

顶流遇上顶流 |

龙谕携手 ASC 向米其林、黑珍珠餐厅进发

A-Lister Encounters Ace - Longyu Joins ASC to Advance to Michelin and Black Pearl Restaurants

三月的上海，百花竞放，春意融融。

Peaceful and warm in March, hundreds of flowers bloom in Shanghai.

3 月 15 日，世界级“城市会客厅”上海苏河湾高朋满座，“煦春开源”龙谕主题活动在鲁采旗舰店举办，龙谕与 ASC 精品酒业达成战略合作，携手向米其林、黑珍珠高端餐饮店进发。

On March 15th, Shanghai Suhewan, the world-class "City Reception Hall", was filled with distinguished guests. The "Warm Spring Open Source" Longyu themed event was held at the Lu Style Flagship Store. Longyu reached strategic cooperation with **ASC Fine Wines** to jointly develop into high-end restaurants such as Michelin and Black Pearl.



美食界“顶流”邂逅中国葡萄酒“顶流”

"A-Lister" in Food Industry Meets "Ace" of Chinese Wine

当天也是鲁采苏河湾全国旗舰店迎来首场高端品牌晚宴，主打新派鲁

菜的鲁菜先后登上 2023 年米其林、黑珍珠榜单，是唯一同时斩获“米其林”与“黑珍珠”的鲁菜品牌，堪称鲁菜“顶流”。

That day was also the day when the national flagship store of Lu Style Suhewan welcomed the first high-end brand dinner. Lu Style, which specializes in the new style of Shandong cuisine, has successively made the list of Michelin and Black Pearl in 2023, and is the only Shandong cuisine brand that has won both "Michelin" and "Black Pearl", which can be called the "A-Lister" of Shandong cuisine.



“顶流”与“顶流”相遇，嘉宾们尽情畅享舌尖盛宴。**现场**，鲁采还特别为龙谕设置了“自然之美”“传承之美”文化墙，嘉宾们纷纷驻足观赏。

When "A-Lister" and "Ace" meet, guests enjoyed a feast on the tip of their tongue. **On the scene**, Lu Style also specially set up a cultural wall of "Natural Beauty" and "Inherited Beauty" for the Longyu. Guests stopped to watch.



从英国《金融时报》“中国最佳葡萄酒”，“葡萄酒圣经”《世界葡萄酒地图》唯一收录的中国酒庄，到 MUNDUS VINI 世界葡萄酒大赛“中国最杰出葡萄酒”，Vinum 杂志“世界 100 瓶顶级葡萄酒”，再到 ENOS 杂志“世界顶级葡萄酒”，**胡润百富**“高净值人群最青睐的中国高端葡萄酒”，凭借硬核的实力，龙谕已经累计斩获全球 100 多项大奖，畅销美英法德等 45 国，成为全球葡萄酒新标杆。

From the "Best Wine in China" of *the Financial Times*, the only Chinese chateau included in the "*World Atlas of Wine*", known as the "Wine

Bible", to the "Best of Show China" of the MUNDUS VINI World Wine Competition, the "World Top 100 Bottles of Wine" of Vinum, the "World Top Wine" of ENOS, and to the "Top Chinese Wine Most Favored by High Net Worth People" of Hurun Report, counting on its hard core strength, Longyu has won over 100 global awards and is well sold in 45 countries, including the United States, Britain, France, and Germany, making it a new benchmark for global wine.

与此同时，龙谕还进驻了包括德国米其林三星 Vendome、北京米其林三星新荣记、英国米其林二星 Dinner by Heston Blumenthal、瑞士米其林餐盘奖 Spices Kitchen & Terrace 等全球多家顶级餐饮终端。

At the same time, Longyu has also settled in a number of top catering terminals in the world, including Michelin 3-star Vendome in Germany, Michelin 3-star Xinrongji in Beijing, Michelin 2-star Dinner by Heston Blumenthal in the UK, Michelin Plate Award Spices Kitchen&Terrace in the Swiss , and the like.

“张裕来自我的家乡烟台，今天是鲁采非常荣幸的高光时刻。同时今天又是一个非常特别的日子——3·15 国际消费者权益日，张裕有 130 多年的历史，它让我们中国消费者领略了非常高级的品质。”鲁采董事长汪智杰表示，龙谕的品牌主张是“品过世界，更爱中国”，我相信龙谕的品质能够照亮也能燃起我们对消费的信心！

"Changyu is from my hometown Yantai, and today is a very honored highlight moment for Lu Style. Today is also a very special day - World

Consumer Rights Day. With a history of more than 130 years, Changyu has given our Chinese consumers a taste of very high quality." Wang Zhijie, Chairman of Lu Style, said that the brand proposition of Longyu is to "Love^{ing} China More after Seeing the World". I believe that the quality of Longyu can illuminate and ignite our confidence in consumption!





