

Wine pioneer Changyu has storied history, bright future

By WANG QIAN and ZHAO RUIXUE

When Qing Dynasty (1644-1911) Zhang Bishi, an overseas Chinese from Indonesia, founded China's first winery, Changyu Pioneer Wine Co, in 1892, there was no way he could have dreamed that it would grow into one of the world's top vintners 120 years later.

Today, Changyu, based in Yantai, Shandong province, is China's answer to France's world-renowned Bordeaux winemaking region.

The company has developed 20,000 hectares of vineyards, accounting for one-quarter of China's grape-planting regions, and it operates 10 world-class chateaus throughout the globe.

Thanks to their quality, its products have become a common sight at state banquets, global summit meetings and also on store shelves internationally.

"Some 120 years ago we introduced grapes and winemaking techniques from overseas, but now we have developed our own viticulture to produce high-quality wines that can contend in the fiercely competitive international market," said Zhou Hongjiang, general manager of the company.

Changyu's growth

Zhou said Changyu's tradition goes way back to when Zhang Bishi founded China's first chateau in Yantai by introducing winemaking equipment and more than 120 types of grapes from Europe.

An 80-hectare vineyard was built on the mountains that sprawl along the city's coastal areas and lie on a latitude similar to that of Bordeaux and Italy's Tuscany. It has long been regarded as the best place in China for growing quality grapes, with adequate rain, abundant sunshine, a favorable soil type and the right humidity.

A 1,976-square-meter under-



PROVIDED TO CHINA DAILY
Zhang Bishi founded China's first winery, Changyu Pioneer Wine Co, in 1892.

ground wine cellar was also built, equipped with 430 oak barrels imported from Italy and Austria to better mature the wines and give them a special aroma.

Established during the Self-Strengthening Movement period (1861-1895), in which Chinese learned advanced military and industrial technologies from the West, the company was granted many favorable policies from the very beginning.

It gained license and exemption from duty for three years from Li Hongzhang, a leading statesman of the late Qing Dynasty and a proponent of the movement.

To ensure the quality of Changyu's wine, Zhang once employed lots of professional winemakers from countries with long histories of making wines, including Italy, Austria and France.

The first one of them is Baron M. VonBabo, a seasoned winemaker from the Austro-Hungarian Empire

(1867-1918), who helped Changyu develop 15 types of fine wines. He was appointed as Austro-Hungarian deputy-consul in Yantai and moved the consulate into the company. After that, Changyu's wine won the hearts of foreign diplomats and business leaders.

In 1915, Changyu wines won four gold medals and quality certificates at the Panama-Pacific International Exposition in San Francisco, California. This was the first time for a Chinese product to win an international exhibition award and made Changyu a globally known brand.

With a production history of more than 70 years, Changyu Jiebaina was rated as one of the world's top 30 wine brands in 2008 Salon International de l'Alimentation (SIAL) held in France.

Since 2005, the Changyu Jiebaina has been exported to some 28 countries across the world, including Germany, Italy and France. Now, it is available in more than 3,000 supermarkets, shops, five-star hotels in Europe, and even the first-class cabins of German Lufthansa Airlines.

Ranked 22nd, Changyu was the only Chinese wine to make the list of the World's Top 50 Brands for Spirits and Wine compiled by Brand Finance in 2011, a leading brand evaluation consultancy.

Now, thanks to Changyu, the coastal city of Yantai is the only Asian city to be recognized as an "International Grape and Wine City" status by the International Vine and Wine Office (OIV).

The city is home to more than 130 world-renown winemakers, with combined wine production accounting for one-third of the nation's total.

Changyu chosen by celebs

During its 120 years in business, Changyu has always had a connection with celebrities from home and abroad.



JU CHUANJIANG / CHINA DAILY
Changyu's cellars feature oak barrels that have witnessed the company's more than 100 years of development.

In 1927, Kang Youwei (1825-1927), a pro-reformist scholar, thinker and artist who advocated constitutional monarchy during the late Qing Dynasty period, wrote a poem for Changyu in the last year of his life, indicating Changyu wine was kind of a lifelong companion for him.

In the early part of the 20th century, when "developing industries to make the country strong" was a theme in China, Sun Yat-sen visited Changyu and praised the wine's top quality.

