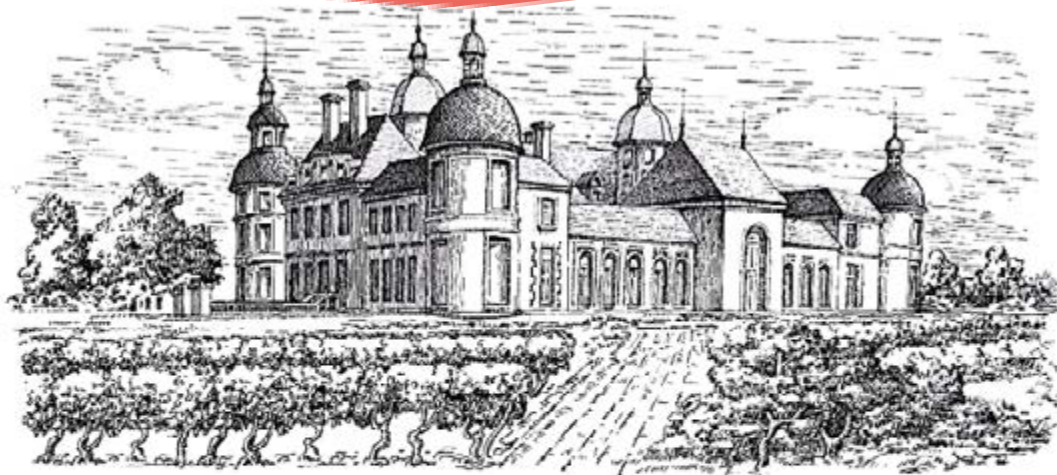




CHATEAU CHANGYU MOSER XV



*Chateau  
Changyu Moser XV*



CHATEAU CHANGYU MOSER XV



## CHATEAU CHANGYU MOSER XV

- has started on August 18th, 2013 – with a big party and a clear vision: being the first and bringing the “Best of China” to the world.
- is located in Ningxia/China, the new hot spot wine region in Asia, and is aiming to belong in the company of the world’s finest. The region has all the credentials at 1,100 meters of altitude, with cool nights and more than 3,000 hours of sunshine per year, thus preserving the freshness of its predominantly Cabernet Sauvignon wines.
- is a beautiful château with all state-of-the-art credentials needed for China’s Best.
- belongs to the Changyu wine empire, yet, it is separately managed – by people with a passion for excellence, and with the absolute desire to be the best of China.
- is not run by fashion but by quality, by the confidence we have in what they are doing and by the determination to go the extra mile for their customers. Passion for excellence, patience and attention to details are our guidelines
- is a close cooperation between China’s best winemaking talents and the pioneering spirit of the Lenz Moser Family and its 15 generations of experience in wine.
- is also built on pioneering. **NEW:** MOSER XV Cabernet Sauvignon Blanc de noir is a first in China and a global innovation.







## CHATEAU CHANGYU MOSER XV

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### AT THE CHATEAU

**Lenz M. Moser V** represents the fifteenth generation of the famous Austrian Moser winemaker family. He is chief winemaker of the château and frequently travels to China to exchange know-how – focussing on vineyard management and winemaking. By spending the entire harvest period in Ningxia, the vintages since 2015 have been closely supervised by him in terms of growing, aging and blending. Following two intensive years of construction, Chateau Changyu Moser XV was officially opened on August 18th, 2013 near Yinchuan,

the capital city of the province of Ningxia. Changyu has invested the equivalent of 70 million euros in the château's construction, which houses an impressive 1,500 barrique cellar as well as high-tech winemaking equipment including the bottling line. Every stage of wine production takes place at the château: viticulture, pressing, fermentation, maturation in the barrique cellar and bottling. There is also a museum in the château that illustrates both the history of Chinese winemaking and the history of Changyu from its foundation in 1892.



