

國 酒 茅 台
玉 液 之 冠



中 国 贵 州 茅 台 酒 厂 集 团
中 国 贵 州 茅 台 酒 厂 (集 团) 有 限 责 任 公 司

China Kweichow Moutai Distillery Group
China Kweichow Moutai Distillery Co., Ltd.



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中国贵州茅台酒厂集团暨 中国贵州茅台酒厂(集团)有限责任公司 简介

中国贵州茅台酒厂是贵州省政府确定的 22 户省现代企业制度试点企业之一。1996 年 7 月, 贵州省政府批复同意贵州茅台酒厂改制为国有独资公司, 更名为中国贵州茅台酒厂(集团)有限责任公司, 同时, 以该公司为核心企业组建企业集团, 并命名为中国贵州茅台酒厂集团。集团首批成员单位包括全资子公司 2 个: 茅台酒厂进出口公司、茅台贸易(香港)有限公司; 控股子公司 3 个: 贵州茅台大厦、贵州茅台威士忌有限公司、深圳茅台大酒家; 参股单位 4 个: 贵州久远物业有限公司、珠海龙狮瓶盖有限公司、茅台酒厂技术开发公司、茅台酒厂附属酒厂。

中国贵州茅台酒厂集团暨中国贵州茅台酒厂(集团)有限责任公司(原贵州茅台酒厂)总面积 68 万平方米, 建筑面积 40 多万平方米, 现有职工近 4000 人, 年生产茅台酒 4000 吨, 拥有资产总值 15 亿多元, 固定资产 11 亿元, 年利税近 3 亿元, 年创汇 1000 万美元, 是国家特大型企业, 全国白酒行业唯一的国家一级企业, 全国优秀企业(金马奖), 全国驰名商标第一名, 是全国知名度最高的企业之一。

贵州茅台酒与苏格兰威士忌、科涅克白兰地同列为世界三大名酒。自 1915 年巴拿马万国博览会获得国际金奖以来, 连续 14 次荣获国际金奖, 并获得“亚洲之星”、“国际之星”包装奖, 出口广告一等奖。蝉联历次国家名酒评比之冠, 是中华人民共和国国酒。

1950 年以前, 茅台酒由三家私人作坊经营, 1951 年, 人民政府在赎买三家私人作坊的基础上, 建立了地方国营茅台酒厂。几十年来, 特别是十一届三中全会以来, 茅台酒厂发扬传统工艺, 总结操作方法, 加强科研管理, 增加生产投入, 各方面发

生了翻天覆地的变化, 单生产能力大幅度提高。近几年来, 在建设社会主义市场经济的过程中, 茅台酒厂确定了“一品为主、多品开发, 一业为主、多种经营, 一厂多制、全面发展”的经营战略, 无论在生产规模上、经济效益上、出口创汇上, 还是在国有资产增值、产品知名度、企业形象等方面取得了突飞猛进的发展。“八五”期间, 茅台酒厂通过投资、持股、合资等方式建立了一些各种类型的企业, 形成了母子公司结构的集团格局。这些企业分布在北京、上海、海南、深圳等地, 分别从事酒店业、包装材料制造、内外贸易等跨行业经营管理; 先后开发了 43%(V/V)、38%(V/V)、33%(V/V)茅台酒、汉帝茅台酒、茅台女王酒、茅台不老酒、贵州醇、贵州特醇、茅台醇等系列产品, 形成了多品开发、多种经营、多元发展的新格局, 各项经济技术指标均呈两位数增长。1994 年, 茅台酒厂质量管理一次性通过 GB/T19002-ISO9002 质量体系认证, 在白酒行业中率先与国际质量标准接轨; 1995 年, 在美国纪念巴拿马万国博览会金奖 80 周年名酒品评会上, 茅台酒再次夺得特别金奖第一名。

1951 年到 1997 年, 茅台酒厂固定资产总值从 10 万元发展到 15 亿元, 茅台酒年量从 75 吨发展到 4000 吨, 仅 1992 年到 1995 年四年间, 茅台酒厂就为国家创利税 8 亿多元, 上交利税 6 亿多元, 出口创外汇 2000 万美元。1996 年, 实现产量 4365 吨, 实现销售收入 5.3 亿元, 利税完成 2.9 亿元, 创外汇 1000 多万美元, 各项经济技术指标再创历史最好水平, 为“九五”战略目标的实现起好了步、开好了局。随着现代企业制度的建立和逐步完善, 中国贵州茅台酒厂集团暨中国贵州茅台酒厂(集团)有限责任公司将进一步解放思想, 开拓进取, 以更高的要求、更快的速度向前发展。



A Brief Introduction to Kweichow Moutai Distillery (Group) Co., Ltd

China Kweichow Moutai Distillery (Group) Co., Ltd, the former Kweichow Moutai Distillery, situated on the bank of Chishui River in northern Guizhou province, covering a total area of 680,000 square meters, of which the building area is more than 400,000 square meters, is officially acknowledged as one of the largest state-owned enterprises in China, with excellent international reputation as "China's National Wine".

