

A photograph of a man with grey hair and a beard, wearing a blue jacket, holding a bunch of dark grapes. He is standing in a vineyard with green leaves in the background. The text "Winemaking in China" is overlaid in a white, cursive font.

Winemaking in China

Chateau Changyu Moser XV

Cambridge March 2019



CHATEAU CHANGYU MOSER XV

Wake up

DER SPIEGEL

Nr. 4
11.11.2020

xǐng láí!★

★ AUFWACHEN!

Warum China schon jetzt Weltmacht Nr. 1 ist –
ein Weckruf für den Westen

#MeToo-Debatte
Wie männlich ist die
bibliche Sexualität?

Gefahr für Kinder
Dick und traurig durch
Smartphone-Sucht



CHATEAU CHANGYU MOSER XV



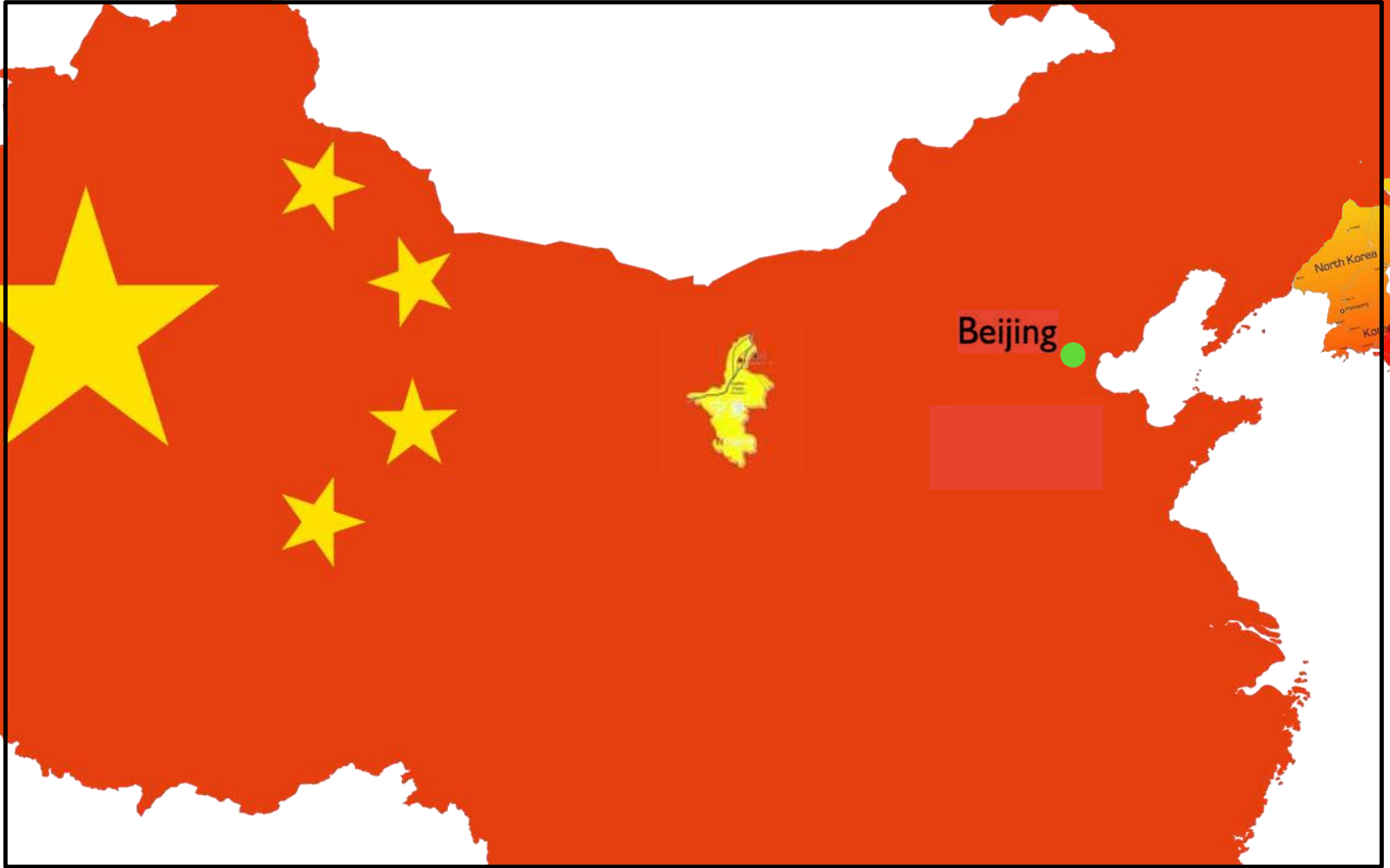
CHATEAU CHANGYU MOSER XV



CHINA



CHATEAU CHANGYU MOSER XV





in 2016, China...

...had the second largest global vineyard area
(847,000 ha)

...was the world's sixth largest wine producing country
(11.4 million hectoliters)

...larger than South Africa, Chile or Argentina

...accounted for 4.3% of the world wine production

...was the world's largest red wine consuming country

...ca. 80 % of the wine consumed was produced domestically

A stylized map of China is shown in a dark red color. The background of the map features the pattern of the Chinese flag, with a large yellow star on the left and five smaller yellow stars arranged in an arc to its right. The map has a torn, irregular edge.

until 2020, China...

...will become the second largest wine market in the world

...per capita consumption will grow to 1.53 litre/year



China's History in Wine

Chinese grape cultivation history spans more than 3000 years. The Chinese name of grape is “葡萄 Pu Tao”, in ancient Chinese “葡萄” could also be written as “蒲陶” which means “gathering together to drink and getting drunk”

During the Han Dynasty (206 B.C.-220 A.D.) *Vitis vinifera* was introduced by the Chinese explorer Zhang Qian from central Asia

Wine grape cultivation and wine culture came to China along the Silk Road firstly in Xinjiang and then expanded to the rest of China

In the Yellow River region where the ancient Chinese civilization was nurtured, began the large-scale viticulture activities of wine grape planting and wine making



China's History in Wine

During the Tang Dynasty (618 A.D.-907 A.D.) which was the largest and most powerful dynasty of China the grape wine drinking and grape wine culture made great progress

During the Ming Dynasty (1368 - 1644) Italian monks established catholic missions in China

The first Chinese wine company Changyu was established in 1892 by Zhang Bishi in Yantai, Shandong

Changyu introduced over 120 wine grape varieties from Germany, Austria, Spain and Italy

1930 Qingdao Melco Winery was founded by Germans



China's History in Wine

1976 Mao dies. The Chinese wine industry has developed significantly since the “reform and opening up” policy in 1978

In the period of 1980-1990 the Chinese vineyard areas developed very slowly on the basis of around 30,000 ha. In this period the “half-juice wine” which mixed grape juice with water, sugar and other fruit juice was the main wine product

1980 Dynasty Winery was founded as a joint-venture between Remy Martin and Tianjin Agricultural Bureau

In 1994 the production of certain “half-juice wine” containing less than 50% grape juice was permanently prohibited



China's History in Wine

At China's National People's Congress in March 1996, Premier Li Peng criticized the harmful effects of drinking harsh Chinese grain spirits and praised the consumption of red wine

In 1995, there were 240 wineries in China. After Li Peng's speech another 200 opened until 1997.

By 2000 the vineyard area was 282,970 ha and the wine production was 2.02 million hectoliters



China's History in Wine

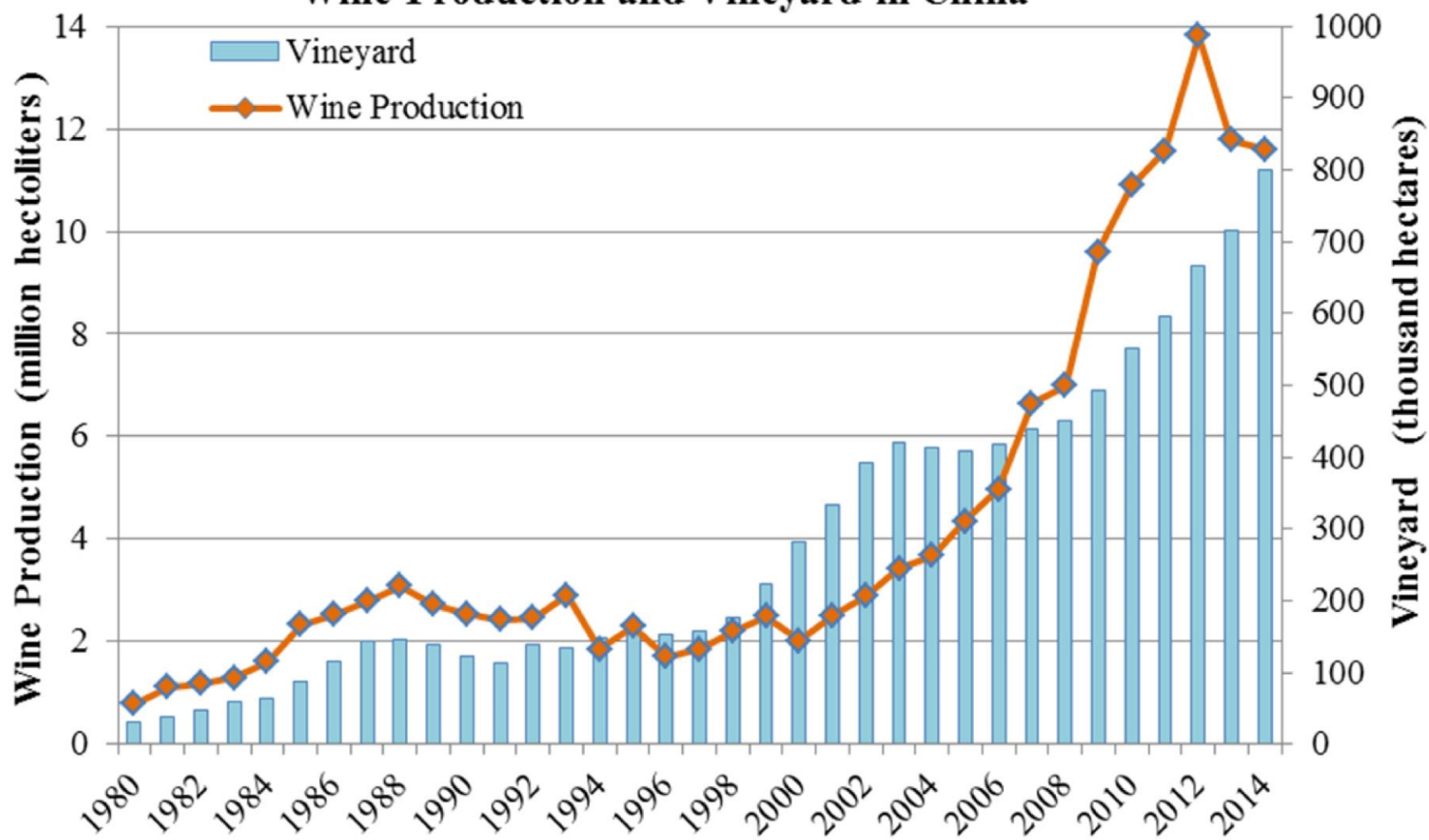
In the 21st century, due to the fast growing economy and increasing market demand, the Chinese wine industry has experienced rapid growth and both the yield and quality

