

Chateau
Changyu Moser





Beijing

CHINA



NINGXIA – HISTORY AND FUTURE



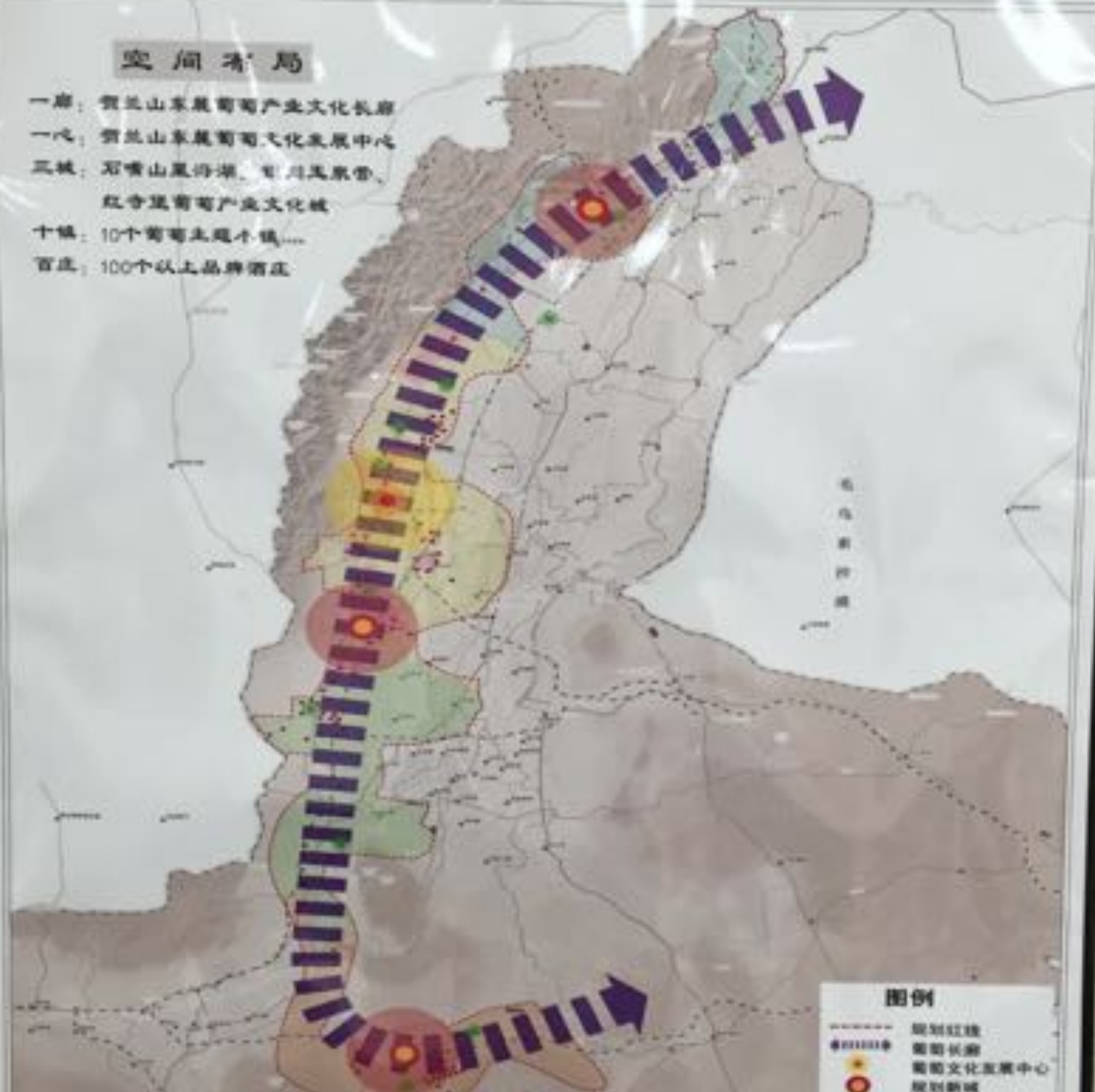
TOURISTS



贺兰山东麓葡萄酒产业发展空间结构图

空间布局

- 一廊：贺兰山东麓葡萄酒产业文化长廊
- 一核：贺兰山东麓葡萄酒文化发展中心
- 三城：石嘴山星岛湖、银川五原县、红寺堡葡萄酒产业文化城
- 十镇：10个葡萄酒主题小镇
- 百庄：100个以上品牌酒庄



