

THE HOMETOWN OF MOUTAI

茅台酒
的
故乡

仁怀
RENHUI

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Comopiled by Renhuai Municipal Information Office

CONTENTS

概 况	BRIEF INTRODUCTION	4
资 源	RESOURCES	8
经 济	ECONOMY	14
社会事业	SOCIAL UNDERTAKINGS	20
基础设施	INFRASTRUCTURE	26
国酒茅台	NATIONAL LIQUOR MOUTAI	32
旅 游	TOURISM	36
对外开放	OPENING TO THE OUTSIDE	42
人民生活	PEOPLE'S LIFE	48
附 录	APPENDIX	52



国酒门 the National Liquor Gate



概况 BRIEF INTRODUCTION

仁怀市位于贵州省西北部，赤水河中游，大娄山脉西段北侧。背靠历史名城遵义，面向川南地区，是黔北经济区与川南经济区的连接点，1995年12月经国务院批准撤县设市。全市总面积1788平方公里，耕地面积42万亩，1997年末总人口54.6万人，其中从事非农产业的人口15.5万人。仁怀是蜚声中外的茅台酒的产地，享有“国酒之乡”的美誉。

仁怀自然资源富足，特产丰富。茅台酒厂（集团）有限责任公司通过国家“八五”重点建设，现已形成年生产4000吨茅台酒的国家特大型企业。矿产资源有煤、硫铁矿及矿泉水等十多种。旅游资源开发前景广阔，以茅台酒文化、红军长征路、赤水河自然风光三位一体的茅台国际旅



仁怀市成立大会
the establishment ceremony of Renhuai Municipality



游区基本形成。基础设施逐步完善，投资环境趋于良好。

1997年仁怀实现国内生产总值14.2亿元，粮食总产25万吨，乡镇企业产值15亿元，市级财政收入1.27亿元。仁怀是全国的文化模范市，全省双拥模范城、治安模范市、科技先进市，两个文明建设取得了较为丰硕的成果。

仁怀市目前已具备一定的经济实力，发展前景广阔。农业方面，将继续抓好常规农业，依靠科技大力推进农业产业化进程；工业方面，继续稳定发展酿酒业，同时加大硫铁矿、煤矿和水电开发力度；第三产业方面，着重建设茅台国际旅游区，逐步建立起一个以工业、旅游业为主体，服务业为重点，国酒茅台为依托的经济发达、人民富裕、城市美丽、走向世界的新型名酒城市。



Located in the northwest of Guizhou Province, Renhuai covers 1785 square kilometers with a population of 0.546 million by the end of 1997. Brewing Moutai, the liquor enjoying great prestige worldwide, Renhuai is praised as "the home of national liquor". In 1995, it was transferred from a county to a municipality ratified by the State Council.

Renhuai is rich in natural resources with a large variety of special local products. Through the construction during 1990-1995, the Moutai Distillery has been developed into one of the extra large enterprises of the state with an annual output of 4000 ton. There are more than ten mineral resources such as coal, sulphuric iron ore, mineral water and so on. Renhuai is also abundant in

tourist resources with a vast range of developing prospects. The Moutai Liquor culture, the places passed by the Red Army during the Long March and the natural scenes along the Chishui River basically formed the Maotai international tourist area. Since the 1990s, Renhuai's communications, telecommunication and urban construction have been rapidly developing, which improve the development of the investment environment.

In 1997, the GNP of Renhuai is 1420 million yuan, the total output of grain is 0.25 million ton, the output value of township enterprises is 1500 million yuan, and the municipal revenue is 127 million yuan. Renhuai is one of the national cultural example cities, the provincial example cities of "Supporting the army and the families of revolutionary army men and martyrs", the example cities of public order, and the advanced cities of science and technology.

Presently Renhuai has possessed certain economic



仁怀市党政领导、茅台酒厂（集团）有限责任公司领导为国酒大道建成通车剪彩
Leaders of Renhuai and Moutai Distillery (Group) Co., Ltd. cut the ribbon for t