2001 China has entered the World Trade Organization (WTO), a large number of foreign wines entered China bringing competition, new technology and management experience

In 2004 the production of all kinds of “half-juice wine” was totally forbidden, which encouraged the production of fine wines containing 100% of grape juice

From 2000 – 2011 the value of wine imports to China grew by more than **26,000 %**

Wine Production and Vineyard in China



Per capita wine consumption. Source: OIV (2015), WINEINSTITUTE (2015).

Country (2014)	Total consuption forecast(million hectoliters)	Wine consumption per capita (liters)
USA	31	10.25
France	28	42.51
Italy	20	33.30
Germany	20	24.84
China	16	1.18
UK	13	21.99
Spain	10	21.26
Argentina	10	23.46
Russia	10	6.95
World	240	3.56

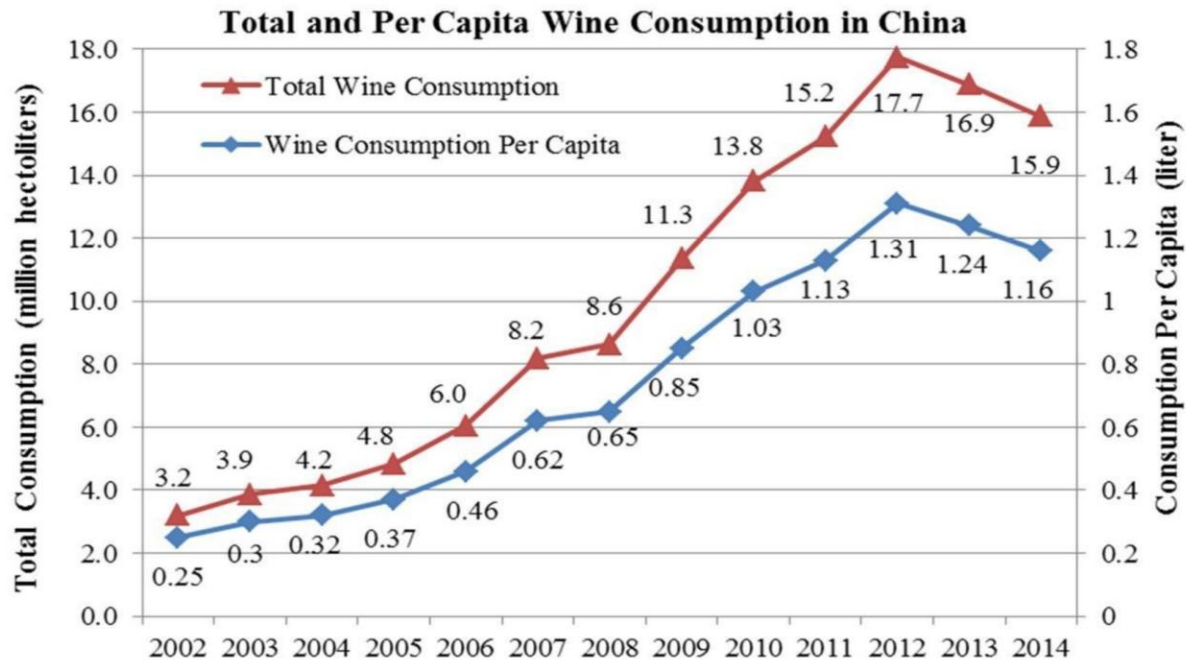
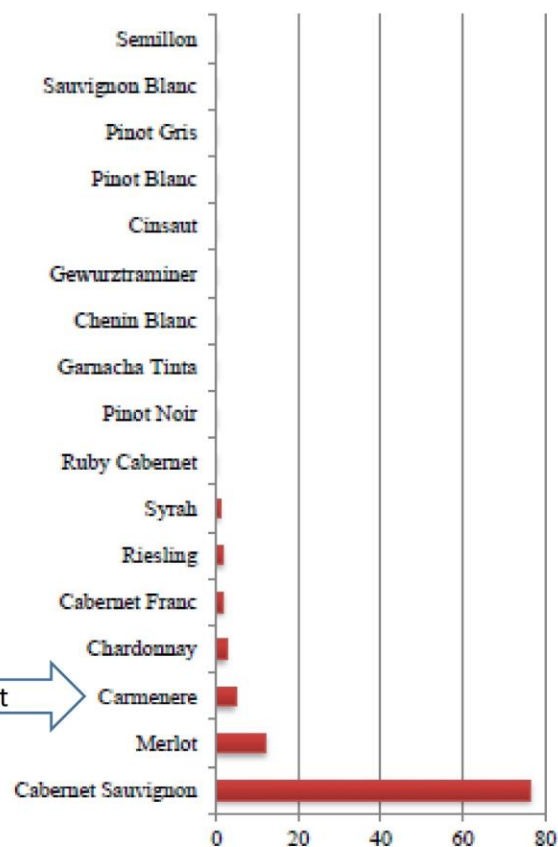


Fig.5 Wine Consumption in China. Source: ASKCI (2015), National Bureau of Statistics of China (2015) and calculated by author.

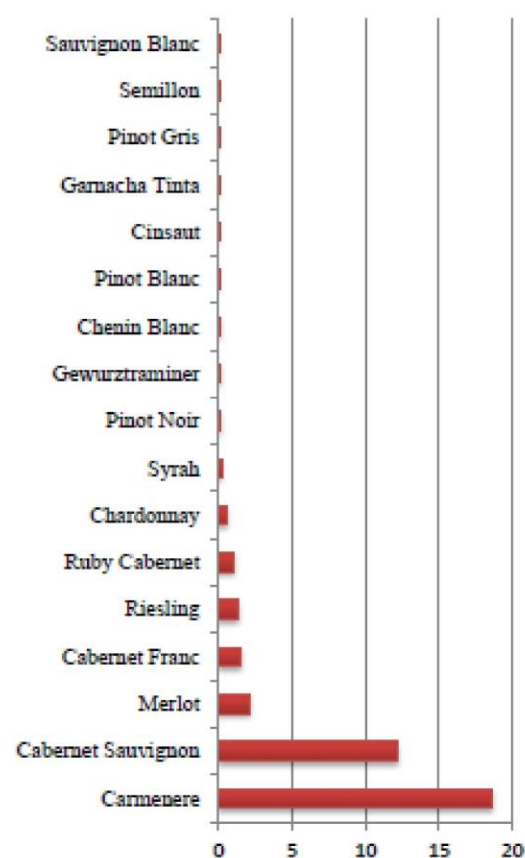
Year	Share of top variety	Share of top 3 varieties	Share of top 10 varieties
2000			
2010	77	93	100