Such adulations also came from Zhang Xueliang (1901-2001), known as the Young Marshal who played a vital role in persuading Kuomintang leader Chiang Kai-shek to join hands with the Chinese Communist Party to fight the Japanese invaders in the 1930s and Song Ziwen (1894-1971), China's famous financier and diplomat.

Praises continued after the found-

ing of the People's Republic of China in 1949.

In 1956, the late Chinese leader Mao Zedong once suggested that Changyu expand its wine production so that more ordinary people could enjoy it. Former Chinese Premier Zhou Enlai allocated 650,000 yuan to support the company's development.

In July 2010, Vice-Premier Li Keqiang encouraged Zhou Hongjiang, general manager of Changyu, to develop the company through innovation.

Going global

The aroma from Changyu wine has not only intoxicated Chinese but also foreign wine lovers.

In 2004, Jack Welch who is known as the "world's first CEO", gave a thumbs up to the wine made in Chateau Changyu-Castel, saying "Wonderful! The wine is very good!"

Jim Rogers, the US investment

guru, had good experiences investing in Changyu, which according to him was one of his first major shareholdings.

UN Under-Secretary-General Sha Zukang collected Changyu wine on behalf of the United Nations in 2010, and it was the only China-made wine the UN collected.

Robert Tinlot is honorary president of OIV and now honorary head of Chateau Changyu AFIP Global.

The current president of OIV, Yves Benard, visited Changyu in 2009 and remarked that it is an example for international-class chateau wine.

Prime Changyu wine is also selected as state gift to foreign elites, such as former American President Bill Clinton, former Japanese Prime Minister Yasuo Fukuda and financier Warren Buffett.

Contact the writers at wangqian@chinadaily.com.cn and zhaoruixue@chinadaily.com.cn

Joanna Real Estate

<p>Beijing Golf Palace - 高尔夫公寓</p> <p>132sqm high floor, south facing, golf course view</p> <p>2Br, 270sqm, 3bedrooms ¥35,000</p>	<p>Central Park - 新城国际</p> <p>171sqm, 3bedrooms phase II, middle floor, good view</p> <p>1543 ¥40,000</p>	<p>Gemdale Int'l Garden - 金地国际花园</p> <p>188sqm, 3bedrooms high floor, garden view, value for money</p> <p>5002 ¥40,000</p>	<p>Beijing SOHO Residences - SOHO北京公馆</p> <p>250sqm, 3+bedrooms middle floor, good view, big terrace, open kitchen</p> <p>7179 ¥45,000</p>
<p>Orchid Garden - 卓锦万代</p> <p>360sqm, 4bedrooms townhouse, big garden, nice balcony, floor heating</p> <p>7072 ¥38,000</p>	<p>Yosemite - 伏山美地</p> <p>480sqm, 4bedrooms type B1, detached, value for money</p> <p>0402 ¥60,000</p>	<p>Rose and Ginkgo - 龙湖漫山郡</p> <p>350sqm, 4bedrooms townhouse, big garden, under floor heating</p> <p>6736 ¥38,000</p>	<p>Beijing Riviera - 香江花园</p> <p>200sqm, 4bedrooms phase III, townhouse, nice garden, big terrace</p> <p>7048 ¥35,000</p>

Apartments for Rent in Beijing

<p>Upper East Side - 阳光上东</p> <p>160sqm high floor ¥12,000 220sqm south facing ¥20,000 248sqm high floor ¥23,000 270sqm garden view ¥30,000</p>	<p>Upper East Side (II) - 阳光上东(滨河)</p> <p>218sqm middle floor ¥25,000 210sqm 1st floor, nice garden ¥30,000</p>	<p>Upper East Side (III) - 阳光上东(滨河花园)</p> <p>239sqm middle floor ¥23,000 253sqm south facing ¥24,000 280sqm good view ¥30,000</p>	<p>Richmond Park - 丽都水岸</p> <p>121sqm middle floor ¥12,000 180sqm good view ¥14,000 217sqm south facing ¥25,000 350sqm penthouse ¥35,000</p>
<p>Greenlake Place - 观澜国际</p> <p>180sqm nice furniture ¥13,000 225sqm high floor ¥20,000 260sqm middle floor ¥23,000 298sqm garden view ¥30,000</p>	<p>Palm Springs - 棕榈泉</p> <p>138sqm south facing ¥15,000 180sqm high floor ¥24,000 225sqm good view ¥28,000 370sqm high floor ¥45,000</p>	<p>Chaoyang Park Area</p> <p>170sqm nice balcony ¥20,000 193sqm high floor ¥22,000 256sqm park view ¥33,000 212sqm high floor ¥28,000 282sqm park view ¥45,000</p>	<p>Occasdale Int'l Residential District - 泛海国际</p> <p>185sqm spacious layout ¥15,000 245sqm high floor ¥24,000 300sqm high floor ¥33,000</p>