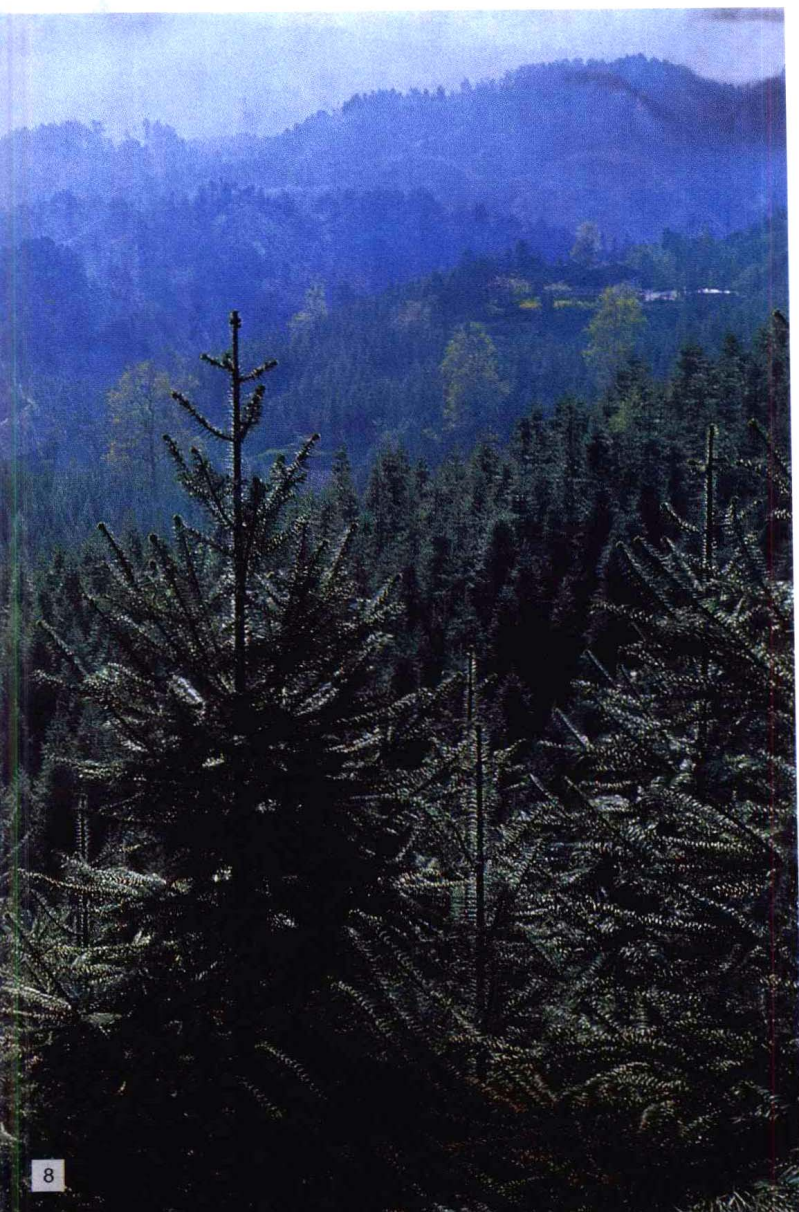
市委书记陈庆义（右）、市长谭智勇
the Secretary of municipal committee, Chen Qingyi (right),
and the Mayor Tan Zhiyong



strength and a vast range of prospects. In agriculture, it will keep on developing the routine agriculture. Depending on science and technology, it will devote major efforts to accelerate the process of the agriculture's industrialization. In industry, while keeping on developing liquor-making industry steadily, it will enhance the exploitation of the sulphuric iron ore, coal and hydraulic power generation. In the third industry, it will emphasize the construction of Maotai international tourist area to establish a new type city of famous liquor which has well-developed economic, prosperous people, beautiful city and strides forward to the world.

资源

RESOURCES





仁怀市自然资源丰富，尤以能源、矿产、酒类资源最具优势，有较大的经济开发潜力，在全省占有突出地位。主要矿产有煤、硫、铁、铜、铅、锌、高岭土、制陶粘土、萤石、磷矿石、石灰石以及矿泉水等十多种。其中煤炭储量达24亿吨，且多为低灰、低硫、高热量的优质无烟煤，硫铁矿储量约1.5亿吨。

仁怀市属长江流系。干流有赤水河与桐梓河，境内共有大小河溪170条，河流总长850公里（包括界河134公里），河网密度为每平方公里0.476公里。赤水河流经仁怀市境内119公里，落差127.5米，最大洪水量3120立方米/秒，最枯流量12.5立方米/秒，河床宽40—80米，常深水1.5米，经水利部勘测设计院规划，可建五马河口等五个大中型水电站。温泉资源丰富，尤以盐津温泉、坛厂温泉最为突出。