进军顶尖餐厅 龙谕奏响春之序曲

Entering Top Restaurants, Longyu Played the Sinfonia of the Spring 晚宴上，龙谕与 ASC 举办了战略合作启动仪式。

Longyu and ASC held a launching ceremony for strategic cooperation at the dinner party.



著名演员李乃文、ASC 首席执行官 Makoto、张裕股份总经理孙健以及鲁采董事长汪智杰（从左到右）共同参与启动仪式

Li Naiwen, Famous Actor, CEO of ASC, Makoto, General Manager of Yantai Changyu Pioneer Wine Company Limited, Sun Jian, and Wang Zhijie, Chairman of Lu Style (from left to right) jointly participated in the launch ceremony

ASC 精品酒业深耕中国进口葡萄酒行业 20 余年，与诸多高端酒店及餐厅紧密合作，常年为高端终端提供优质世界美酒。今年，ASC 精品酒业将携手龙谕进驻众多米其林、黑珍珠餐厅。

ASC Fine Wines has been deeply involved in the imported wine industry in China for more than 20 years, working closely with many upscale hotels and restaurants to provide high-quality world wines to high-end

terminals throughout the year. ASC Fine Wines will join hands with Longyu this year to enter more Michelin and Black Pearl restaurants.







ASC 首席执行官 Makoto

Makoto, CEO of ASC

张裕股份总经理孙健与来宾们分享了龙谕新一年的战略。

Sun Jian, General Manager of Yantai Changyu Pioneer Wine Company Limited, shared Longyu's strategy for the new year with the guests.



张裕股份总经理孙健致辞

Sun Jian, General Manager of Yantai Changyu Pioneer Wine Company Limited, delivered a speech
2022 年的市场统计数据显示，整个中国葡萄酒行业里营收超过 1 亿元的高端酒庄有 7 家，张裕占了 4 个，龙谕是其中之一。

It is revealed in the market statistics in 2022 that there are 7 high-end chateaus with revenue exceeding 100 million yuan in the entire Chinese wine industry, including 4 by Changyu, among which Longyu is one.

“龙谕的历史传承来自 131 年的张裕，它目前已经达到足够高的质量水准，在国际上已经形成一定的声望和地位，我们想把这个品牌做大，实现千万瓶的销量，想在中国或者是世界葡萄酒行业再创造出来一个

类似于茅台的神话。”张裕股份总经理孙健先生表示，我们对龙谕是寄以厚望的，现在各种条件都具备了，张裕有这样的决心和实力，相信在大家的支持下，我们会离目标越来越近！

"The historical heritage of Longyu comes from Changyu of 131 years, and it has reached a sufficiently high quality level and has established a certain reputation and position in the international community. We want to make this brand more famous, achieve sales of tens of millions of bottles, and create a myth similar to Moutai in China or the world wine industry." Sun Jian, General Manager of Yantai Changyu Pioneer Wine Company Limited said, "We place great expectations for Longyu. Now that various conditions are met, Changyu has such determination and strength. I believe that with the support of all, we are getting closer to our goal!"



当“实力派”遇上“老戏骨”

The Moment When the "Strength" Met the "Veteran"

当天晚宴上，著名演员、张裕老朋友李乃文先生作为神秘嘉宾空降现场，将现场氛围引至高潮。

At the dinner party of the same day, Mr. Li Naiwen, a famous actor and old friend of Changyu, appeared as a mysterious guest, bringing the atmosphere to a climax.

出道 25 年，李乃文演过话剧、都市剧、谍战剧、古装剧，出演过上百个角色，除了最近大火的《我们的日子》外，他还出演过《如果岁月可回首》、《恋爱先生》等众多热门影视剧。

Over the past 25 years, Li Naiwen has acted in drama, urban drama, espionage drama, costume drama, and over a hundred roles. In addition to the recently popular *Days of Our Lives*, he has also starred in numerous popular film and television dramas such as *If Time Flows Back* and *Mr. Right*.



著名演员李乃文

Li Naiwen, Famous Actor

凭借细腻精湛的演技，李乃文接连将华鼎奖中国百强电视剧最佳男配角、中国好演员最佳角色男演员奖等多个大奖收入囊中，是观众心目中的“实力派”演员。

With careful and exquisite acting skills, Li Naiwen has successively won many awards, such as Huading Award for Best Supporting Role of China's Top 100 TV Dramas, and China's Best Actor for Best Role Actor. He is a "powerful" actor in the eyes of the audience.