NINGXIA



CHANGYU PEOPLE



CHANGYU DEVELOPMENTS



WINEMAKING





THE ESSENCE



THINK BIG



DETAIL



DETAIL II





TOYS FOR BOYS

2016



MOSER XV

CABERNET SAUVIGNON
BLANC DE NOIR
NINGXIA



张裕摩塞尔十五世酒庄

CHATEAU CHANGYU MOSER XV

TRUE INNOVATION



EVERY DAY



2 MIO VS 200,000



ALL THE WAY



BEST OF CHINA



UNIQUE | NEW | VISIT



WINTER





¿ MOH



AUSTRIA : AUSTRIA



BEAUTY – EDUCATION



ENJOY

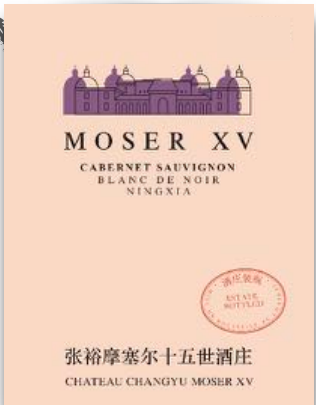
CHATEAU CHANGYU MOSER XV

Status: August 2017

CHATEAU CHANGYU MOSER XV 2013/2015
Cabernet Sauvignon

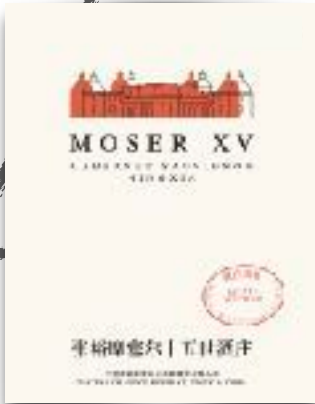


MOSER FAMILY 2013/2015
Cabernet Sauvignon

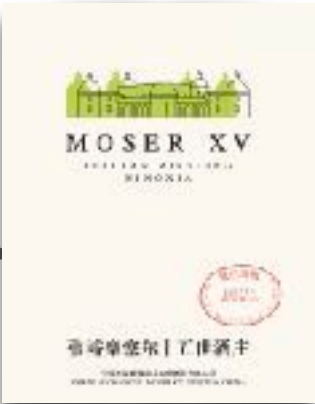


NEW!

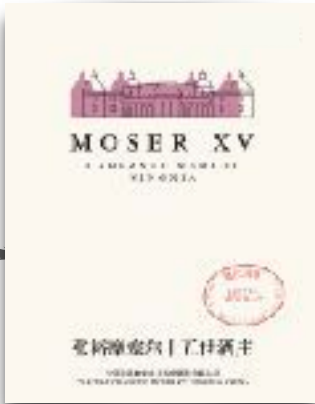
MOSER XV 2016 – Blanc de Noir
Cabernet Sauvignon



MOSER XV 2016 – Red
Cabernet Sauvignon



MOSER XV 2016 – White
Italian Riesling



MOSER XV 2016 – Rosé
Cabernet Merlot





NEW!

IN THE COMPANY OF THE WORLD'S FINEST



PROMINENT VISITORS



PROMINENT VISITORS



PROMINENT VISITORS



PROMINENT VISITORS

NINGXIA WINERY

WINE WITH A PASSPORT

China's giant Changyu winery is ready to change the global reputation of Chinese wines, making a big splash in Europe with vintages from its Ningxia chateau, **Mike Peters** reports.

Barrel No 1 is almost chocolatey, softer than any of the others. Barrel No 2 is more macho, the flavor long and spicy. "Too much, of course," says consulting winemaker Lenz Moser from Austria, who was in the Ningxia Hui autonomous region for a barrel tasting last fall. "But it will age well, getting smoother while adding 'power'."

Fast-forward to last month, when two years of cossetting in six different French oak barrels was complete, and deft blending by in-house winemaker Fan Xi had produced the 2013 Chateau Changyu Moser XV. One of Europe's top distributors has signed on after a barrel tasting, and hopes to make deals with two other Ningxia wineries. Meanwhile, thousands of carefully selected corks arrive from France, and an eager parade of glass bottles sails along a Changyu conveyor belt.

By the time you read this, five different premium wines — 65,000 bottles — will be on their way to the finest restaurant tables in Europe.