On January 28th 1997 Moutai Distillery Group was put together, it includes 2 wholly-owned subsidiaries: the Moutai Distillery Import & Export Company and the Moutai Trading (Hongkong) Co., Ltd; 3 controlling companies, the Guizhou Moutai Mansion, the Guizhou Moutai Whisky Co., Ltd and the Shenzhen Moutai Restaurant; 4 equity participants: the Guizhou Jiuyuan Property Co., Ltd, the Zhuhai Longshi Bottle Top Co., Ltd, the Moutai Distillery Technology Development Company and the Affiliated Brewery of the Kweichow Moutai Distillery.

With about 4,000 employees, Moutai Distillery Group has been in the wine industry for 2,000 years. To date the Group has an annual capacity of 4,000 tons of Moutai Liquor and 6,000 tons of Moutai series products. Total group assets of 1.5 billion yuan (RMB), of which 1.1 billion yuan is in fixed assets, annual profit and tax totals have been running around 200 million yuan (RMB), with export value consistently reaching 10 million US dollars annually.

Kweichow Moutai, along with Scotch Whisky and Cognac Brandy, is one of the three most famous liquors in the world. It is refreshing, rich and sweet with a distinct after-taste. Because of this unique quality, Moutai has won numbers of international and national prizes since it won the gold medal at the Panama International Fair in 1915, which includes the gold medals awarded by the French Gourmet & Tourist Committee, the 12th Paris International Food Fair, Japan International Food Fair, the world-famed Liquors Fair held in the United States in celebrating the 80th anniversary of Panama International Fair, and the Gold Prize in various state wine competition. Further more, Moutai also won the "Asian Star" and the "World Star" package prizes and then was ranked No. 1 in export advertising. As a matter of fact,

Moutai is now crowned as China's National Wine, a Wine enjoyed by the vast amount of China's population, a favourite amongst high social parties, politicians, diplomats and foreign dignitaries.

To ensure best quality, Moutai Distillery Group exercises an overall quality control by setting up a quality control system with production process as the emphasis. In 1994, this quality control was awarded by the quality system assurance of GB/T19002-ISO9002.

Kweichow Moutai Distillery (Group) Co., Ltd is one of the most famous enterprises and the sole Class-1 company in China's spirit industry. Before 1950, Moutai Liquor was produced by 3 small private workshops, then in 1951, the government purchased the three private workshops and set up the State-Run Moutai Distillery. Thanks to the opening policy, Moutai Distillery has achieved great progress in the combination of traditional technology with modern science and management. For the last twenty years, Moutai Distillery Group has developed into a large and diversified group in terms of investment, propriety and joint-ventures. Its subsidiaries in Beijing, Shanghai, Hainan and Shenzhen are involved in hotels, restaurant, package material manufacturing, internal and international trade. In 1994, Moutai Distillery Group won the Gold Horse Prize—the highest national award for business management.

In recent years, apart from producing 53 % (V/V) Moutai Liquor, Moutai Distillery Group has been developing Moutai Liquor series products so as to meet the needs of different customers which include the 43 % (V/V), 38 % (V/V), 33 % (V/V) Moutai, the Han Emperor Moutai, Moutai Liquor of 80 years, 50 years, and 30 years. Moreover there are Guizhou Chun, Moutai Chun, Guizhou Techun, Moutai Queen, Moutai Whisky, Moutai Bu Lao Wine, Guizhou Daqu, Moutai Tequ, Taiyuan Jiaojiu, Guizhou Jiaojiu, Guizhou Tequ. Now, Moutai Distillery Group has built up a fairly perfect sales network all over the country. Even though Moutai Liquor are selling well and being enjoyed by both domestic and international customers. Its Import & Export Company is now looking forward to further supply the needs of the international markets, so as to enable you, our customers, also to enjoy the best wine of China — Moutai!





Highly Praising Moutai Liquor

Moutai Liquor is delicious and fragrant,
Moutai people are hospitable.
Moutai's mountains are beautiful,
Moutai's water is refresh and mellow.

Moutai Liquor, Emperors Qing Huang, Han Wu have
praised you,
Emperors Tang Zong and Song Zu have commended
you too.
Our great poets. Li Bai and Du Fu have highly praised
you.
And the men of letters and scholars have loaded you.