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## CHANGYU PIONEERWINE COMPANY



As the very first winery in China Changyu Pioneer was founded in 1892 by Zhang Bishi, an overseas Chinese diplomat. He decided to start his pioneering winery in Yantai and named it "Zhang Yu Wine Company". He imported more than 500,000 vine plants from the U.S. and from Europe and thus paved the way for modern Chinese wine production, supported by an Austrian viticulturist: August Wilhelm Baron von Babo, the first winemaker of Changyu. After more than 125 years of growth, today Changyu is a group with international shareholders like ILLVA (Italy, Amaretto di Saronno) and IFC (International

Finance Corporation, USA), owning and operating **eight châteaux and wineries** throughout China. Its portfolio includes wine, brandy, sparkling wine and healthy liquor and is well received in over 20 countries. Changyu is also the largest wine producer in China.

In 2018, Changyu will unveil the **Changyu International Wine R&D Center** project, which will include research and the development and production of wine, brandy, health liquor and sparkling wine. It also focuses on ecological tourism and culture display.







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## WINE IN CHINA



The history of Chinese grape wine dates back more than 4,600 years. The earliest records are from the Han

Dynasty around 206 B.C. Wine consumption was once common in Bronze Age China and vanished completely in ancient times. It was replaced by the consumption of a range of traditional Chinese alcoholic beverages made from sorghum, millet, rice and fruits such as lychee or Asian plum. The ancient Chinese became reacquainted with grape wine consumption during the Han Dynasty (206 BCE – 220 CE), yet grape wine consumption did not become common before the Tang Dynasty (608 – 907). **Modern Chinese wine dates back to the foundation of Changyu in 1892.** Changyu is the first winery to produce wine on a grand scale, pioneering modernized wine production in China. There are currently approximately 900 wineries in China (compare to Australia: 2,000 – USA: 7,100 – France: 27,000 – Austria: 6,500 –

Germany: 6,500). Nearly 800,000 hectares are planted under vine, making China the sixth largest wine producing country in terms of acreage, roughly 13 million hectolitres of wine are produced per year. Red wines account for 90%, with only 10% accounting for sweet wine and dry white wines. **China is the fastest growing wine market in the world.** Per capita wine consumption is, however, still only slightly more than one litre. The largest wine-producing region in China is Yantai-Penglai (Bohai Bay Area, Shandong), with more than 140 wineries responsible for 40% of China's wine production. **China's youngest and most interesting wine-growing region, Ningxia, to date has 100 wineries with approved plans to increase to many more over the next few years.**

## WINE IN NINGXIA

Ningxia lies approximately 1,330 kilometres west of Beijing. It is located in **Central Western China** on the fringes of the Gobi desert and feeds off the Yellow River that has its source in the clean and natural Tibetan Plateau. With the aridness of the land and **longer sunlight hours** than normal during the growing season (around 3,000 – compare with Bordeaux's 2,052 hours average), the berries are allowed to fully

ripen, developing a full-flavoured fruit character. The grapes have ideal growing conditions in **the Helan Mountains Region at 1,100 metres above sea level.** The desert with its hot daytime temperatures and cold nights helps the wines to retain their freshness.

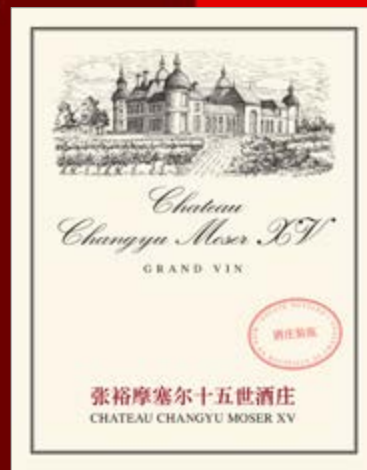




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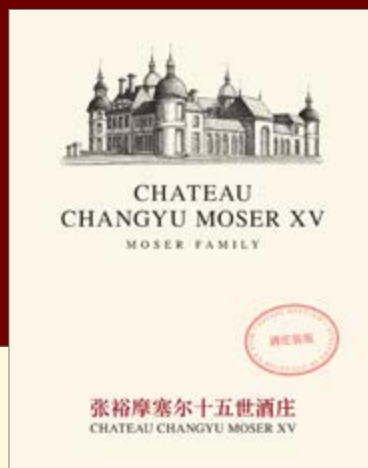