National share % in 2010



Cabernet Gernischt

Varietal Intensity Index relative to the world in 2010









BEIJING



SHANGHAI

500 km



300 mi



BEIJING



SHANGHAI



HONG KONG

500 km

300 mi

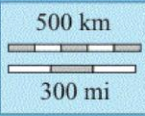


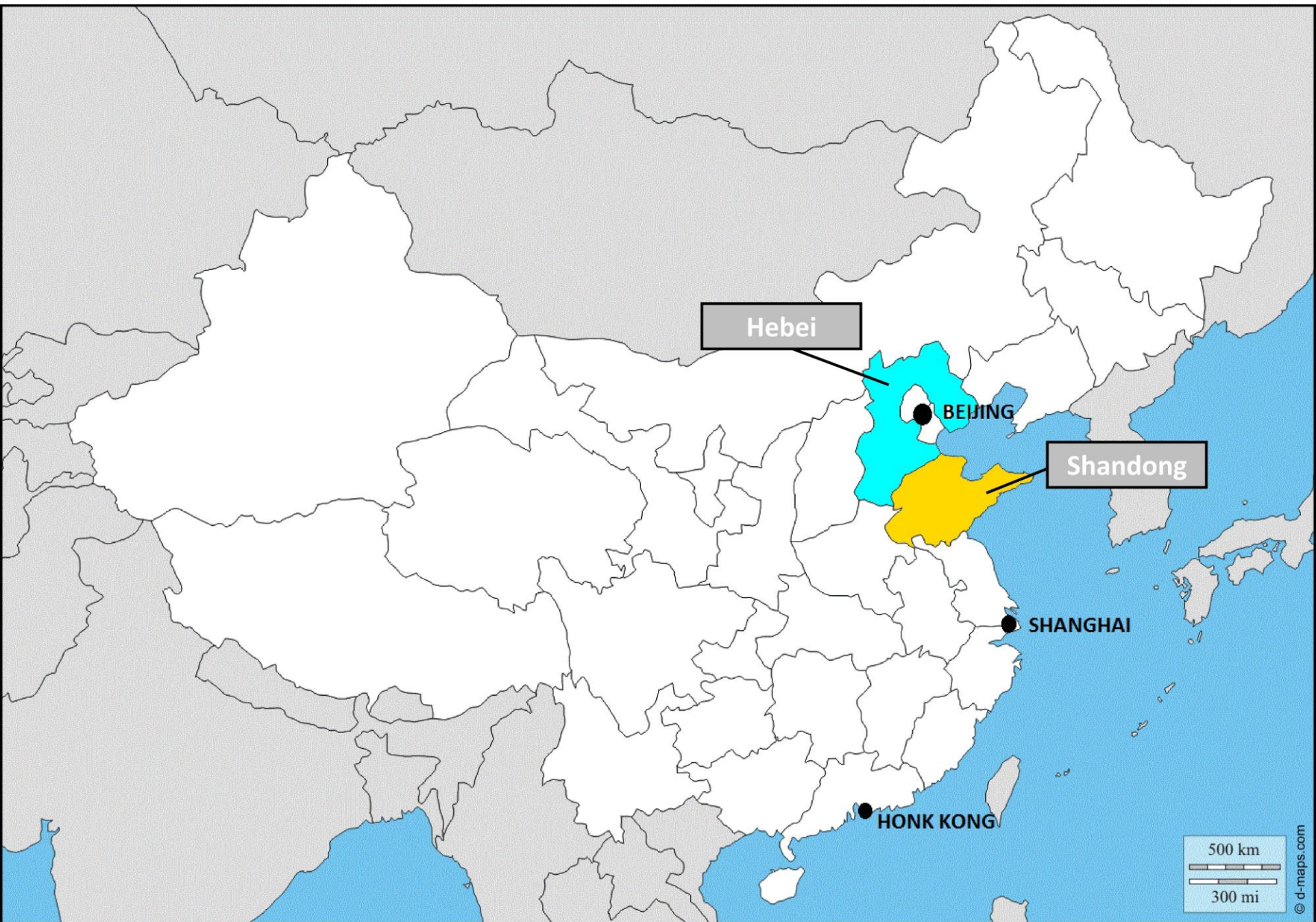
BEIJING

Shandong

SHANGHAI

HONG KONG





Hebei

BEIJING