Evolving wines

Changyu was founded in

named Robert Mondavi changed perceptions by developing Opus One and other vintages with some French collaboration. "For another benchmark, consider that New Zealand wines started at zero 40 years ago," says Moser. "What you see in Ningxia today is really the product of just 10 seriously dedicated years."

"Ningxia is China's No 1 estate wine region," says Li Xueming, director of the Administration of Development of Grape Industry of Ningxia Hui Autonomous Region, "because we were the first to follow international wine standards".

Li notes that there is a government push to integrate tourism into every level of its wine industry. In an area still dominated by coal, Ningxia's 184 wineries now represent 20 billion yuan in annual revenue from plantings on 610,000 *mu* (40,666 hectares). China's latest Five-Year Plan calls for growth to 300 wineries generating 50 billion yuan from 1 million *mu* planted.

In fact, Changyu has already achieved a small international

toehold. In the cellar here in

If you go

Scan the code to read about the company's World Cabernet Gernischt Day.



CHINA DAILY
07-06-2016

NINGXIA WINERY

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China's giant Changyu winery is ready to change the global reputation of Chinese wines, making a big splash in Europe with vintages from its Ningxia chateau, **Mike Peters** reports.

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Evolving wines

Changyu was founded in 1892 in Yantai, Shandong province, by a veteran Chinese diplomat named Zhang Bishi. The company's name is formed from his surname Zhang (Chang) and the Chinese character that means prosperity. Zhang, a vineyard enthusiast from his wide travels, had big ideas for what was a novelty business in China. By 2011, Changyu Pioneer Wine Company was among the 10 largest wine companies in the world, producing more than 90,000 tons of wine that year. Now a stock-listed corporate giant, the company has holdings in France and Spain, with eyes on other acquisitions.

Despite a slump in 2014, China continues to be a fast-growing market for wine, with consumption per capita doubling between 1995 and 2010 to 1.2 liters. That is still 40 times less than consumption in France, where wine drinking is actually declining, so the potential in China is huge.

For most of its short life, the Chinese wine market has grown faster than producers could keep up. Commercial giants like Changyu had little need to produce vintages of superior quality when making wine fast and cheap generated quick sales. Graced with European-style chateaux, Changyu vineyards now sprawl across millions of hectares in the Xinjiang (Uygur autonomous region (its biggest operation), Liaoning (where it makes a lauded ice wine) and Shaanxi (with what may be the largest wine cellar in Asia) provinces. However, China's biggest companies took notice when boutique wineries sprang up in Ningxia and created what has become a Napa Valley wannabe, a wine zone that would feed a thirst for quality instead of quantity. When labels like Jia Bei Lan (made by Helan Qingxue) and Pretty Pony (Kanaan) were appearing on operation, awards and tributes, the value of that effort became plain.

Surprising quality

Convincing French people to drink Chinese wine might sound like the punchline of a joke, Moser acknowledges with a smile. But in the 1960s, California wines were shrugged off as "mouthwash", until a pioneer



Top: Austrian winemaker Lenz Moser. Above: The winery of Chateau Changyu Moser XV in the Ningxia Hui autonomous region. PHOTOS PROVIDED TO CHINA DAILY

THE AUSTRIAN TOUCH

The chateau and its wines are named after the company's Austrian winemaking consultant. Laurence "Lenz" Moser and his family: the Moser lineage can be traced back 15 generations, but it was Lenz Moser's grandfather, Lenz Moser III, who became an icon in the industry for growing grapes horizontally on wires, producing a more uniform and quality harvest, instead of letting vines race for the sky. The winemaking family has since also helped popularize aging in barrique, 225-liter barrels as opposed to commonly used barrels of 400- to 700-liter capacity.

The relatively smaller barrels allow more of the wine to be in direct contact with the wood. Lenz Moser has been a consultant and winemaking adviser to Changyu since 2005, has been coming to China "in spurts" for most of that decade, but last fall — on his 28th trip to the country, he camped out in Ningxia for a solid three months. The Chinese corporation unveiled Chateau Changyu Moser XV in Ningxia in 2013, a more than 500-million-yuan (\$77-million) project that took two years to build. It houses an 800-barrique cellar, a high-tech

botting line and a museum illustrating the history of the company and of winemaking in China. "The spirit in China excites me to the max — people in Ningxia are hungry for something, but for all that, friendly," he says over a bowl of noodles last week in a local cafe. "We're still in the early days of wine in China — the pioneering days. It's the Wild West — that's why it's so exciting. In Europe, the formulas are set. Here I have a chance to think outside the box."