CHATEAU CHANGYU  
MOSER XV  
Purple Air Comes From  
The East

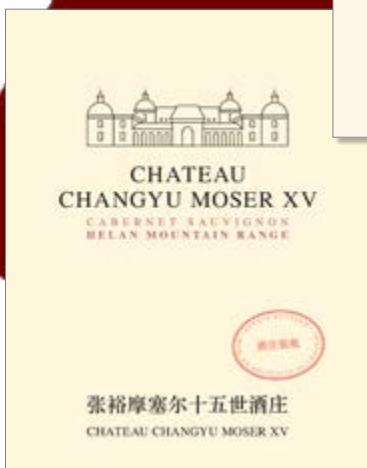
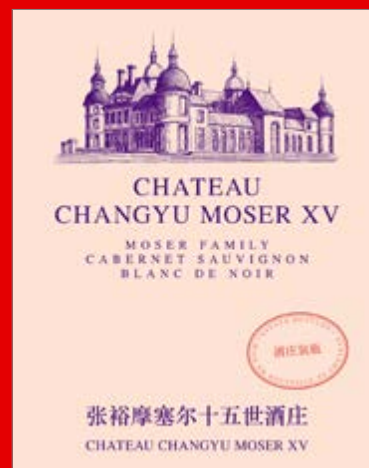


CHATEAU CHANGYU  
MOSER XV  
Cabernet Sauvignon

MOSER FAMILY  
Cabernet Sauvignon



MOSER FAMILY  
- BLANC DE NOIR  
Cabernet Sauvignon



MOSER XV - RED  
Helan Mountain Range  
Cabernet Sauvignon



MOSER XV - BLANC DE NOIR  
Helan Mountain Range  
Cabernet Sauvignon



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FOOD & DRINK

April 7, 2016, 12:37pm The Times

# Jane MacQuitty: Should you drink wine from China? Of course

Jane MacQuitty



This year could be the start of something big for Chinese wine. Sainsbury's, Wine Rack, Tesco and Berry Bros have taken delivery of the oldest vintages, and there will be plenty more coming our way soon. Sobering? You shouldn't be. China has the second largest area under vine in the world and its 2,300 wineries pump out a billion litres a year, with consumption expected to rise by almost 40 per cent in value over the next five years.

Unsurprisingly, big boys such as Penfolds, Robert Mondavi and Chateau Lafite have all set up shop in China, joining Changyu Pioneer Wine Company, the country's oldest producer, famed for its Noble Dragon wines.

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Home » Spending it » Wine » Truly groundbreaking wines from China

## Truly groundbreaking wines from China

By Matthew Jones  
11/01/2013



**2017 Château Changgu Moser XV, Cabernet Sauvignon Blanc de Noir, Ningxia, China £15.95, [Sturp.co.uk](#); £18.99, [selfridges.com](#)**

This week I have a wine story that sounds so outlandish and improbable that it simply could not be true. But it is. I met with Lenz Moser last week, one of Austria's most renowned winemakers, in order to taste his brand new Chinese releases. As a precursor to his range he opened a 1996 Lenz Moser caberaet, which he made in his homeland in one of the worst red-wine vintages in living memory. This 23-year-old pale rose-hazed wine was lively, impressive, elderflower and



**wein DER WOCHE**

**CABERNET SAUVIGNON 2015,  
CHATEAU CHANGYU MOXEN XV  
FAMILY, Ningxia, China**

Das chinesische Neujahr steht vor der Tür, deswegen hier ausnahmsweise ein Wein, der nicht durch sein tolles Preis-Leistungs-Verhältnis auffällt, sondern durch seine Herkunft. In China steigt schnell der Weinkonsum als auch der -ankauf rasant an. Bei der Handchrift von Lanz M. Moxen V entstehen in Ningxia, China langjährig Weinreben. Weine internationalen Stils. Kräftiges Tannin, Eukalyptusaroma – passt zu fetten scharfen Speisen à la Pekingente.

**FF & bei Merker**

Lagerung bis: 2030  
Trinktemperatur: 16-18°C  
Alkoholgehalt: 14 % Vol

42

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CHATEAU CHANGYU MOSER XV

