

茅台玉液

时延春 至编

传友谊

Montai - Messenger of Friendship





世界が 減出版社



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茅台玉液传友谊 Mealai—Messenger of Friendship

前 言

中华文明,瑰丽奇异,博大精深,在中国文化的宝库中,散发着"酒文化"的芳香。而在"酒文化"的百花园中,绽放着茅台酒这朵奇葩。

茅台酒源远流长,因其产自贵州省茅台镇而闻名于世。早在公元前135年,茅台镇就酿出了使汉武帝叹为"甘美之"的构酱酒。两千多年来,茅台酒一直作为酒中珍品而受到厚爱,并作为朝廷贡品而备受青睐。1915年,在巴拿马万国博览会上,中国推出茅台酒参展。参展初期,茅台酒因包装简陋、土气无人问津。参展者急中生智,怒掷酒瓶,茅台酒顿时香气四溢,吸引了评审人员和大量看客,产生了意想不到的轰动效应。茅台酒一举夺得金奖,大振国威。为庆祝巴拿马运河通航,美国南加州于1916年又在风景如画的海滨城市圣迭戈举办"巴拿马加州万国博览会"。中国又推出茅台酒参展,再次荣获金奖,成为博览会上的明星。这样,中国的茅台酒与法国科涅克白兰地和英国苏格兰威士忌被公认为世界三大名酒。茅台酒名扬天下,步入世界名酒之林。

一端起茅台酒杯,闻到茅台酒的香味,就自然地想到茅台镇。是茅台地区的山山水水造就了茅台品牌。毫不夸张地说,离开了茅台镇,就酿不出茅台酒。流经茅台镇的赤水河是孕育茅台酒的摇篮。茅台镇地处海拔四百余米的低热河谷地带,气候冬暖夏热,雨量充沛,两岸高山耸峙,林深树茂,山泉众多。此处特有的土壤、水质、原料等条件,形成有利于微生物生长繁殖的环境。千百年经久不息的酿酒活动使空气中的微生物群更加活跃。优越的自然环境孕育着茅台酒的神奇品质。尤其重要的是,茅台人因地制宜,引自然之物、自然之理为己所用,在继承中国白酒传统酿造工艺和原理的基础上,创造出堪称一绝的独门绝技,使茅台酒成为我国大曲酱香型白酒鼻祖。茅台人不断前进,继续攀登,坚定不移地进行品牌升华和理念创新,酿造出人们喜爱的绿色茅台、人文茅台和科技茅台,让人们喝出品味,喝出健康来。

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著台玉液传友谊 Meutai-Messenger of Friendship

茅台酒达到了国色天香、卓尔不群的境界。被称为"国酒之父"的周恩来总理十分重视和关注茅台酒。1949年开国大典前夕,周恩来在主持一次有关会议时确定茅台酒为开国大典国宴用酒,从此每年国庆招待会均指定用茅台酒。茅台酒因此被誉为"国酒"。中国驻外大使宴请贵宾时也多用茅台。长期以来,茅台酒一直享有外交酒、庆功酒、友谊酒、礼品酒等美誉。茅台醇香溢寰球,留下了很多玉液琼浆传友谊的佳话,也留下了很多国酒与外交的传奇故事。

茅台酒被誉为国粹国宝,在巴拿马万国博览会上开启了传奇之旅,新中国成立后走向全世界。茅台酒在我国各项外事活动中扮演了重要角色,为国为民争了光。为了弘扬中华民族优秀的传统文化,展现茅台"酒文化"丰富的底蕴,留存茅台酒在我国外交、外事工作中所演绎出来的趣闻轶事,我们编著了这本书,并译成英文用双语种发行。文章的作者绝大多数是长期从事外交工作的外交官。他们以第一手资料讲述了茅台与外交的生动而真实的故事,从而增加了这本书的可读性。

本书是一本集知识性、史料性、趣味性于一体的书,读者在阅读过程中既能领略到 茅台酒的文化内涵,也能享受到茅台酒带来的芬芳。

编 者 二〇〇六年三月 F台玉液传友谊 Moalsi-Messenger of Fnicodship

Preface

Magnificent and profound, the treasure house of the ancient Chinese civilization emits the aroma of the "wine culture". In the garden of the "wine culture", Moutai is in full blossom as the fancy flower.