Moutai Liquor has a glorious history in the spirits cul-
ture of China,
You have been highly appraised by the great men.
You are made in China,
You have taken your place in the international market.
You were a good wine yesterday,
You are still a good wine today.
You will be better tomorrow,
You will have brilliant prospects in the future.



贵州省轻纺工业厅厅长杨启云

Yang Qiyun

Head of the Light Textile Industry Department of
Guizhou Province



邹开良

中国贵州茅台酒厂(集团)
有限责任公司党委书记

Zou Kailiang

General Secretary of the Party Committee of
Kweichow Moutai Distillery Group

贵州省仁怀市人，1952年5月参加工作，
1954年加入中国共产党，大专文化。高级经济师。

邹开良同志是中国企业管理协会（中国厂长经
理研究会）理事，中国轻工年鉴副董事长，中国国
际贸促会委员，中国国际商会委员，先后担任第
七、八届全国人大代表，中共贵州省第六、七次党
代会代表。1988年获贵州省首届优秀企业家、贵州
省优秀厂长称号，1989年被评为全国劳动模范，
1990年被评为全国优秀企业家，1992年被评为享
受政府特殊津贴的高级知识份子。

Zou Kailiang, senior business engineer, was born in
Renhuai City, Guizhou province. He joined CPC in 1954.
He enjoys an academic background of College training.
Zou Kailiang is one of the directors of China Enterprise
Management Association, the vice-president of China
Light Industry Yearbook, and also one of the members of
China Council for the Promotion of International Trade
and China International Chamber of Commerce, one of
the representatives at the 7th and 8th National People's
Congress. And he was also elected as the representative
on the 6th and 7th CPC Congress of Guizhou province.
He was awarded the honourable credit on the rank of
Guizhou outstanding entrepreneurs and factory directors
in 1988, the National Model Workers in 1989, and the
national outstanding entrepreneur in 1990 and as a con-
tributing economist, he was given the honor of special
subsidies offered by the government of China in 1992.

醉在茅台

茅台酒醉人，
茅台人醉人，
茅台的山也醉人，
茅台的水更醉人。

醉了秦皇汉武，
醉了唐宗宋祖，
醉了李白杜甫，
醉了文人墨客。

醉了历史、醉了伟人，
醉了中国、醉了世界，
醉了昨天、醉了今天，
将来还要醉，明天更醉人。



茅台酒厂有一个团结、奋进、求真、务实的领导集体 周金祥 摄
A leading collective seeking unity, progress, truth and fact in
Moutai Distillery



季克良

中国贵州茅台酒厂(集团)有限
责任公司董事长 总经理

Ji Keliang

China Guizhou Moutai Distillery (Group) CO., Ltd
Chairman of the Board General Manager

江苏省南通市人，1964年9月从无锡轻工业学院食品系发酵专业以优异的成绩毕业分配到茅台酒厂工作，1982年加入中国共产党，高级工程师。全国第四届、五届评酒委员，中国白酒协会常务理事，中国食品工业协会常务理事，中国轻工企协常务理事，贵州省第七届政协常委。1991年被评为享受政府特殊津贴的高级知识份子，1992年被评为国家级有突出贡献的中青年专家，同年获全国“五一”劳动奖章，被聘为国际评酒委员；1997年被选为党的十五大代表。

Ji keliang is the director and general manager of China Kweichow Moutai Distillery (Group) Co., Ltd. He was born in Nantong City of Jiangsu province and graduated from the Foodstuff Department (brewing speciality) of Wuxi Light Industry University, and then was assigned to Moutai Distillery in Sep, 1964 with excellent marks. Je Keliang joined the Communist Party of China in 1982. As a senior engineer, he is also member of the 4th and 5th China Spirits Appraisal Committee, Standing member of China spirits Association and China Food industry Association and the member of the 7th. Guizhou Political Consultative Conference. Mr Ji was given the intellectual treatment, enjoying the governmental bonus from 1991 and was the national middle-aged and young specialist with outstanding contribution in 1992, Mr. Ji was the winner of the national "May 1st Labour Medal." He was invited as the member of the International Spirits Appraisal Committee and was elected as the representative of the 15th. National Congress of the CPC.



1915 年茅台酒获巴拿马万国博览会金奖
The gold medal Moutai won on the Panama International Fair in 1915.



茅台酒荣获历届国家质量金奖
The gold prizes Moutai won in successive State Quality Evaluation



1986 年茅台酒荣获巴黎第 12 届国际食品博览会金奖
The gold prize Moutai won on Paris International Food Fair in the 12th Session.



国际美食及旅游金桂叶奖
(1985 年)
"Gold Laurier prize"
awarded by Paris International Gourmet & Tourism Committee (1985).