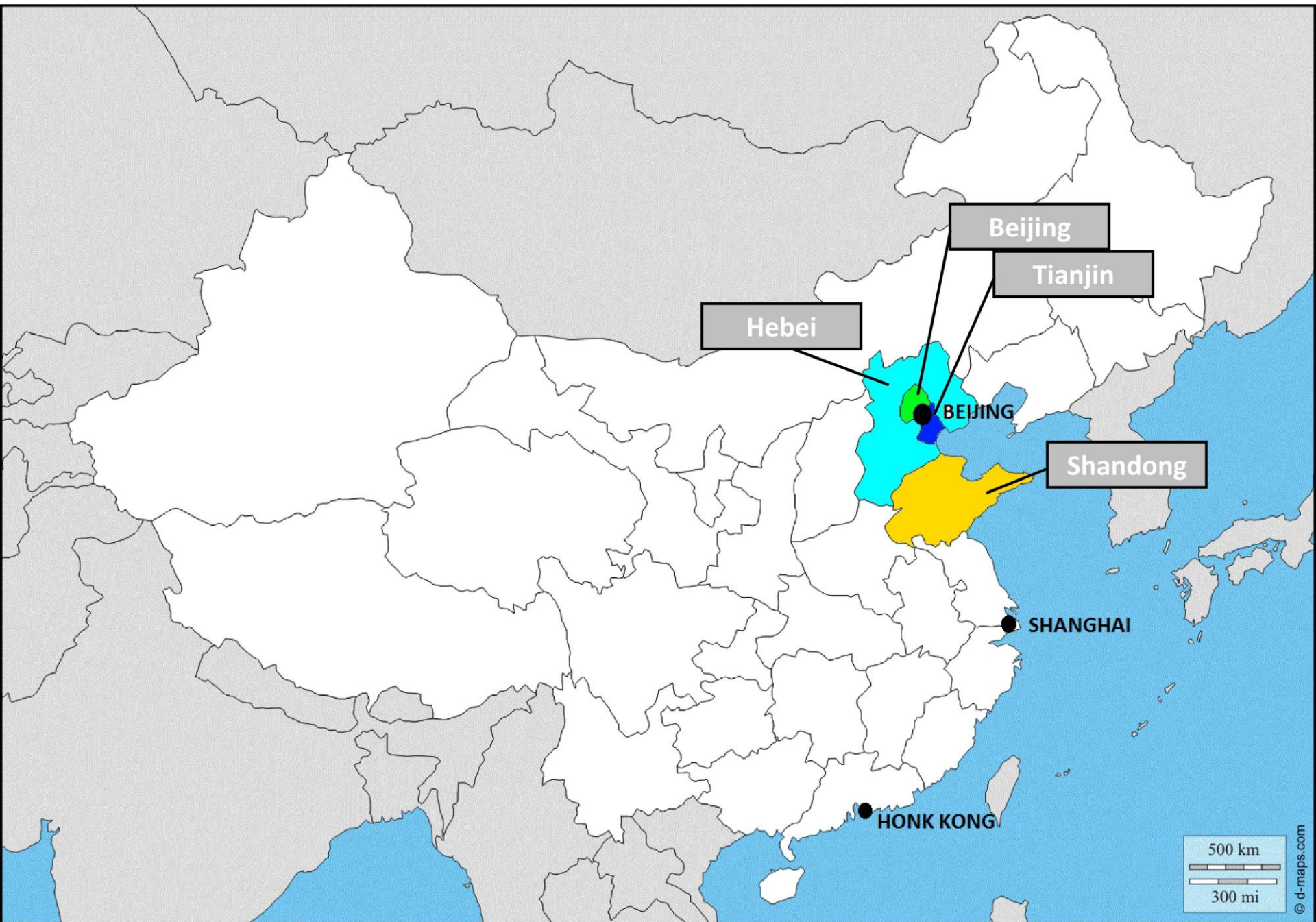
Shandong

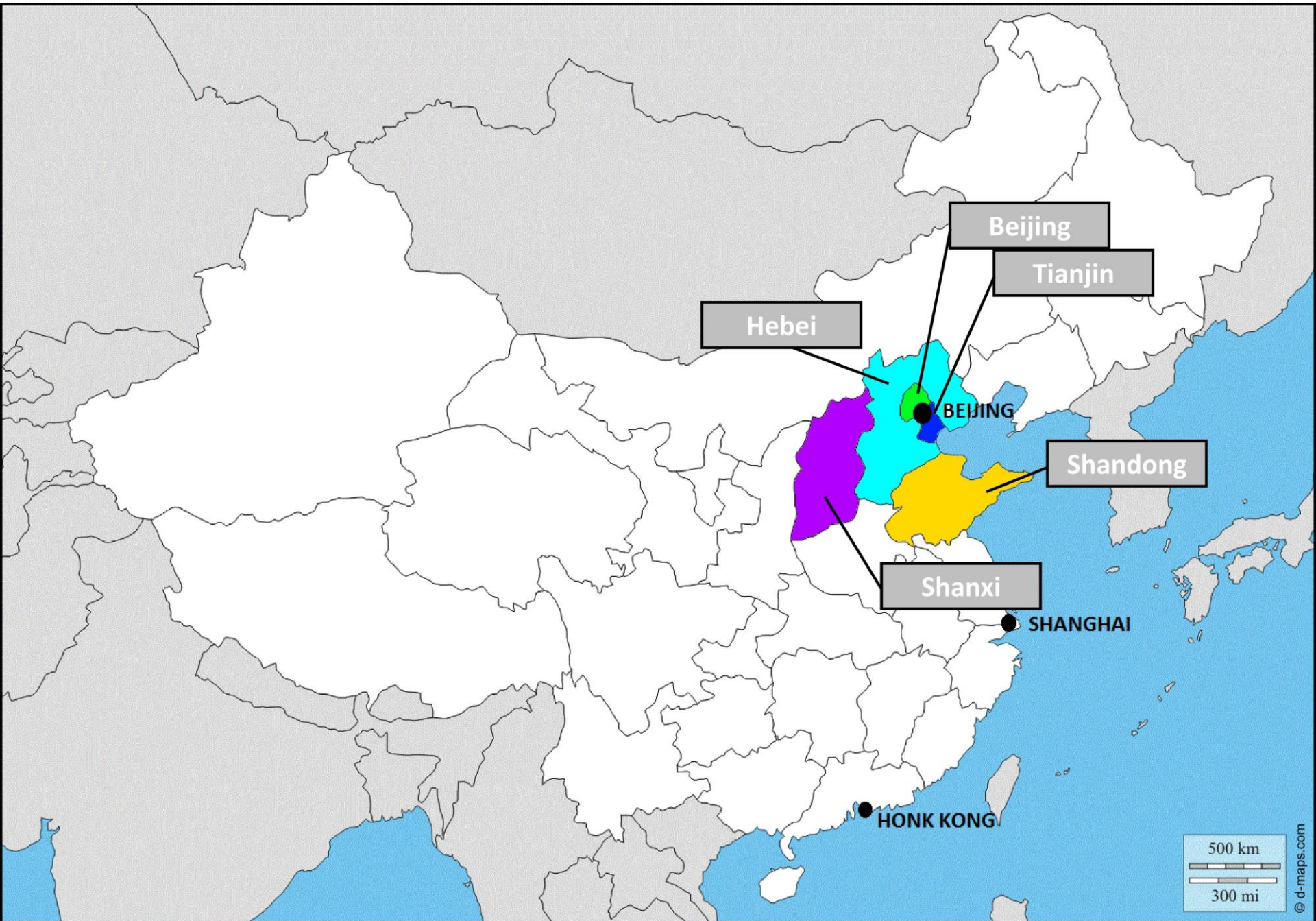
SHANGHAI

HONK KONG

500 km

300 mi





Beijing

Tianjin

Hebei

BEIJING

Shandong

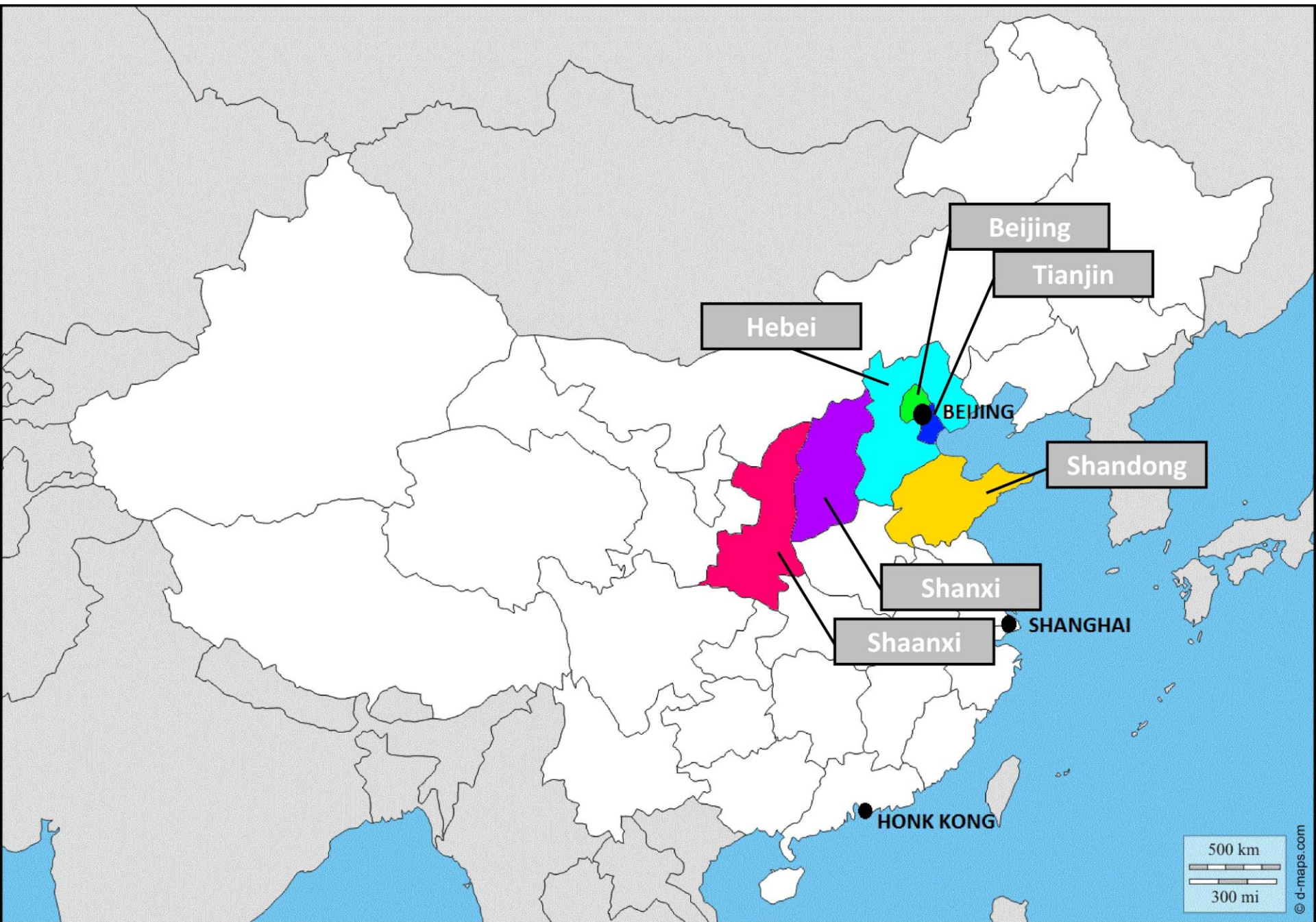
Shanxi

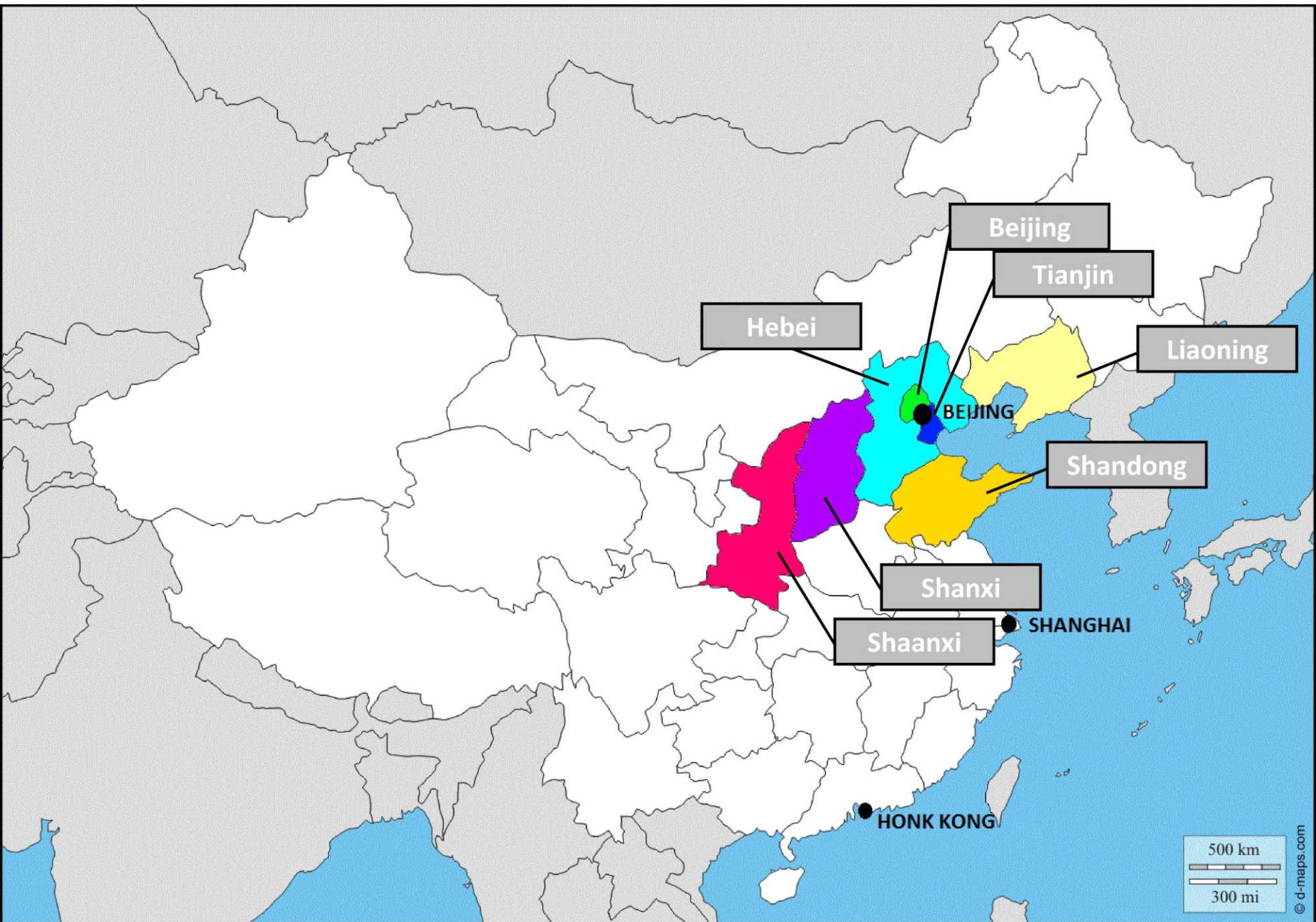
SHANGHAI

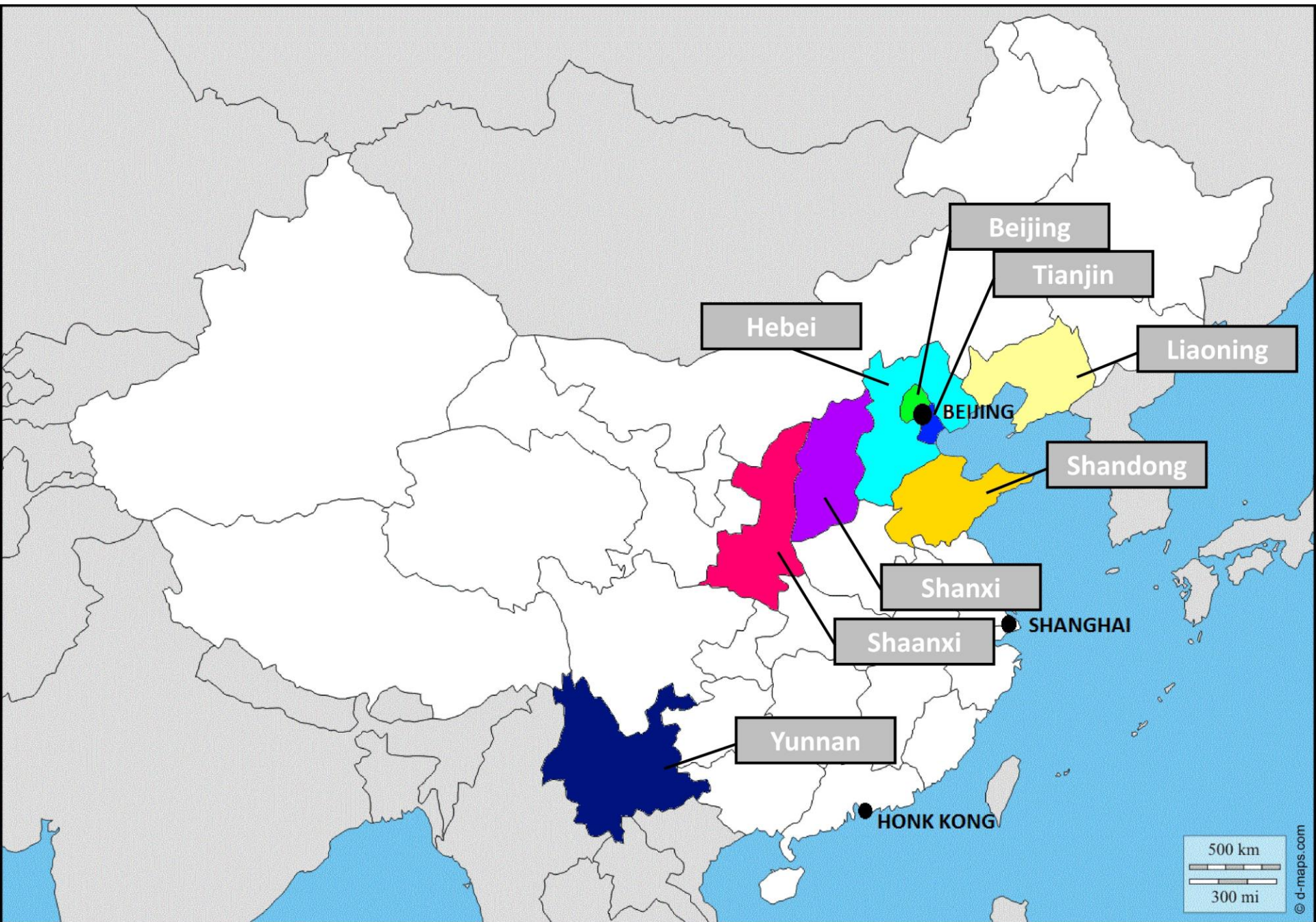
HONK KONG

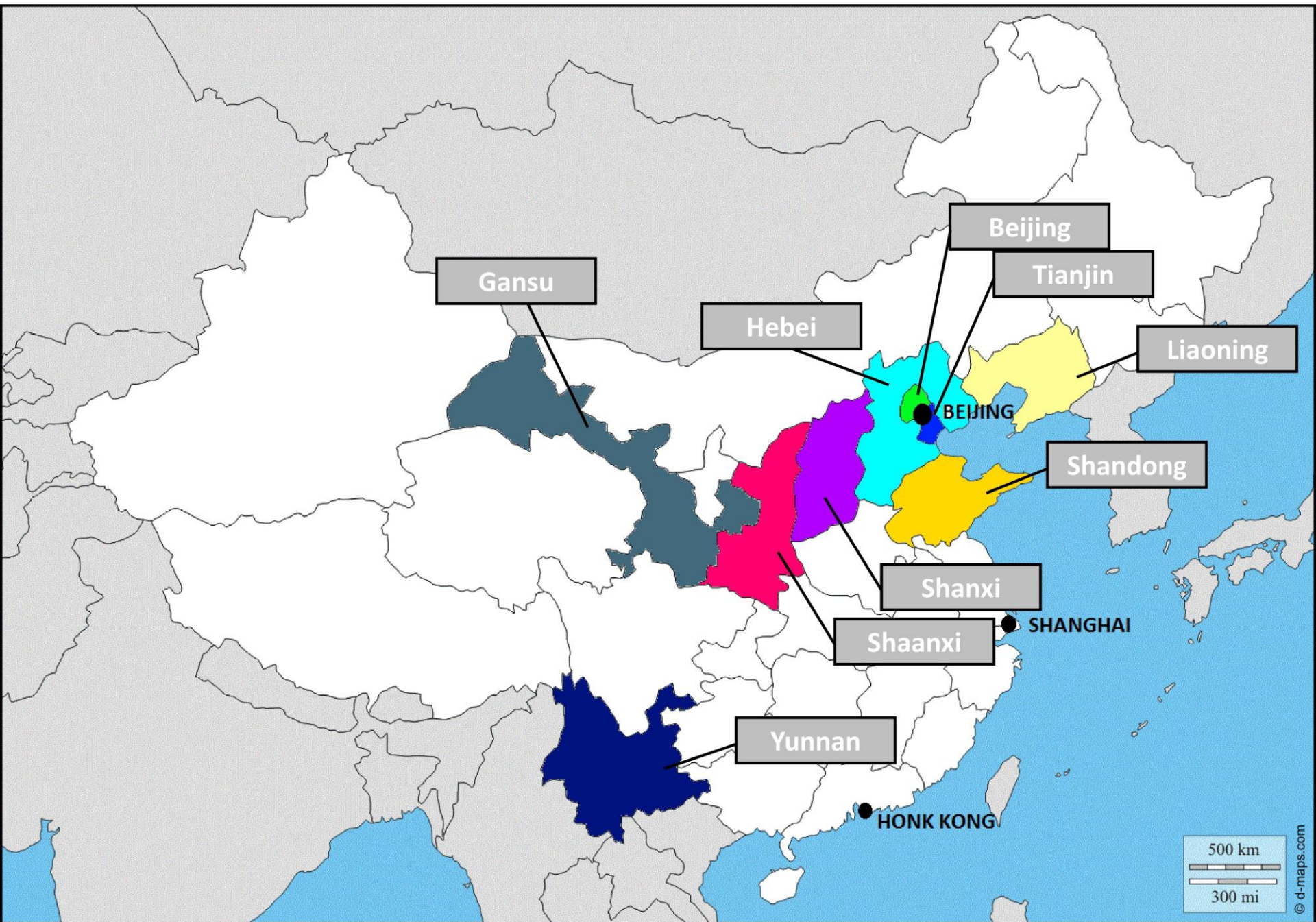
500 km