Today Moser is playing proud papa, alongside "my good friend

Mr Fan", as the bottles bearing Moser's family name chug along an assembly line. Besides export orders for major European distributors, made their way to the recent London Wine Week and the Vinexpo 2016 in Hong Kong. But while savoring the winery's five current export offerings, ranging from the white Italian riesling (150 yuan or \$23) to the top red — 2013 Chateau Changyu Moser XV (750 yuan) — he's already looking ahead. "2015 was a beautiful year for wines here," he says with a sigh. "But 2015 will be even better."

MIKE PETERS

UNLIKELY STAR

Dorm chef graduates to a hungry world

By ASSOCIATED PRESS in New York

As a student at Columbia University, Jonah Reider wowed foodies and rankled city health officials by opening an exclusive supper club in his dorm.

His culinary chutzpah, and the long waiting list for a seat at one of his unorthodox dinners, earned him write-ups in newspapers and magazines and even an appearance on *The Late Show* with Stephen Colbert.

But after graduating recently, the 22-year-old whiz chef from Newton, Massachusetts, is facing the same reality as a lot of other new college grads.



Jonah Reider prepares food during Brownstone, an experimental treasure-hunt of sound, taste, and color, in New York.

Reider's cooking career started when he and his friends at Newton South High School formed a grilling club. He had no formal training in cooking last September when he started his Columbia dorm supper club, which he called Pith, for the white outer part of an orange or lemon. With a mere four seats around one table and reservations available only online, Pith had no choice but to start small. But after one news outlet dubbed it "New York's hottest new restaurant", the waiting list quickly grew to thousands of wannabe guests.

The Wall Street Journal reported that the school had started getting heat from the Health Department — something about how, apparently, dorm kitchens can't be used to conduct commercial restaurant activity.

Others haven't hesitated to heap praise. The New York Times named him one of its "20 under 30" creative achievers.

As for what the future holds, Reider says has no regrets about breaking from most of his Ivy League classmates and choosing an unconventional path.

Eat Beat

BEIJING/CHONGQING

Wagyu nights

Billed as Australia's finest dining, award-winning Wagyu by Mayura Station comes to China for two wine-pairing dinners hosted by Penfolds and Melbourne wine guru Kyla Kirkpatrick, also known as The Champagne Dame. 7-11 pm, June 11; 1,750 yuan per person including gift bags; at the Westin Beijing, 7 Dongsanhuan Beltu, Chaoyang district, 010-5922-8888. tickets at yoo-pay.cn/event/ausfinediningCQ.

BEIJING

Flavors of Indonesia



To celebrate the 25th anniversary of the establishment of China-ASEAN relations, ASEAN-China Centre and Beijing Minzu Hotel are hosting the First ASEAN Food Festival — Splendid Indonesia Month through June 24. In addition to a special menu prepared by chefs from Indonesia, each week features different displays of fashion, tourism, music or art. Lunch is 158 yuan net, dinner 188 yuan. 51 Fuxingmennei Street, Xicheng district. 010-6601-4466.

MACAO

Tastes of Asia



Celebrating the expansion of its phase 2 development to a whopping 1.1 million square meters, Galaxy Macao is hosting a month-long Best of Asian Dining event for June. More than 120 restaurants, including several Michelin-award winners in 2015, will allow guests to have a taste of 5,500 types of Asian dishes from 50 cuisines from 10 Chinese provinces and cities plus another 12 countries. The event includes a lobster festival, featuring 37 lobster dishes prepared by both Cantonese chefs from restaurants like Lai Heen and Western chefs. 853-2888-0888.

SHANGHAI

Fine-dining water

After more than three years of preparation, leading Chinese water producer Nongfu Spring is bringing its premium bottle water collection to the tables of fine dining restaurants in Shanghai, including 8 1/2 Otto e Mezzo Bombana, with a Beijing debut planned this month. Sourced from Moynai Spring at Changbai Mountain in Jilin province, which is known for its unusually low-sodium light mineral waters, both the still and sparkling water of the new Nongfu Spring Natural Mineral Water range feature a refreshing and "unaggressive" flavor, ideal for cleansing the palate between dishes.