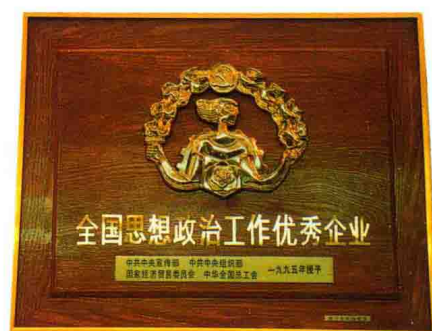


全国企业最高奖——金马奖(1994 年)
The National highest award for business management -- the Gold Horse Prize (1994)

茅台的荣誉

Honors of Moutai

国酒茅台



纪念巴拿马万国博览会 80 周年国际名酒品会国际特别金奖第一名(1994 年)
The first prize winner of the International world-famous Spirit Fair in celebrating the 80th Anniversary of Panama International Fair (1994).



获国际出口产品广告一等奖(1987年)
The first prize winner of the International
Export Products Advertisement(1987)



亚洲之星包装奖(1986年)
"Asian Star" Package Prize (1986)

茅台酒主要获奖情况

An Account of the prizes Moutai has won

国内

序号	获奖年份	获奖内容
1	1953	国家名酒金奖
2	1963	国家名酒金奖
3	1979	国家名酒金奖
4	1984	国家名酒金奖
5	1987	全国包装装潢评比会金奖
6	1989	国家名酒金奖
7	1989	中国首届酒类包装装潢评展赛特级金杯奖
8	1989	中国首届食品博览会金奖
9	1990	38度茅台酒获轻工部金奖
10	1992	全国消费者信得过产品优质奖
11	1992	中华百绝博览会特别奖
12	1993	中国黄果树山水风光游暨中国国际名酒节获特别金奖
13		全国白酒市场中被评为“口感最好的酒”“知名度最高的酒”
14	1994	全国企业最高奖——金马奖
15	1996	全国QC活动优秀企业
16	1996	贵州省思想政治工作先进企业
17	1996	全国政治思想工作优秀企业
18	1996	林业部、人事部授予全国绿化先进单位
19	1996	全国拥军优属先进单位
1		Gold Prize winner of the Nation-famed Spirits Evaluation in 1953
2		Gold Prize winner of the Nation-famed Spirits Evaluation in 1963
3		Gold Prize winner of the Nation-famed Spirits Evaluation in 1979
4		Gold Prize winner of the Nation-famed Spirits Evaluation in 1984
5		Gold medal winner of the National Package and Decoration Competition in 1987
6		Gold Prize winner of the Nation-famed Spirits Evaluation in 1989
7		Super-grade Gold Cup Prize winner of the China Spirits Package and Decoration Competition in 1989
8		Gold Prize winner of the 1st China Food-stuff Fair in 1989
9		38%(V/V) Moutai Liquor was awarded the Gold Medal by the Ministry of Light Industry in 1990
10		Winner of High-quality Prize of Consumers' trusted Products in 1992
11		A Special Prize was awarded on the "A Hundred of the Best Products of China" Meeting in 1992.
12		A special gold prize was awarded on China Huangguoshu Waterfall scenery Tourism & China International World-famed Wine Festival in 1993.
13		The most agreeable tasted liquor and the best famous brand in the Evaluation of the National Spirit Market
14		A winner of the Gold Horse Prize in 1994, the highest award for business management
15		The Advanced Enterprise of QC Activity
16		The Advanced Enterprise for ideological education in Guizhou Province in 1996.
17		The State Advanced Enterprise for ideological education in 1996.
18		An-Advanced Enterprise in afforestation in 1996
19		An advanced unit in supporting the army and giving preferential treatment to families of army men in 1996.

国际

1	1915	巴拿马国际博览会金奖
2	1985	法国巴黎国际美食及旅游委员会金桂叶奖
3	1986	法国巴黎第十二届国际食品博览会金牌奖
4	1986	第十三届亚洲包装评比会“亚洲之星”包装奖
5	1987	第三届广告大会“出口广告”一等奖
6	1989	北京首届国际博览会金奖
7	1991	北京第二届国际博览会金奖
8	1992	'92日本国际食品博览会金奖
9	1992	美国“国际名酒”博览会金奖
10	1992	香港国际食品博览会最高金奖
11	1993	法国波尔多国际酒展 53°、43°、38° 茅台酒被授予特别荣誉奖
12	1994	在纪念巴拿马万国博览会 80 周年国际名酒品评会上，茅台酒荣获国际特别金奖第一名
1		Gold medal winner of Panama International Fair in 1915
2		Gold Laurier Prize awarded by Paris International Courtmet Tourism Committee in 1985
3		Gold medal winner of Paris International Food Fair in the 12th Session in 1986
4		The winner of the 13th Asian Star Package Competition in 1986
5		The first prize winner of the 3rd Export Products Advertisement Competition in 1987
6		Gold medal winner of the 1st Beijing International Food Fair in 1989
7		Gold medal winner of the 2nd Beijing International Food Fair in 1991
8		Gold Prize winner of 92' Japan International Food Fair in 1992
9		Gold Prize winner of the International world-famous Spirits Fair held in U.S.A. in 1992
10		The top prize winner of Hongkong International Food Fair in 1992
11		53%(V/V), 43%(V/V), 38%(V/V) Moutai liquor was awarded Special Honorable prize at Boldo International Wine Fair in France in 1993
12		The first prize winner of the International World-famous Spirit Fair in celebrating the 80th Anniversary of Panama international Fair in 1994



