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### **Bespoke Wine & Spirits Hideaway is No Longer a Challenge**

*Wine Paths Announced the Launch of its Luxury Wine & Spirits Travel Digital Platform in Asia*

**25 Jul, 2018 (Hong Kong):** Designed for wine lovers, spirits aficionados, and epicurean travelers who are interested in new experiences, Wine Paths ([www.winepaths.com](http://www.winepaths.com)) is the first digital platform featuring luxury wine, spirits and gourmet travel experiences in the wine and spirits regions of the world.

#### **Top Wine & Spirits Travel Destinations Worldwide**

Sipping a wine in beautiful vineyards, meeting distillers face-to-face, joining a bespoke Cognac program... Are these items on your bucket list? Luxury wine and spirits travel is made easy with Wine Paths. Created in 2017, the Wine Paths team formed relationships with 300+ partners including celebrated wineries and distilleries, luxury accommodations, Michelin-starred and gastronomic restaurants and local travel agencies.

Its curated selection extends to 13 countries and over 90 destinations around the globe, including Argentina, Australia, Chile, France, Italy, United States, New Zealand, Portugal, South Africa, Spain and Uruguay, as well as spirits destinations such as Scotland, Cognac and Ireland. Some iconic names which sound familiar to you include Hennessy, Champagne Taittinger, Castello Banfi, Bodega Trapiche, and most of the Grand Cru Classé in Bordeaux, all-time favourite of Chinese wine lovers, such as Pichon Baron, Beychevelle, Clerc Milon, Guiraud, Smith Haut Lafitte and Pape Clement, to name but a few.

#### **Create Your Own Luxury Vacation**

On winepaths.com, discerning travelers have the freedom to organize their trip in 2 distinct ways - either with a renowned local expert or by themselves:

- **Insider's Guide**

The best way to have an authentic bespoke travel experience is to get insider-help. Wine Paths has selected the best local travel agencies in the world's most famous wine and spirits destinations to connect with visitors, so that they can create their memorable bespoke trips. These travel experts are the ultimate "insiders": they know their region and its secrets in-depth and thanks to their many years of experience and professionalism, they have privileged access to the most coveted and desired addresses in the wine and spirits world.

- **Be your own Travel Planner**

Another way to customize your own hideaway, is to book it yourself. Wine Paths features a curated selection of the best wineries, distilleries, hotels and restaurants in the world's most famous wine and spirits destinations. Contact them directly to book experiences, tastings, luxury stays or a restaurant table, directly with them.

On winepaths.com, you can find an array of exciting adventures from a wine-lands game drive in Franschoek to learning to cook empanadas in Argentina or exploring the whisky routes of Scotland. Wine Paths' most popular region for personalised wine experiences in 2017 was Bordeaux, France.

Stéphane Tillement, founder of Wine Paths, comments: *"Most travel agencies offer fixed tours, but everything we do is bespoke – whether that be balloon flights over Cognac, horse riding in Sicily, cycling in Rioja, or a flying food safari through regional South Australia. We work with incredible partners worldwide and at Wine Paths we take great pride in ensuring our clients enjoy the finest tailor-made wine, spirits and gastronomy experiences in whichever corner of the world they visit."*



WINE PATHS  
TRAVEL THE WORLD OF WINE & SPIRITS

Wine Paths is the brainchild of founder, Stéphane Tillement. With 30 years of experience in the luxury travel industry, Tillement teamed his strong relationships with leading local travel experts, wineries, distilleries, hotels and restaurants with the expertise of internationally renowned winemaker, Michel Rolland, to create Wine Paths. Their combined expertise promises to deliver bespoke experiences of the highest quality in some of the most sought-after wine, spirits and gastronomic locations.



Wine Paths makes it easy to book the best wine & spirits experiences worldwide.



Stéphane, founder of Wine Paths, has thirty years' experience in the premium travel sector and is also Chairman of Mauriac Voyages and Wine Tour in France.



Michel Rolland, internationally renowned winemaker, is one of the passionate professionals of the Wine Paths team.



WINE PATHS  
TRAVEL THE WORLD OF WINE & SPIRITS



Wine Paths just launched its luxury spirits vacations section featuring exclusive whisky holiday itineraries in Scotland and bespoke Cognac programs.

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*Images provided by Wine Paths*

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**About Wine Paths**

Created in 2017 by serial entrepreneur and luxury travel expert Stéphane Tillement, celebrated flying winemaker Michel Rolland, and digital guru Christophe Poupinel, Wine Paths aims to become the leading luxury wine & spirits tourism brand in the world.

On winepaths.com, discerning tourists can get in touch with the local travel expert of the wine or spirits region of their choice for a bespoke, fully-customized vacation; or they can plan their next trip on their own by contacting the properties directly to book wine or distillery tours, tastings, restaurant tables or hotel rooms.

Today, over 300 members are part of Wine Paths' exclusive portfolio, including iconic names such as Chateau Mouton Rothschild (and a few other GCC including Chateau Pavie, for ex.) Antinori, Hennessy, Champagne Taittinger, Ruinart, Bollinger, Château d'Esclans, Castello Banfi, Bodegas Torres, Quinta do Noval, Bodega Trapiche, Bodega Garzón, Rupert & Rothschild Vignerons, Cloudy Bay and St. Hugo, to name only a few. The platform also features several Relais & Châteaux and Small Luxury Hotels properties and 20 Michelin-starred restaurants.