一开场，李乃文幽默地表达了对龙谕和张裕的深厚感情：“我跟龙谕很有渊源，我出生在宁夏银川，所以说龙谕跟我算是半个老乡（龙谕诞生于宁夏），张裕是烟台的，我母亲是烟台人，这又是半个老乡，半个老乡加半个老乡就是老乡。”

At the beginning, Li Naiwen humorously expressed his deep feelings for

Longyu and Changyu. "I have a strong connection with Longyu. I was born in Yinchuan, Ningxia, so Longyu and I are half of the same family (Longyu was born in Ningxia). Changyu is from Yantai, and my mother is from Yantai, half of the same family again. Half plus half is all."

“细心的观众朋友们可能会发现，我在戏里戏外都会喝点小酒来放松自己。”李乃文表示，好的演员，一人千面，要适应不同的角色。好的红酒也是一样，这考验着它背后的绝佳风土和匠心品质。

"Careful audience friends may find that I drink a little wine to relax myself both in and out of the play." Li Naiwen said that a good actor, all of a piece, needs to adapt to different roles. The same is true of good red wine, which tests the excellent customs and craftsmanship behind it.



张裕股份总经理孙健先生向著名演员、张裕老朋友李乃文先生赠送龙谕大酒

Mr. Sun Jian, General Manager of Yantai Changyu Pioneer Wine Company Limited, presented Mr. Li Naiwen, a famous actor and old friend of Changyu, with Longyu Wine

李乃文对葡萄酒情有独钟，拍戏、旅游、出差时也不忘品鉴各国的好酒。

Li Naiwen has a passion for wine, and he does not forget to taste the good wines of various countries when filming, traveling, or on a business trip.

“我品鉴过全世界各地的酒，有好喝的，有不好喝的。我现在慢慢发现我们的国产葡萄酒开始走上了世界的舞台，来到我们的餐桌前面，慢慢地融入到我们自己的生活里了。”李乃文表示，我相信大家都是对品质是有追求的人，龙谕肯定是我们国产酒的实力派，它好喝、口感好，酒体结构、层次方方面面都好。

"I have tasted wines from all over the world, some good and some bad. Gradually, I found that our domestic wines began to come onto the world stage, come to our dining tables, and slowly integrate into our own lives."

Li Naiwen said, "I believe everyone is a person who has a pursuit of quality. Longyu is definitely the strength of our domestic **wines**. It is delicious, tastes good, and has a good structure and level in all aspects."

当演艺圈里的“实力派”邂逅中国葡萄酒“实力派”，李乃文十分感慨，他认为龙谕能够如此出类拔萃，有两个特别重要的因素，第一是有梦想，第二是对自己有特别严格的要求。

When the "virtuoso" in the entertainment industry encountered that in Chinese wine, Li Naiwen was very moved. He believed that there are two particularly important factors for Longyu to be so outstanding. For one thing, it has dreams. For another, it has particularly strict requirements for

itself.

世界观的契合，再加上同样是执着于初心与梦想“实力派”，李乃文对龙谕由衷地认可与欣赏：“中国的葡萄酒已经代表我们国人走向世界了，而且已经有 45 个国家高端的售卖点都在卖中国葡萄酒，为中国人、为中国品牌自豪！”

The convergence of the world view, coupled with the same commitment to the "virtuoso" of the original intention and dream, made Li Naiwen sincerely recognize and appreciate Longyu. "Chinese wine has represented that our people enter the world, and Chinese wines have been sold in high-end retail stores in 45 countries. I am proud of the Chinese and Chinese brands!"



著名演员李乃文与 ASC 首席执行官 Makoto

Famous actor Li Naiwen and ASC CEO Makoto

李乃文动情地表示,自己永远认这个理——不管什么事,只要你用心,你负责任地去做,就没有中国人做不好的。

Li Naiwen passionately stated that he will always cling to this principle - no matter what it is, as long as you put your heart into it and do it responsibly, there is nothing Chinese cannot do well.



春天是开始,是希望,更是奋力向前的季节。作为全球葡萄酒新标杆,未来,龙谕将持续以顶流的产品品质与实力,携手全球更多的顶级终端,共同奏响中国高端葡萄酒的春日序曲。

Spring is the beginning, the hope, and the season of striving forward. As a new benchmark for global wine, Longyu will continue to play the enigma variations of high-end Chinese wine in the future with top-notch product quality and strength, together with more top terminals in the world.