茅台的“家族”

Moutai "Family"



汉帝茅台酒：稀世奇珍

流香自汉帝

溢彩到今朝

简介：用百年珍藏的茅台酒稀世珍品精心勾兑而成，凝聚了国酒的精华。外盒形玉玺，古典华贵，象征着权力与富贵。酒瓶双龙拥珠，意味吉祥如意。是欣赏收藏之极品。

Han Emperor Moutai Liquor: a rare drink

The fragrance of the Moutai existed long ago

It still sends forth fragrant smell today

A brief account:

This variety of Moutai Liquor has been made by carefully blending the Moutai Liquor as a rare treasure kept in a cellar in the passing 100 year with the Moutai Liquor made today. This product embodies the cream of the National Wine. Like an imperial jade seal, the exterior packing box is formed, being classical and luxurious and it symbolizes right and riches and honor. The bottle is shaped with a pearl clamped by double dragons and it signifies good luck and happiness to you. This variety of Moutai Liquor is an art curiosity for enjoying and collecting.

A Brief Introduction to Moutai

Moutai is one of the three world-famed spirits and is a typical sauce-flavour type spirits in china. The magic intelligence of the brewer, high quality raw material of sorghum and wheat, exquisite workmanship, all contributed to the miraculous creating of an unprecedently superior liquor, which is produced in Moutai Distillery Group near Chishui River, and now has become a precious cultural heritage of the oriental spirits culture and the spirits culture of the Chinese people.

Moutai has a long history of distillation, dating back to the Han Dynasty. In 135 B.C., people in Maotai town produced a liquor which the Emperor Hanwu enjoyed very much. From then on, Moutai became famous.

In 1915, Moutai won the gold medal at Panama Pan-world Fair in U.S.A. Since then, it became a world-famed spirit. After the founding of the People's Republic of China, it won 14 times of international gold rewards and many national gold prizes in each wine competition. It enjoys a good market in over 100 countries and regions. Owing to the combination of its unique traditional technology, special natural condition and advanced scientific process, Moutai liquor pocesses unique characteristics with its special fragrance lasting a long time. After carefully brewing, multi-mixing and long period storing, Moutai liquor is sweet with a sauce-flavour, full-bodied, mellewy and gives a lingering aftertaste, and thus has been crowned as the "National Wine" "foreign affairs liquor" and "gift liquor". It has played a very important role in the political and economic life of our country. Since the launge of the policy of reform and opening to the outside world, the people in Moutai have developed a lot of new series products, such as low degree Moutai liquor, Guizhou Chun, Moutai Whisky, Moutai Queen, Moutai Chun, Moutai Techun. so as to satisfy the demands of the customers both at home and abroad.

茅台酒简介

茅台酒是世界三大名酒（蒸馏）之一，是我国大曲酱香型白酒的鼻祖，是酿造者以神奇的智慧，提高粱之精，取小麦之魂，采天地之灵气，捕捉特殊环境里不可代替的微生物发酵、柔和、升华而耸起的酒文化丰碑。

“物华天宝，人杰地灵”。集灵泉秀水于一身的赤水河，特殊的红壤，高温润湿的气候，纯朴、善良、喜饮的民风，籍东方酒文化、中华民族酒文化之催生，孕育出了香飘环宇的国酒茅台。

茅台酒源远流长，据史载，早在公元前 135 年，古属地茅台镇就酿出了使汉武帝“甘美之”的枸酱酒，盛名于世。1915 年，茅台酒荣获巴拿马万国博览会金奖，享誉全球。建国后，先后十四次荣获国际金奖，并蝉联国家名酒之冠，畅销 100 多个国家和地区，令五洲倾倒，四海销魂。

