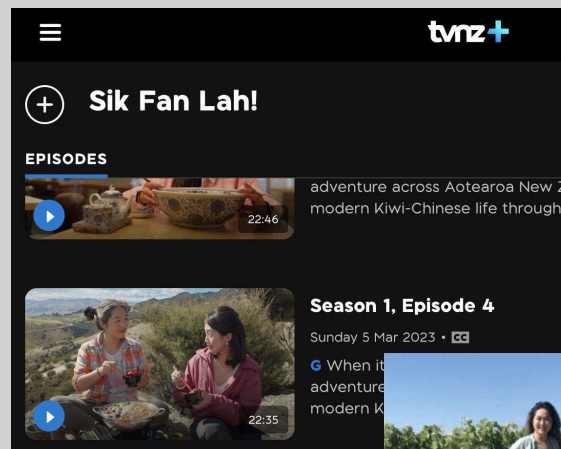
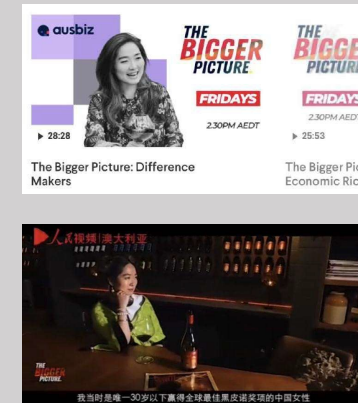
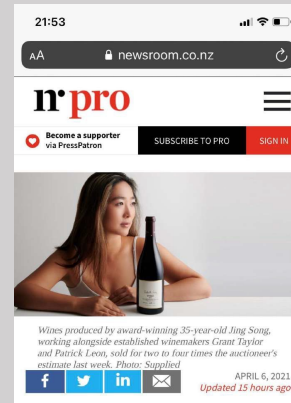


Region: Central Otago – Bendigo, Bannockburn,
Gibbston Climate: Semi-continental
Clones: 667, 777, 5, Abel, 115, 10×5
Soil: Deep, well-drained gravel layers over schist and loess
deposits Annual Rainfall: Approximately 450–700 mm
Vine Age: Planted in 2000
and 2006 Yield: 3.3 – 5.2
tons per hectare
Planting 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
Available in UK





In the Media





Thank you

www.chinagirlwine.com

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