



敖云

Ao Yun

MANIFESTO



The First Grand Cru of the Himalayas

Born from a dream that began in 2008, Ao Yun is a unique fine wine from China, crafted at 2,600 meters of altitude in the isolated region of Shangri-La in Yunnan province.

This is where we started from scratch, in a remote and hidden paradise, in the foothills of the Himalayas.

A New Definition of Freshness

Ao Yun owes its distinctive freshness to a new type of terroir. High altitude and mountains offer natural coolness and shade, compensated by stronger ultraviolet radiation.

Dry and sunny autumns slowly bring the grapes to maturity, which are picked the latest in the Northern Hemisphere, imparting to the wine an ethereal expression like no other.





A Transcendent Spirit of Craft

As part of the LVMH group, Ao Yun carries a long heritage of craftsmanship that strives for uncompromising quality and perfection at every level.

We pursue the same attention to detail in our 31 hectares of vineyards, fragmented into 773 tiny parcels where each vine shoot is taken care of individually and entirely by hand, requiring much greater effort than in most conventional vineyards.

*A Sacred Bond
with Nature*

Humbled by the holy Meili Mountain rising to 6,800 meters, local farmers have worked these lands for centuries, maintaining a virtuous circle whereby plants and animals benefit each other.

With Ao Yun, they continue to honour their beliefs by conducting a 100% organic and regenerative viticulture on their soil.





A Taste of Chinese Excellence

Preceded by thousands of years of history, the Chinese civilization is synonymous with creativity and innovation.

Driven by this entrepreneurial spirit, our team is literally moving mountains to push the boundaries of winemaking, reaching new heights of Chinese excellence.

An Epic Journey
We Live Together

Ao Yun began with the bold vision of creating an extraordinary wine in an immensely challenging and previously unexplored terroir.

As ambitious as it sounds, after twelve vintages, we can only start to witness the birth of an icon, a gift for future generations. And we are as excited as ever to go on this adventure with you.