茅台酒的生产工艺古老而独特，是当地历代酒师在长期的生产过程中创造和积累起来的，是独特的自然条件和酿造工艺科学结合的典范，它继承了古代酿造工艺的精华，闪烁着现代科技的光彩。茅台酒经精心酿制，长期贮存，精心勾兑而成，它以酱香突出、幽雅细腻、酒体醇厚、回味悠长、空杯留香持久的完美风格而冠盖群芳。被誉为国酒、外交酒、礼品酒，在我国的政治、经济生活中发挥了积极的作用。

改革开放以来，茅台人解放思想，更新观念，实施“一品为主，多品开发”的战略，在确保茅台酒质量稳步提高的基础上，先后开发出低度茅台酒、贵州醇、茅台威士忌、茅台女王酒、茅台醇、茅台特醇等新产品，形成了多品种、全方位发展的格局。

80 年陈年茅台酒：

茅台至尊

八十年前，你挺起了中国白酒那不屈的自尊

八十年后，我感受到了人生至高无上的品位

简介：以 1915 年巴拿马万国博览会时珍藏的老茅台酒精心勾制，集酱香、窖底、醇甜于一体，是国酒之尊。

The Moutai Liquor of 30 years' standing:

An extremely honorable drink

Eighty years age, Moutai Liquor, you have won the highest reputation among the numerous China white wines.

Today after eighty years, I have sampled the best wine, Moutai among white wines.

A brief account;

The variety of the Moutai has been made by carefully blending old Moutai Liquor stored in a cellar in the period of the Panama International Fair in 1915 with Moutai Liquor made today. It incorporates the features of sauce flavour, fragrant aroma, mellow and agreeable sweetness and is the best among the National Wine.





50 年陈年茅台酒：天香之作
五十岁人生，功成富贵天命。

五十年陈酿，甘美醇厚天香。

简介：贮存五十年，精心勾制，酱香突出，香味幽雅细腻，老熟醇厚，回味悠长，空杯留香持久。

The Moutai Liquor of 50 years' standing:

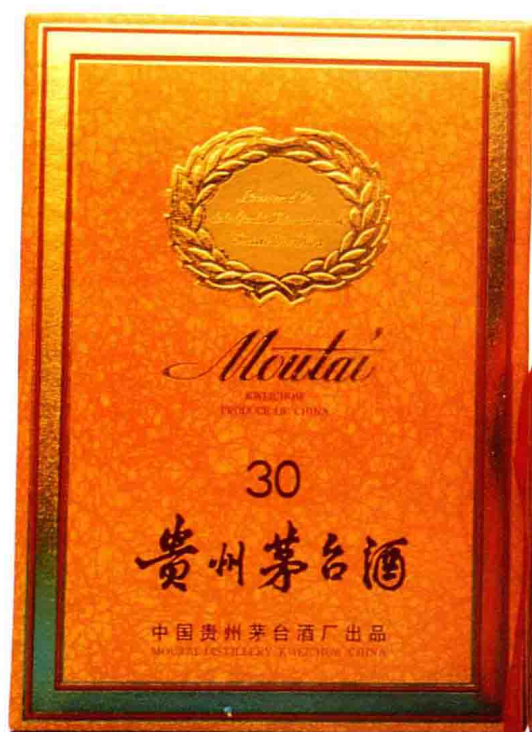
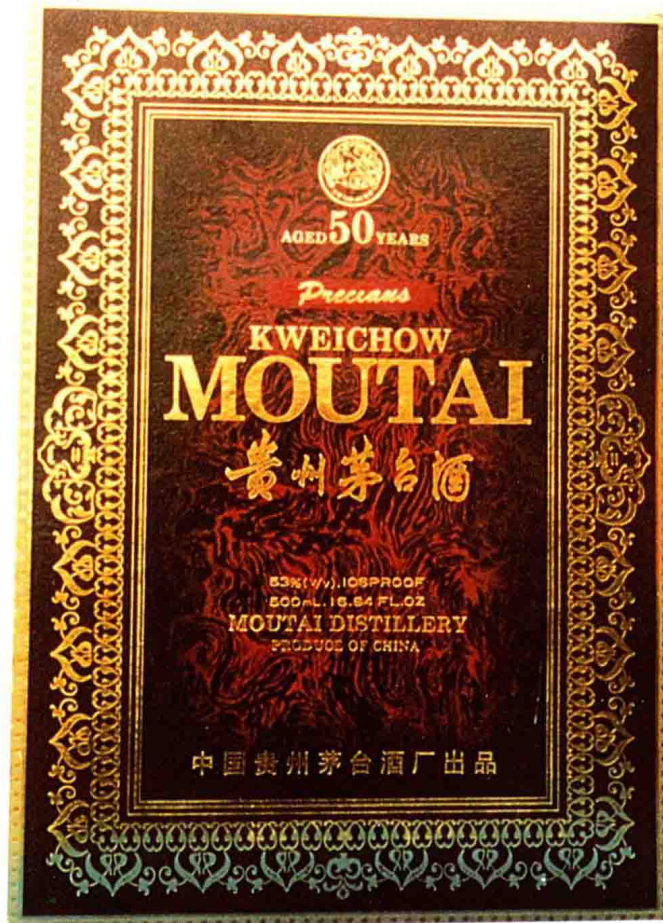
An elegant in smell and fragrant drink

A people with aspiration of the age of fifty would own his rank, success, fame and riches.