The world-renowned Moutai, named after the town in Guizhou Province where it is produced, has a long history. As early as in 135 B.C., Moutai Town fermented its first wine, the Goujiang wine, which was highly praised by Emperor Liu Che of the Han Dynasty as a very sweet-mellow wine. For over two thousand years, Moutai has always been regarded as the gem of wines and a favorite tribute to the royal families. In 1915, Moutai was displayed at the Panama-Pacific Exposition, representing China. At the beginning, Moutai received little attention because of its crude and out-of-date packaging. In face of this embarrassment, the exhibitor who brought Moutai there suddenly hit upon an idea. He dropped the bottle onto the floor as hard as he could. The sweet aroma of Moutai soon permeated the entire hall and captured the attention of the judges and visitors. The smart idea was so successful that it turned the previously unnoticed Moutai into a smash hit. Finally, Moutai won the gold medal of the exposition, which greatly boosted China's international prestige. Later in 1916, Southern California held the "Panama-California International Exposition" in the beautiful coastal city of San Diego to celebrate the navigation of the Panama Canal. Once again, Moutai won the gold medal and became the star of the exposition. As a result, Chinese Moutai, French Cognac Brandy and Scottish Whisky were together accredited as the top three wines in the world, which made Moutai a resounding brand name in the world ever after.

A sip of Moutai or even a smell of its aroma would tell you a lot about its hometown, Moutai Town. It is the mountains and rivers of Moutai Town that have nurtured the Moutai brand. It is no exaggeration to say that there would be no Moutai without Moutai Town. The Chishui River, which flows through Moutai Town, is the cradle of Moutai. Moutai Town is located in a low and warm valley, 400 meters above the sea level. It is hot in summer and warm in winter, and has abundant rainfall. The mountains are covered with deep forests and ever-flowing streams. The unique soil, water and raw materials there provide an ideal natural environment for the growth and propagation of microorganisms. Thousands of years of

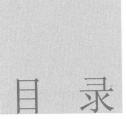
wine fermentation have made the microorganisms in the air even more active. These excellent natural conditions ensure the fine quality of Moutai. And most importantly, the local people have made full use of Mother Nature's endowments. By combining traditional skills with local conditions, they have invented a unique wine-making technique and produced the first liquor of this kind in China. Committed to progress and innovation, people there have made dedicated efforts to improve the essence of the Moutai brand. Following the concept of Green Moutai, Cultural Moutai and Hi-tech Moutai, today's Moutai products offer you both sweet taste and good health.

The unique Moutai is of the best quality of its kind. Premier Zhou Enlai, also known as the Father of State Liquor, had given great attention to Moutai. At a meeting before the ceremony for the founding of the People's Republic of China in 1949, Premier Zhou Enlai decided that Moutai would be served at the state banquet of the ceremony. Ever since then, Moutai has been designated as the official liquor for each year's National Day reception. Known as the State Liquor of China, Moutai is served to foreign guests by Chinese ambassadors in their receptions as well. Therefore, Moutai also carries such names as diplomatic liquor, celebration liquor, friendship liquor, and gift liquor. Moutai's aroma now permeates the entire globe, and there are many interesting stories and tales in the diplomatic circle that relate to the liquor.

Moutai is the national treasure and pride of China. Its debut in the Panama-Pacific Exposition marked the start of its legendary journey around the globe. Since the founding of the People's Republic of China, Moutai has played an important role in China's foreign affairs. In order to display the fine cultural tradition of China, introduce the profound wine culture of Moutai, and record the interesting stories of Moutai in China's diplomatic work, we have edited this book and decided to have the book published in English as well. Most of the authors are veteran diplomats who have great experience in international affairs. Their vivid accounts and first-hand stories have made the book all the more readable.

This is a book of knowledge, history, and interest. We hope by reading this book, you will both appreciate the Moutai culture and enjoy the aroma of the liquor itself.