Lifestyle | Food and drink

Recipes | Beer | Wine | Healthy eating | Restaurants | Pubs and bars | Wine shop

🏠 > Lifestyle > Food and drink > Wine

Victoria Moore: red dawn for Chinese wine



SUNDAY
TELEGRAPH
17-09-2016

TRAVEL AND TASTING REPORT

So, let's talk about the wines now. Let's start with sparkling wines (see left), followed by a few domain descriptions and also by descriptions of individual wines tasted during lunch or dinner.

Finally: dessert in the form of fantastic ice wines.

And also a few stories and pictures featuring crazy 'chateaux', as well as an unbelievable story about a gigantic imperial wine city, due to be opened next year in Yantai.



MOSER'S NEW CHINA PROJECT

The story isn't new because it has happened before in the history of Changyu. About one hundred years ago, the Austrian consul Baron Max von Babo was contracted as winemaker. He imported barrels and presses from Austria and led the winery to international acclaim.

With Lenz Moser, another Austrian is now in charge of helping a very special new winery in the Changyu group. The first Changyu-Moser vintages are now being launched. Let's see what they taste like and let's hear more about the ambitious vision...

2015 Italian Riesling Moser XV Ningxia: about 8 euros. Very light yellow with subtle green accents. A berry bouquet of intense fruit with a delicate note of sweetness. On the palate quite fat (for a Riesling), a smooth but also crisp acidity and a soft noble-bitter finish. Also ideal with food. At any rate, there is a clear European pattern of flavours. 16/20, drink now

RENÉ GABRIEL
07-06-2016



2015 Rosé Cabernet Merlot Moser XV: about 8 euros. Light pink. Open, slightly sweet bouquet, rose petals, a hint of grenadine and rose hip. Fresh on the palate (fine addition of carbon dioxide!), juicy and very quaffable. Absolutely delightful. For me this was one of the best rosé wines I've had for quite a long time. 17/20, drink now

2015 Cabernet Sauvignon Moser XV Ningxia: about 8 euros. Full and rather dark garnet. Aged in a steel tank. Why do I mention this? Because there is a caramel note in the nose. And so I asked again and was again assured that this wine had never seen any wood whatsoever. Starts with a wonderful plummy bouquet, a subtle stalky note, hints of clove and liquorice, altogether very aromatic, indicative of a warm, mature Cabernet. Velvety and smooth on the palate and hence with matured, yet present, tannins; still slightly coarse flow, showing the wine's reserves. Mega value for money and especially perfect for Cabernet fans who are on an anti-barrique mission. At this level, there is practically no "wood-free" Cabernet on market. With 500,000 bottles, this is the foremost wine in the Moser-production. 17/20, drink now

2010 Cabernet Sauvignon Moser Family Ningxia: about 25 euros. Production: ca. 200,000 bottles. Medium-dark burgundy with a brighter ruby rim. Open bouquet, you may think it's a Chilean due to hints of cassis and eucalyptus. Fine and juicy on the palate, wonderfully balanced and hence with a harmonious flow, with an elderberry and blueberry finish. A little unconventional but very good. 17/20, drink up

TRADITIONAL VINIFICATION

No cold maceration, no too-cold fermentation, no malolactic degradation of acidity in the new barrique, developed in not too many new French oak barrels: the Moser Cabernets taste like classic Cabernet Sauvignon!

2013 Cabernet Sauvignon Moser Family Ningxia: ca. 25 euros. Full, dark garnet, only slightly brightening. Shows dark toasted notes, chocolate nuances, prunes and a nice open bouquet. Dense palate with an amazing depth, something like terroir in the form of summer truffles. Wow! You could include this wine in pretty high class Cabernet blind tastings and it would be the best value for money among the best ones. 17/20, drink now

2013 Château Changyu Moser XV Ningxia: ca. 50 euros. 100% Cabernet Sauvignon. Intense, very spicy bouquet, lots of dark chocolate, eucalyptus, notes of mint, currants and blackcurrants. On the palate, it first displays a velvety smoothness, concentrated extract with a fine body, shows great length due to well-integrated acidity and wonderful balance. This wine clearly belongs to the premium category already! An amazing Cabernet. 18/20, start to drink now



Breaking new 'terroir' at age 60: born in 1956, Lenz Moser (above) has set himself an ambitious goal with his dedicated Chinese wine project in collaboration with the Changyu-Equipe. Interview on the next page...



THE FUTURE



UNIQUE & VISIONARY