Life Area

United Apartment - US联邦公寓

166sqm high floor ¥15,000
200sqm high floor ¥18,000
230sqm high floor ¥22,000

Chevalier - 白马都

220sqm garden view ¥22,000
290sqm high floor ¥25,000
82sqm good view ¥10,000
110sqm brand new ¥13,000
140sqm open kitchen ¥15,000
180sqm good view ¥25,000

Seasons Park - 海蓝名苑

140sqm good view ¥13,000
150sqm garden view ¥14,000
250sqm garden view ¥33,000

MOMA - MOMA

230sqm high floor ¥22,000
245sqm special offer ¥26,000
303sqm south facing ¥32,000

POP MOMA - 当代MOMA

147sqm high floor ¥13,000
210sqm south facing ¥25,000

Villas for Rent in Beijing

Chateau Regalia - 新美王府

250sqm nice garden ¥20,000
323sqm vicount ¥30,000
465sqm east ¥38,000

Dynasty Garden - 新苑花园

280sqm 50sqm garden ¥21,000
400sqm two gardens ¥25,000
363sqm special offer ¥28,000
600sqm big garden ¥45,000

Rits Garden - 丽兹花园

410sqm nice garden ¥40,000
450sqm big garden ¥45,000
500sqm full furniture ¥50,000

Australian Garden - 澳景园

450sqm 400sqm garden ¥38,000
580sqm garden ¥53,000

La GRANDE VILLA - 碧天下

275sqm nice garden ¥28,000
375sqm full furniture ¥30,000

Yosemite - 伏山美地

403sqm big garden ¥36,000
406sqm detached ¥38,000
294sqm nice garden ¥35,000
240sqm modern furniture ¥30,000
465sqm big garden ¥65,000

Lane Bridge Villa - 长岛新苑

296sqm big garden ¥28,000
370sqm big garden ¥36,000

Orchid Garden - 卓锦万代

350sqm big garden ¥35,000
400sqm big garden ¥40,000

Grand Hills - 大湖山庄

502sqm big garden ¥55,000
480sqm nice garden ¥50,000
711sqm big garden ¥75,000

Quan Fa Garden - 泉芳别墅

270sqm special offer ¥28,000
500sqm nice garden ¥30,000

One of the Largest Real Estate Agencies in China

Hotline: 010-8458-5667/5267 / 13701080877
Website: beijing.joannarealestate.com.cn

Exclusive Agent

Palm Springs: 3Br 2Ba 180sqm ¥27,000

This luxury high floor apartment situated in the highly desirable Palm Springs compound boasts a spacious living and dining room, modern furnishing, and a lovely south facing garden view.

Xanadu Apartment: 3Br 2Ba 175sqm ¥23,000

This beautiful apartment is with a popular south facing to enjoy good lighting and warm winters. Xanadu is a brand new property close to CCTV in the core of financial CBD area.

Lane Bridge Villa: 4Br 4Ba 370sqm ¥38,000

This semi-detached villa comes with under floor heating, and a beautiful garden. It is ideal for families with its location close to many shops, facilities and the Western Academy of Beijing.

Shimao International Center

Serviced Apartments in the Heart of Sanlitun
Close to Sanlitun Village & Opposite the Worker's Stadium



Superior Suite : 62-90 sqm ¥ 9000-13000
Diplomatic Suite : 104-113 sqm ¥ 12000-15000
Royal Suite : 138-146 sqm ¥ 18000-22000

Available for Short-term Lease(One Month up), at a Different Price
Welcome to Visit Our Sales Office!

No.13 Worker's Stadium North Road, Chaoyang District 朝阳区工体北路13号院世茂国际中心
www.shimaointernationalcenter.com

Hotline: 010-8458 5475/ 137 0108 0877

如您有物业出租, 我们提供一站式资产服务, 免费配备全套家具及钥匙托管, 并保证在三个月内成功出租租赁物业。
Tel: 010-8458 5475/ 137 0108 0877 www.joannapropertysolution.com