

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA

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China's leading wine-producing region spurs wine economy via wine pairing

Ningxia, China's leading wine region, is using food pairings to boost its wine industry. The region has more than 200 wineries, and produces 140 million bottles of wine each year. To drive growth, a new program in 100 restaurants offers subsidies, which have already spurred about 2 million yuan in wine sales. This initiative is part of a broader strategy attracting over 3 million tourists annually and 6.48 billion yuan in annual revenue. **(Xinhua News)**

Starbucks gains momentum in China with double-digit revenue growth

In its first fiscal quarter of 2026, Starbucks reported an 11% year-on-year revenue growth on the Chinese mainland, reaching over 823 million USD. Same-store sales saw a 7% increase, driven by higher transaction volumes. The company expanded its presence to 8,011 stores across 1,103 county-level cities by the end of December 2025. **(Xinhua News)**

China's Hainan FTP sees coconut import growth in 2025

Hainan province imported 592,000 tonnes of coconuts in 2025, a 17.3% year-on-year increase. Imports from Indonesia, its main supplier, surged 34.3% to 516,000 tonnes, making up 87.2% of the total. Key drivers for this growth are the Hainan Free Trade Port policies, which cut logistics times to as little as 24 hours and reduce costs with preferential tariffs. **(Xinhua News)**

Whisky tariff reduced to 5%

According to the State Council Tariff Commission, a provisional import tariff of 5% will be implemented on whisky starting February 2, 2026. This policy is based on a series of positive outcomes reached between China and the UK during British Prime Minister Starmer's visit to China. According to China Customs, in 2025 the import value was approximately 376 million USD, a decrease of 3.94% year-on-year. **(Wine Business Observer)**

Cherry supplies sidestep preholiday woes

In early 2026, before Chinese New Year, Chilean cherries were already widely available in China at prices far below previous norms. Fruit exporters from Chile estimate that in the 2025-2026 season, Chile will export about 110 million boxes of cherries (five kilograms per box, roughly 550,000 metric tons), with more than 90% destined for China. **(Xinhua)**