
Challenges of Exporting Bulgarian Wine to China

Market access, positioning and a
lasting commercial presence

Business presentation



China offers opportunity, but market entry is difficult

02



Bulgaria has a long wine tradition and quality products. In China, however, Bulgarian origin does not yet command automatic trust or a premium.

Success requires clear positioning, a reliable local partner and sustained investment in the brand.

The key question

Why should Chinese customers choose Bulgarian wine?

Low awareness is the first barrier

03

FAMILIAR ORIGINS

France

Italy

Spain

Australia

Chile

BULGARIA

Quality needs a story the market understands.

Origin, local grape varieties, terroir and awards need clear, consistent communication. Without it, buyers may judge the wine mainly on price.

Price competition makes market entry harder

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International brands

Strong recognition, advertising budgets and established distribution networks.

Local producers

Good knowledge of consumers, regional presence and a quick response to trends.

Bulgarian exporter

A smaller budget and the need to prove origin, quality and reliability.

A competitive position

The right balance of quality, origin, design and price

Low prices alone rarely build a lasting brand.

The importer determines real market access

- 1 Assess capacity**
Wine experience, an active sales network, financial standing and reputation.
- 2 Set clear commercial terms**
Minimum volumes, payment, territory, channels and exclusivity terms.
- 3 Agree on marketing support**
Who funds promotions, tastings, online sales and brand development.

Initial interest does not prove distribution capacity.

Regulatory compliance requires careful preparation

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1

Registration and documents

Requirements for the overseas producer, the product and supporting documents.

2

Composition and laboratory tests

Compliance with applicable Chinese standards and permitted limits.

3

Chinese-language label

Mandatory details, accurate translation and correct importer information.

Errors may cause delays, extra costs or refusal to release the goods.

The brand must work in Chinese too

07

Name and translation

The Chinese name should sound appealing, be easy to remember and avoid unintended meanings.

Trademark protection

Register both the original name and its Chinese version before actively marketing the wine.

Packaging

Design should suit the price segment and the occasion for purchase.



Logistics

- Long transit times
- Temperature exposure
- Handling and storage
- Reliable freight forwarder
- Cargo insurance

Consumers

- Gifts and prestige
- Approachable fruit-driven styles
- Online retail
- Short videos and influencers
- Regional differences

The wine must arrive in good condition and be presented to suit the target customer.

A practical model for sustainable exports

09

- 01** Clear positioning
- 02** Vetted local partner
- 03** Regulatory readiness
- 04** Protected, adapted brand

Exporting to China requires long-term market development, beyond a single transaction.

Bulgarian wine can succeed when quality is backed by a clear story and consistent sales support.