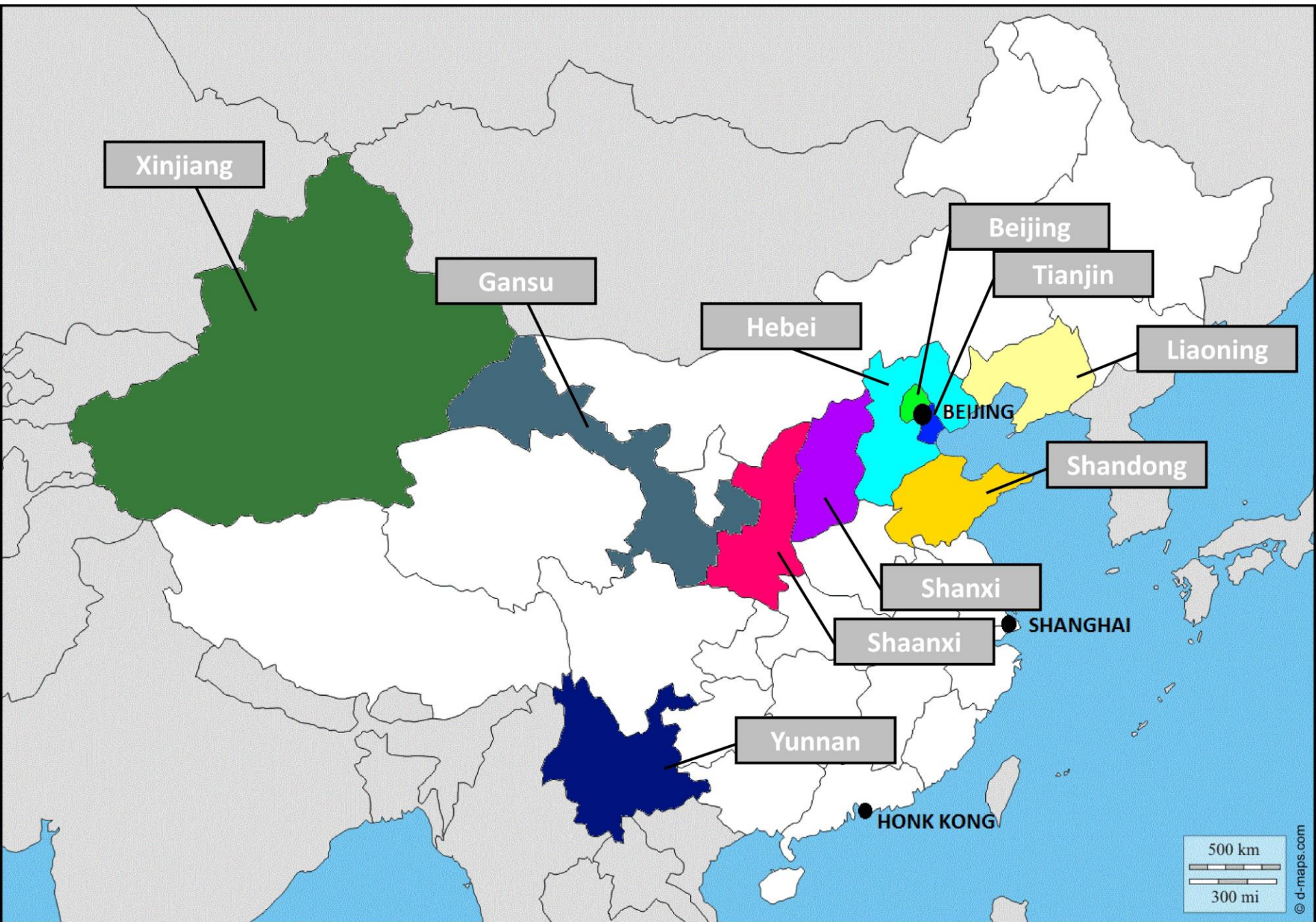
300 mi





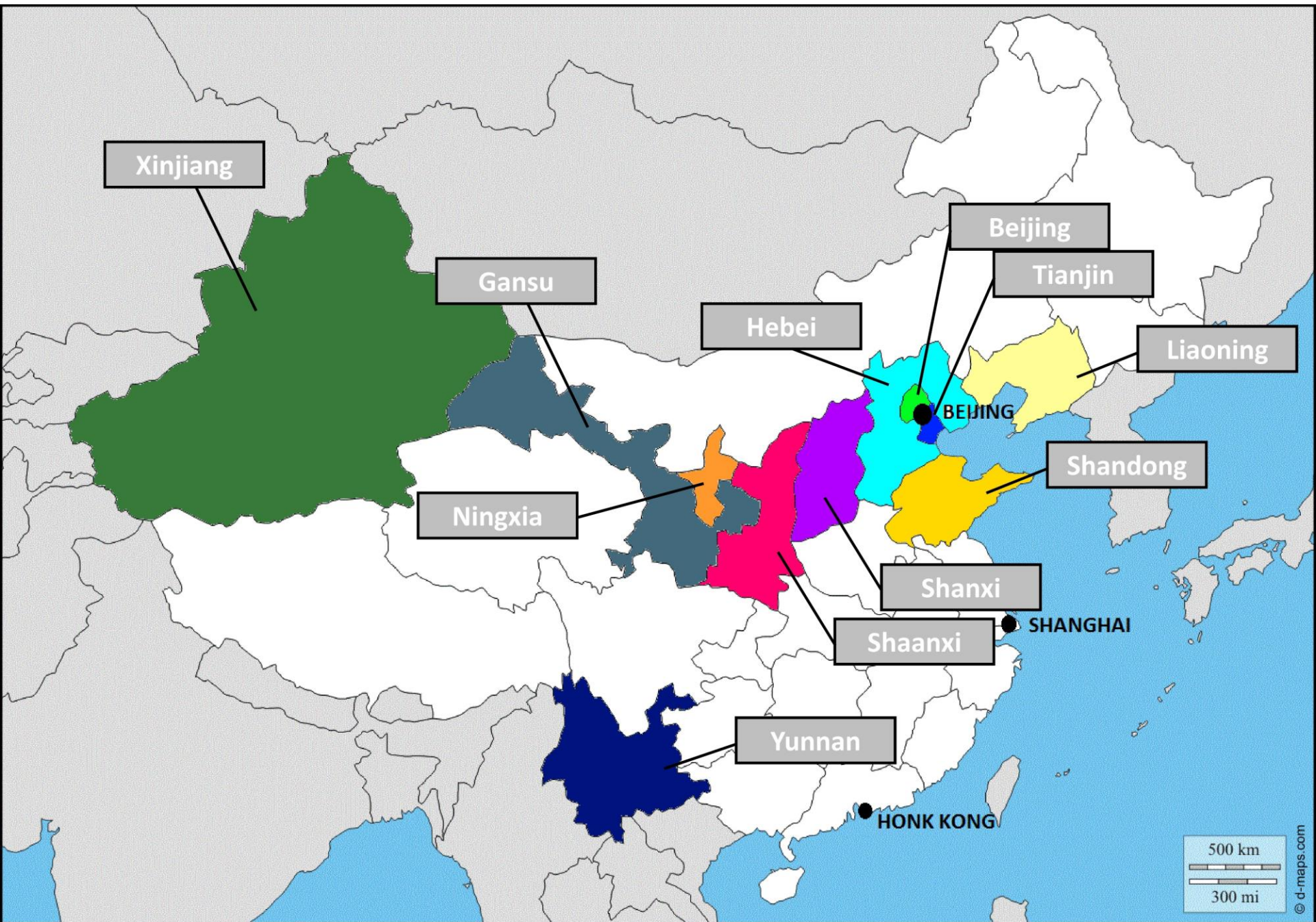






NINGXIA





www.brandeins.de brandeins 20. Jahrgang Heft 01 Januar 2018 10 Euro C 50777

brandeins

Wirtschaftsmagazin



Cool bleiben.

Schwerpunkt Reset

TRUE INNOVATION



CHATEAU CHANGYU MOSER XV



2016



CHATEAU
CHANGYU MOSER XV

CABERNET SAUVIGNON
BLANC DE NOIR