仁怀有得天独厚的酿酒条件和悠久的酿酒历史，素有“酒乡”之称，是世界三大蒸馏名酒之一的“贵州茅台酒”的产地。市内以怀酒、茅河窖、酒中酒、华堂酒、藏酒、亚州醇等为主的窖曲酒，在国内颇负名望。近年来，仁怀市在国家农业部、开发办的扶持



怀阳洞
Huaiyang Cave



刺梨—高维C植物 Cili, a plant containing a high co

帮助下，建立了5.1万亩优质高粱生产基地，酿酒的主要原料基本能够自给。

仁怀生物资源种类繁多。以刺梨、银杏、杨梅等为主的高维C植物和以木耳、香菇、黄花等为主的高蛋白植物更具优势，主要农业产品有水稻、玉米、小麦、高粱、大豆、薯类、油菜籽、烤烟等；中药材有五倍子、天麻、杜仲、萤柏等；水果主产柑桔、李子、梨等，各类产量均上千吨。



tion of vitamin C

Renhuai possesses a vast variety of natural resources in large reserves, of which, energy, mineral and liquor resources are the most abundant. These advantages enjoy great potential for development and occupy an important place in the province.

The main mineral resources are coal, sulphuric iron, iron, lead, zinc, kaolin, etc.. Of which the coal reserves amount to 2400 million ton and the reserves of sulphuric iron reach 150 million ton.

Locating at the Changjiang River valley, Renhuai has 170 rivers and streams with a total length of 850 kilometers. The trunk streams are the Chishui River and the Tongzi River. It also enjoys rich hot spring resources of which the most typical are Yanjin Hot Spring and Tanchang Hot Spring.

Possessing the particular factors for liquor-making which is with a long history, Renhuai, the homeland of national wine, is the origin of "Kweichow Moutai", one of the three most famous distilled liquors of the world. There are some other famous liquors such as Huaijiu Liquor, Maohejiao Liquor, Jiuzhong Liquor, Huatang Liquor, Tibet Liquor, etc..

There are a large variety of biological resources including plants containing a high concentration of vitamin C represented by Cili, plants containing a high concentration of protein represented by mushroom and fungus and medicinal plant represented by Chinese gall and gastrodia elata.





硫铁矿
Sulphuric iron



赤水河
the Chishui River

改革开放以来，仁怀经济得到了长足发展，社会经济及各项事业的发展速度及总体发展水平位居全省前列。1997年，国内生产总值达14.2亿元，按可比价计，比1991年增长132%，年平均增长15.1%；粮食产量达25.72万吨，创历史最好水平；工农业总产值22.89亿元，按可比价计，比1978年增长7.2倍，年平均增长11.7%；市级财政收入1.27亿元，比1978年增长15.2倍，年平均增长15.4%。

仁怀农村经济得到了全面发展，粮食连续13年丰收，其它农产品也有不同程度的增长。





通过贯彻落实科技兴农政策，增加农业投入，加大农业基础设施建设，逐步改善了农业生产条件和生态环境，为农业的持续快捷发展打下了坚实基础。农村结构调整及农业综合开发力度进一步加大。乡镇企业快速发展，1997年，乡镇企业实现产值15.89亿元，比1985年增长22倍；完成税收4998万元，比1985年增长17.7倍。并出现了中枢、茅台两个亿元镇。

仁怀已初步形成以酒业为主，电力、矿山开发、绿色产业、旅游业等多业并举的发展格局。1997年，通过对酒类企业组织结构及产品结构的调整，促进了各酒类企业经营机制的转换，怀酒、华堂酒、藏酒、茅河窖、酒中酒等名优酒不断得到巩固和发展。硫铁矿开发已初步完成立项审定，即将进入实施阶段。随着茅台酒文化城、红军四渡赤水纪念塔及国酒门、巨型茅台酒瓶、吴公岩摩崖石刻等一批重点文化旅游项目的建成，仁怀的旅游开发已初具规模，茅台国际旅游区建设规划正逐步成为现实。



贵州茅台酒厂（集团）有限责任公司车间

package workshop of Moutai
Distillery (Group) Co., Ltd.



中国工商银行仁怀市支行效益在贵州省名列第一。
图为该行微机室
computer center of Renhuai Branch of China Industrial
and Comercial Bank



中国建设银行仁怀市支行效益在贵州省名列前茅。
图为该行营业大厅
business hall of Renhuai Branch of China Construction Bank