The Moutai Wine of 50 years' aging would set forth mellow flavor.

A brief account:

Fifty year's storage, carefully blending process, special sauce flavor, elegant taste, mellow ripe wine, pleasant aftertaste, lasting fragrant flavor in the emptied cup.



30 年陈年茅台酒：陈酿珍品

一个意气风发的年龄

一段百事俱兴的岁月

一杯三十年茅台

一片美好的憧憬

简介：三十年贮存，精心勾制而成，酱香空出，老熟醇厚，回味悠长，空杯留香持久。

The Moutai Liquor of 30 years' standing:

A rare ripe wine

A high spirited and vigorous age having

A hundred things to do

A cup of Moutai Liquor of 30 years' standing

A bright future

A brief account:

Thirty years' storage, carefully blending, special sauce flavour, mellow ripe liquor, pleasant aftertaste, lasting fragrant flavour in the emptied cup.



李先念主席把国礼茅台赠送给金日成主席。
Chairman Li Xiannian presenting national gift Moutai to Chairman kim IL Sung.

新华社记者摄



国礼茅台
National gift Moutai





國酒茅台



53 % (V/V) 茅台酒: 阳刚之美
聚山川之灵气, 蕴日月之精华。
开酱香之先河, 树白酒之典范。
国酒茅台, 相伴辉煌。

简介: 酱香空出, 幽雅细腻, 酒体醇厚, 回味悠长, 空杯留香持久。历届国家名酒评比之冠, 尊为国酒。



53 % (V/V) Moutai Liquor: A Strong Drink
Gathering spiritual atmosphere of mountains and streamers.
Containing a cream given by nature.
Being the earliest ancestor for creating sauce-flavoured wine.
Setting a model among numerous white wines.
Ah, brilliant National Wine—Moutai will accompany us!
A brief account:
Moutai is characterized by special sauce-flavour, elegant tastes, mellow, pleasant after-taste, lasting fragrance in the emptied cup, has won the first in the list of the national famous wine winners in appraisal meeting in the all previous sessions and is awarded a honorable title of the National Wine.



43 % (V/V) 茅台酒: 平和之美 秉承敦厚性格 挥洒平和风度

简介: 用先进酿造工艺, 科学降度而成。酒度适中, 具有茅台酒的典型风格, 酱香突出, 酒体醇厚, 丰满协调, 回味悠长, 加冰加水不浑浊。

43 % (V/V) Moutai Liquor: a mild drink
Rich wine body
mild tastes

A brief account:

This variety of Moutai Liquor is made by advanced brewing technology and a scientific method to reduce its original contents of alcohol. It is characterized by a typical Moutai Liquor style, special sauce-flavour, mild taste and mellow wine body, pleasant aftertaste and no muddy phenomenon in water or ice being added in it.

38 % (V/V) 茅台酒: 温柔之美 天地柔情, 月霁风光。 佳酿柔情, 绵绵生香。

简介: 用先进科学工艺酿造的低度茅台酒, 具有茅台酒的独特风格, 酒度低而不淡, 酒体协调, 回味绵绵无穷, 加冰加水不浑浊。

38 % (V/V) Moutai liquor: a quite mild drink
Nature gives Moutai Liquor tender feelings
It is bright as moonlight
Well-brewed mild Moutai

You send out fragrant smell continuously

A brief account:

This variety of Moutai liquor's low alcohol content has been brewed by advanced scientific technology. It is characterized by special Moutai Liquor style, low alcohol content but no light taste, coordinated wine body, lasting pleasant smell in aftertaste, no muddy phenomenon in water or ice being added in it.