HELAN MOUNTAIN RANGE



张裕摩塞尔十五世酒庄

CHATEAU CHANGYU MOSER XV

BENCHMARKS



CHATEAU CHANGYU MOSER XV



IN THE COMPANY OF...



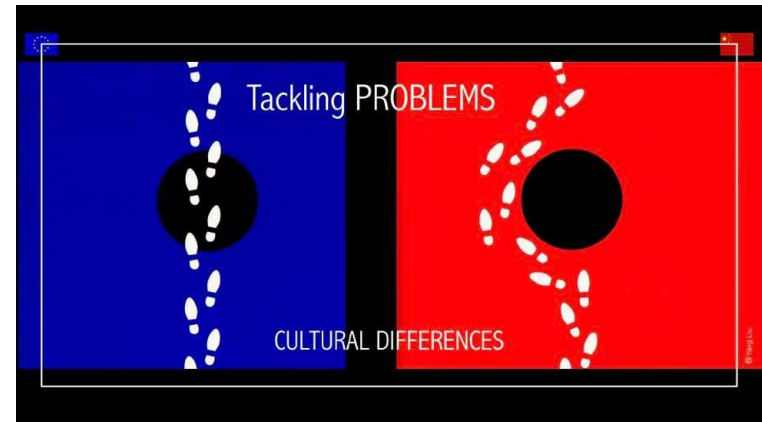
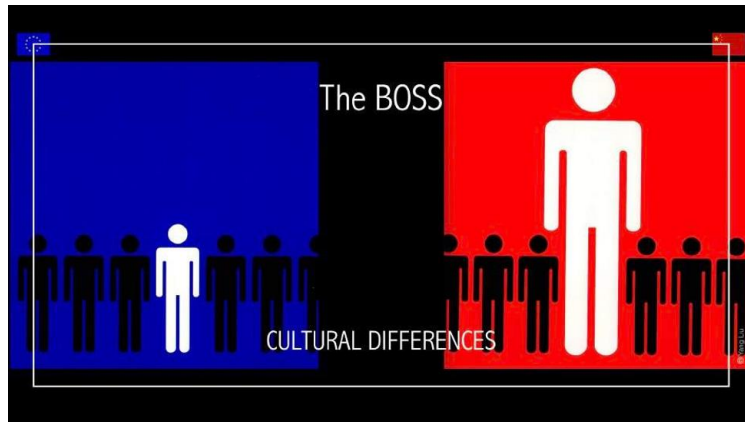
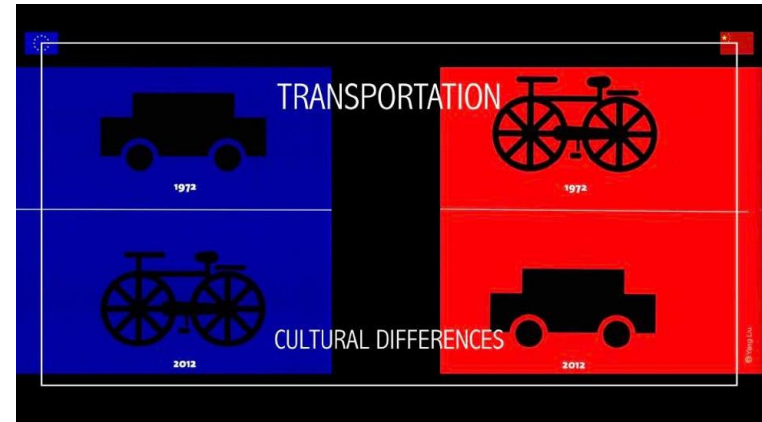
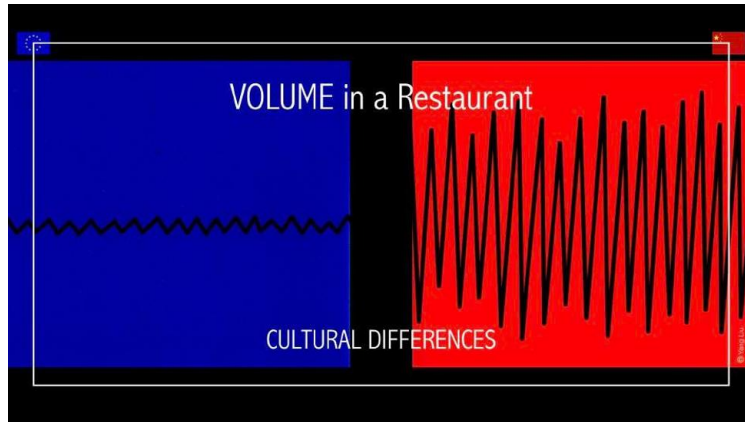
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EAST MEETS WEST