33 % (V/V) 茅台酒: 恬静之美 山青水秀景胜 心恬意静酒美

简介: 用先进科学酿造工艺, 精心降度而成, 酒度低而不淡, 酱香浓郁, 酒体协调, 回味绵长, 加冰加水不浑浊, 更适合现代饮酒的需要。

33 % (V/V) Moutai Liquor: a quiet drink
Green hills and clear waters—picturesque scenery
Good Moutai Liquor quiet as picturesque scenery
A brief account:

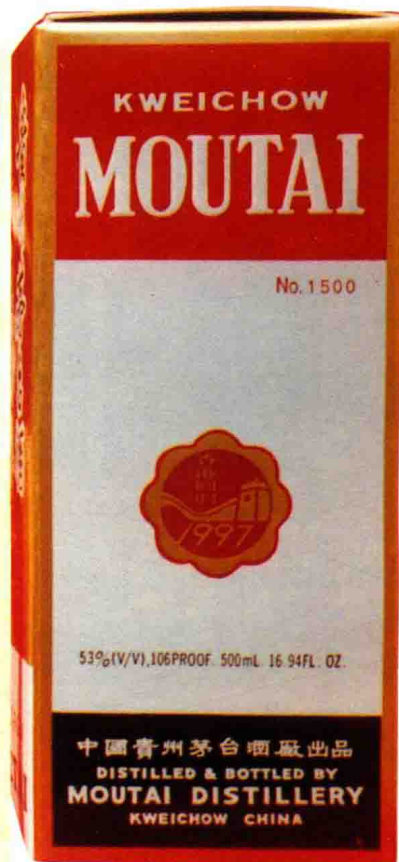
The variety of Moutai Liquor has been made by advanced scientific technology in order to reduce original alcohol contents. It is characterized by low alcohol content but no light taste, aromatic sauce flavour, coordinated wine body, a long pleasant taste and smell in aftertaste, no muddy phenomenon in water or ice being added in it. The variety can more meet the needs of modern wine market.



一两装 53 % (V/V) 茅台酒
50ml 53 % (V/V) Moutai for domestic market



國酒茅台

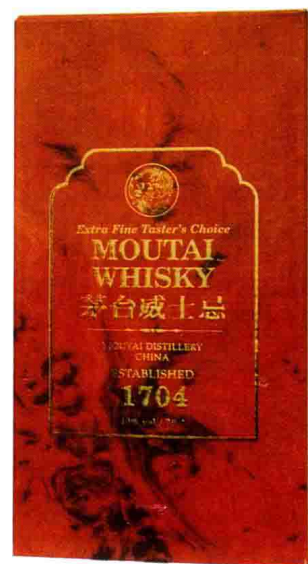


为庆祝香港回归，特制 1997 回归酒 53 % (V/V) 1997 瓶，这是第 1500 瓶。
The Distillery made the '97 Return Liquor, 53 % (V/V), for the celebration of Hong Kong's Return. This is the 1,500th.



珍品茅台

The exquisitely-packaged Moutai Liquor



茅台女王酒

养颜驻神，健身益寿。

简介：以茅台酒为基酒，采用现代中医理论和宫廷秘方，配以药同源的名贵中药研制而成，对女性内分泌系统机能具有调节作用，能增强细胞活力，提高免疫力，是女士专用保健美容酒。

Moutai Queen Wine

Nourishing the face, Improving one's looks, Prolonging one's life by invigorating health effectively, A fine wine for women against their senility.

A brief account:

On the basis of the theory of the modern traditional Chinese medicine, court secret recipe and scientific process, the Moutai Queen Wine has been made by adding precious traditional Chinese crop in Moutai Liquor. The product has the functions of regulating women's endocrine system, strengthening cell activity and improving immunity. This is a special health and cosmetic wine for women.

茅台威士忌

精心酿制，中西合璧。

倾情一刻，钟意百年。

简介：以茅台酒为基酒，采用威士忌工艺酿制，兼具茅台酒和威士忌的风格特征，开中西酒合璧之先河。

Moutai Whisky

Meticulously brewing,

Optimum combination of Chinese and Western flavour

Once you have tasted it,

Never forget.

A brief account:

On the basis of Moutai Liquor, the product has been made by whisky brewing process with an optimum combination of Moutai and whisky styles and is the earliest ancestor of a combination of Chinese and Western styles' wine.



茅台贵州醇

黔中一佳品

窖香舒适

酒体醇和

余味悠远

宜品宜饮

Moutai Guizhou Chun

Good products in the central area of Guizhou

Pleasant smell

Pure and mild

Pleasant in aftertaste

Suitable for both tasting and drinking

山醇水醇茅台醇

窖香浓郁

绵甜甘冽

香味谐调

尾净余长

Moutai Chun made in the area with

green hills and clear waters

Aromatic flavour

Lasting agreeable sweetness

Pure and mild flavour

Pleasant in aftertaste

贵州特醇

款款情深

窖香浓厚

酒体协调

甘冽绵甜

回味无穷

Guizhou Techun

Being a good wine

Aromatic Flavour

Coordinated wine body

Long agreeable sweetness

Endless aftertaste