CHATEAU CHANGYU MOSER XV





FOCUS





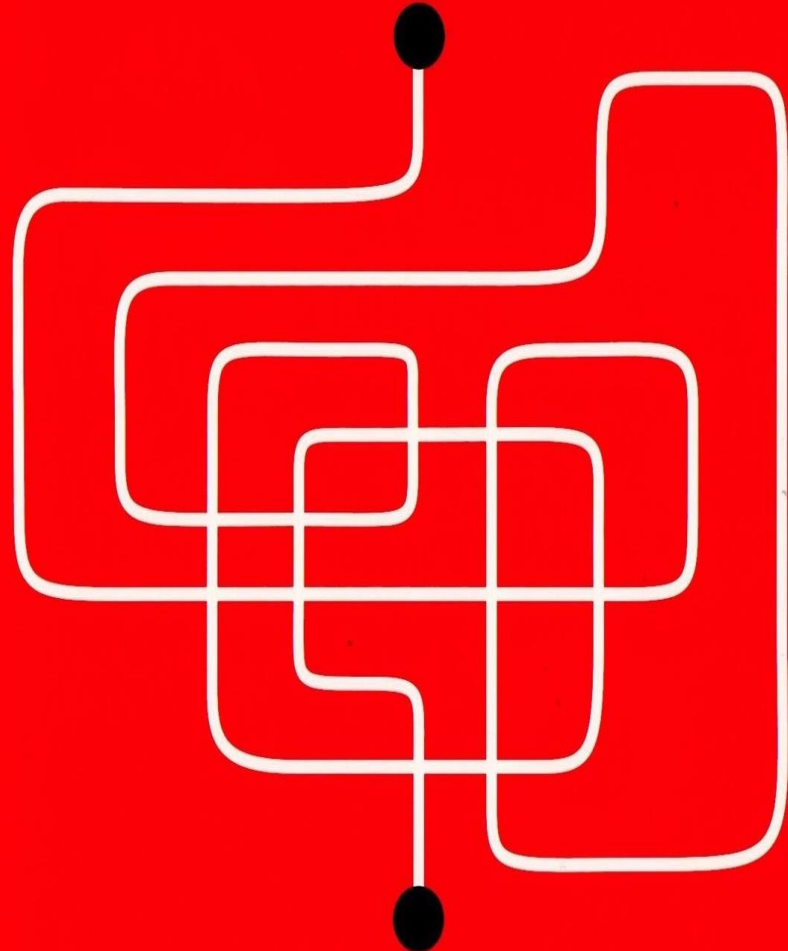
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**QUALITY
QUALITY
QUALITY**



CHATEAU CHANGYU MOSER XV

**COMMUNICATION
COMMUNICATION
COOPERATION**





CHATEAU CHANGYU MOSER XV

TAKE A DEEP
BREATH

NINGXIA HISTORY + FUTURE



CHATEAU CHANGYU MOSER XV



NINGXIA



CHATEAU CHANGYU MOSER XV



WINEMAKING



CHATEAU CHANGYU MOSER XV



THE ESSENCE



CHATEAU CHANGYU MOSER XV



DETAIL



CHATEAU CHANGYU MOSER XV



DETAIL II



CHATEAU CHANGYU MOSER XV



TOY FOR BOYS



CHATEAU CHANGYU MOSER XV



EVERY DAY



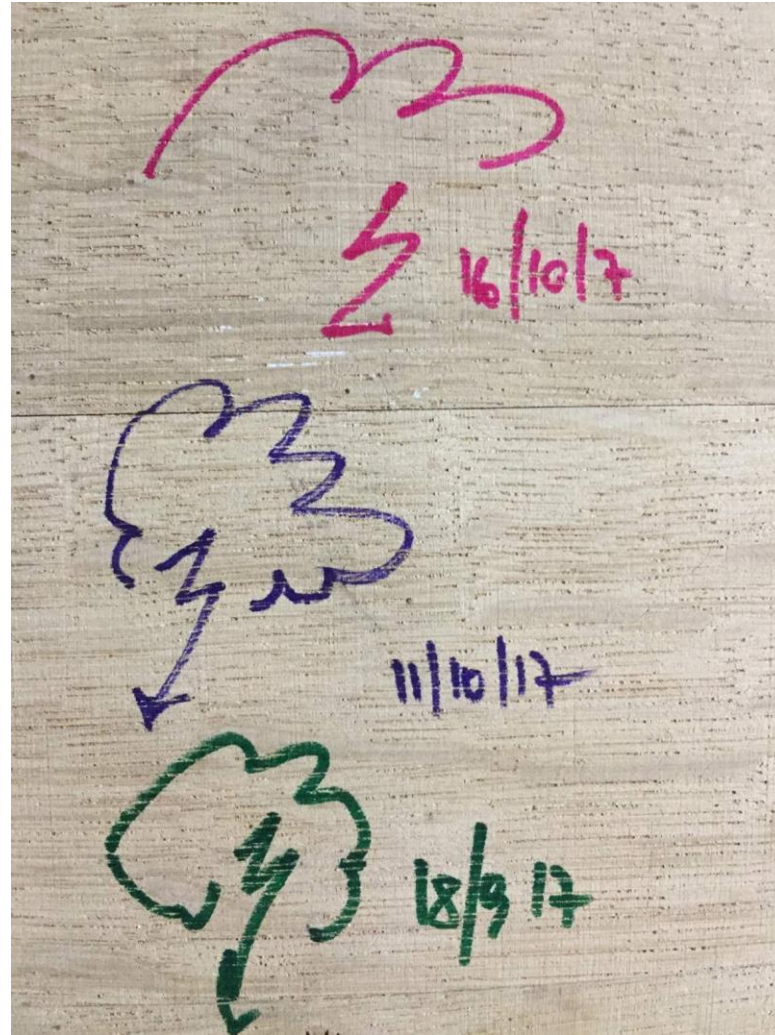
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THE DAILY GRIND



CHATEAU CHANGYU MOSER XV



THINK BIG



CHATEAU CHANGYU MOSER XV



CHANGYU DEVELOPMENTS



CHATEAU CHANGYU MOSER XV



BEST OF CHINA



CHATEAU CHANGYU MOSER XV



NINGXIA SOIL



CHATEAU CHANGYU MOSER XV



WINTER



AUSTRIA & AUSTRIA



CHATEAU CHANGYU MOSER XV



BEAUTY → EDUCATION



CHATEAU CHANGYU MOSER XV

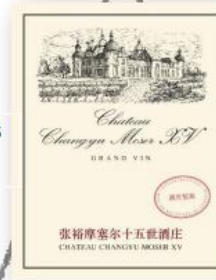


FIRST & UNIQUE FROM CHINA

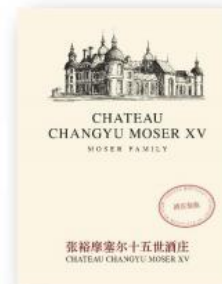


CHATEAU CHANGYU MOSER XV

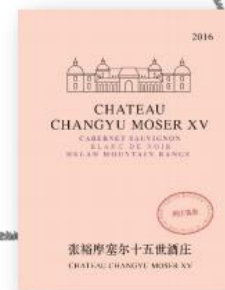
CHATEAU CHANGYU MOSER XV 2013/2015
Cabernet Sauvignon



MOSER FAMILY 2013/2015
Cabernet Sauvignon



MOSER XV 2016 – Red
HELAN MOUNTAIN RANGE
Cabernet Sauvignon



MOSER XV 2016 – Blanc de Noir
HELAN MOUNTAIN RANGE
Cabernet Sauvignon

Status: August 2018



CHATEAU CHANGYU MOSER XV

IN THE COMPANY OF THE WORLD'S FINEST

2017
CHATEAU
CHANGYU MOSER XV
RIESLING ITALIAN
HELAN MOUNTAIN RANGE
酒庄装瓶
张裕摩塞尔十五世酒庄
CHATEAU CHANGYU MOSER XV

2017
CHATEAU
CHANGYU MOSER XV
CABERNET SAUVIGNON
BLANC DE NOIR
HELAN MOUNTAIN RANGE
酒庄装瓶
张裕摩塞尔十五世酒庄
CHATEAU CHANGYU MOSER XV

2016
CHATEAU
HANGYU MOSER XV
CABERNET SAUVIGNON
HELAN MOUNTAIN RANGE
酒庄装瓶
张裕摩塞尔十五世酒庄
CHATEAU CHANGYU MOSER XV

2017
CHATEAU
CHANGYU MOSER
CABERNET MERLOT
HELAN MOUNTAIN RANGE
酒庄装瓶
张裕摩塞尔十五世酒庄
CHATEAU CHANGYU MOSER XV

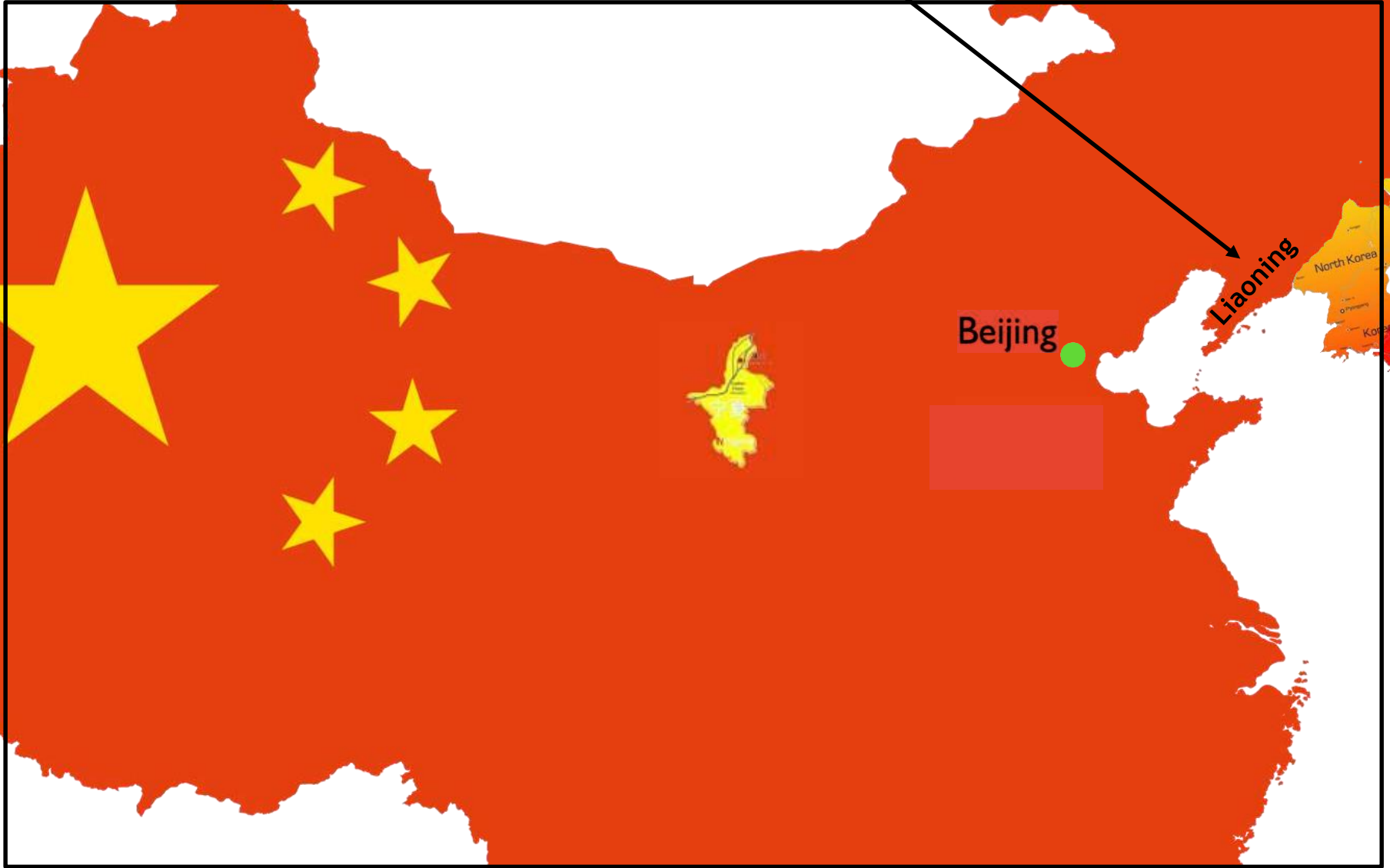
2015
CHATEAU
Changyu Moser XV
GRAND VIN
酒庄装瓶
张裕摩塞尔十五世酒庄
CHATEAU CHANGYU MOSER XV

2015
CHATEAU
CHANGYU MOSER XV
MOSER FAMILY
酒庄装瓶
张裕摩塞尔十五世酒庄
CHATEAU CHANGYU MOSER XV

GOLDEN ICE WINE VALLEY



CHATEAU CHANGYU MOSER XV



MAKING NEWS


CHATEAU CHANGYU MOSER XV

Harrods





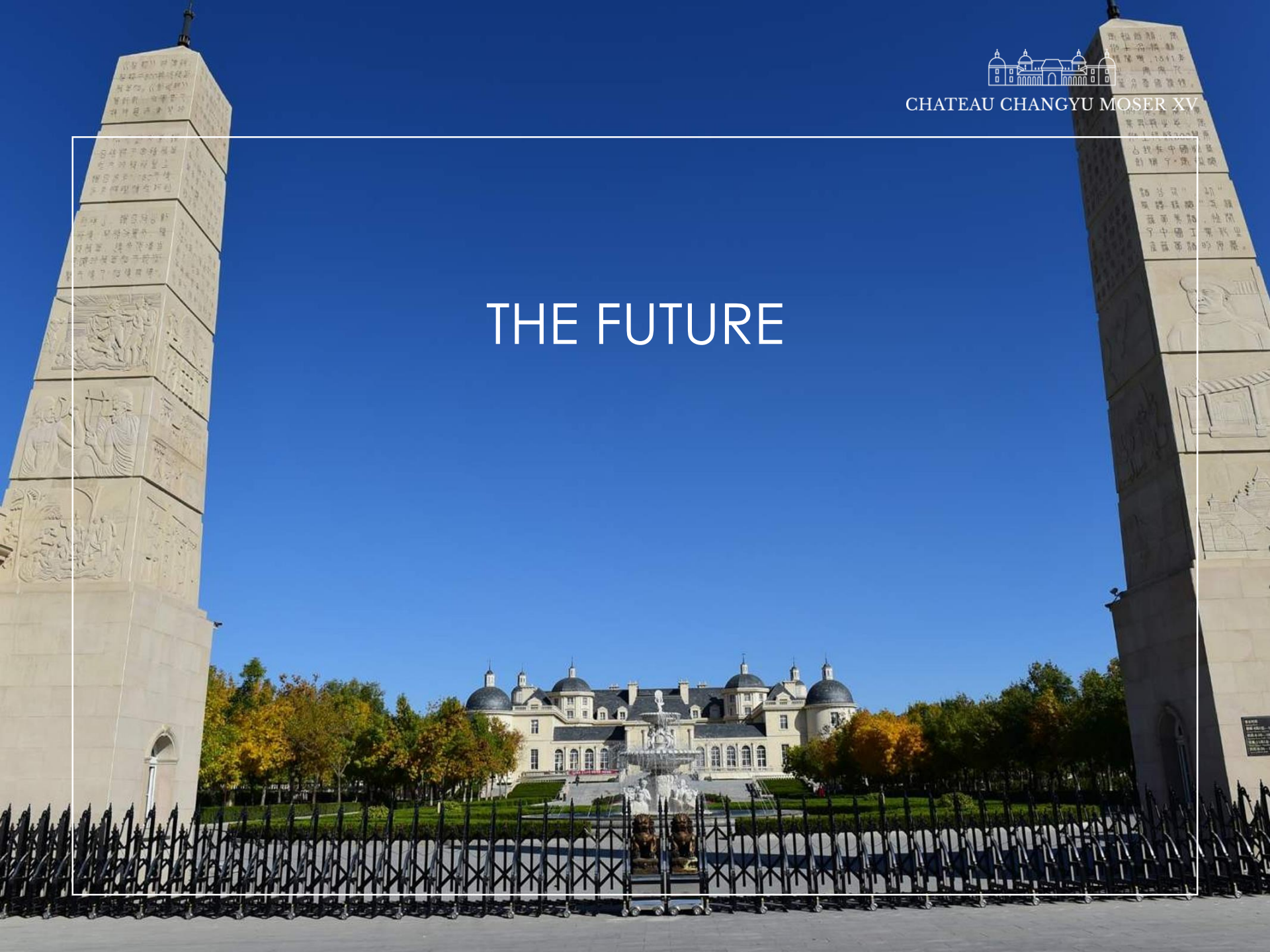
GUESTS





CHATEAU CHANGYU MOSER XV

THE FUTURE





CHATEAU CHANGYU MOSER XV

www.changyu-moser-xv.de/