The editor March 2006



茅台情深四十载	寸延君	事	(1)
茅台逸事久萦怀	寸延和	昏	(9)
"茅台外交"记盛	金桂生	华 ((19)
我在对外活动中喜用国酒茅台	陆苗非	肼 ((22)
茅台醇香情谊浓	刘一)	(武	(25)
茅台浇开友谊花	刘一为	斌	(30)
生日礼物——"茅台"	朱祥	忠	(35)
"茅台"——胜利和友谊的象征	文	庄	(39)
金秋复交话茅台	江培7	柱	(42)
情系茅台的卡斯特罗兄弟 ·····	陈久·	长	(45)
茅台与总理的一次亲密接触	段	津	(49)
NO MINHA HIR	鲁培	新	(51)
祝知秋日 <u>日</u> 和 17 人之为 1	李同	成	(57)
国日上长17	王东	莲	(61)
7 1 26/100	刘立	京	(63)
八石八人亦以为「日	汤铭	新	(67)
中法酒文化精品荟萃	张锡	昌	(72)
八连加州为山市	王玉		
半瓶茅台圆了老红军的梦	成	兰	(84)
家·约·尼·拉·日 加入·日	宋晓	苏	(88)
カ ^ル ロ つ <i>別</i> 塩/ト	单	成	(93)
金日成与茅台酒 ·····	张庭	延	(97)
史蒂文斯总统盛赞茅台	田	芬((100)

Moulai—Messenger of Fniendship

茅台祭祖寄哀思	吴 7	亭(104)
我与王子的"茅台交情"	李	平(108)
"茅台" ——秘鲁传友谊	陈镇	坤(111)
半瓶茅台一池花	王育	民(115)
国酒茅台——外交官的挚友	杜连	成(120)
非洲人钟爱茅台	童	城(130)
茅台酒与人文外交	江承	宗(132)
曼利太太和茅台酒	张	兵(138)
黄帝陵祭洒茅台酒	宁兆	喜(140)
庆典岂能无茅台	钟至	琦(143)
夜半来客醉茅台	欧爱	国(146)
在巴拿马听茅台酒的故事	朱祥	忠(151)
茅台伴我外交行	王嵎	生(154)
茅台敲门百事通	刘承	志(158)
茅台部长的茅台情	刘学	忠(163)
茅台酒情怀	吳德	广(169)
茅台酒助我结新友	徐	鹍(176)
茅台飘香	潘占	林(181)
赠送老师一瓶茅台酒	戴	严(185)
两瓶茅台的故事	成	兰 (189)
神秘的罗马尼亚之行	李	单(193)
黄镇大使用茅台庆贺"林彪的覆灭"	聂	影(197)
茅台引发诗情——乔冠华妙改《塞下曲》	李	单(200)
茅台酒的奥秘 ·····	茅科	供(204)

茅台玉液传友谊 Moulai—Messenger of Intendship

CONTENTS

Forty Years' Affections for Moutai ····· Shi Yanchun(5)
Lingering Moutai Anecdotes ······Shi Yanchun(13)
Moutai and "Moutai Diplomacy"Jin Guihua(20)
Moutai with My Diplomacy CareerLu Miaogeng(23)
Friendship Profound as Mellow and Aromatic MoutaiLiu Yibin(27)
Moutai Waters Flowers of Friendship ······Liu Yibin(32)
Birthday Present— "Moutai" ·············Zhu Xiangzhong(37)
"Moutai" — The Symbol of Victory and Friendship Wen Zhuang (40)
A Story of Moutai in Resuming Diplomatic
Ties in Golden AutumnJiang Peizhu(43)
The Castro Brothers Fond of MoutaiChen Jiuchang (47)
An Intimate Contact of the Premier with Moutai Duan Jin(50)
Russian Affection for Moutai····· LuPeixin(54)
I Give Moutai to the General Secretary
of the United Nations ·····Li Tongcheng(59)
National Liquor in Macao
Moutai Harmonizes Interpersonal RelationshipLiu Lijing(65)
Great Diplomat's Praise on Moutai Tang Mingxin(69)
Chinese and French Wines:
the Marrow of Wine Culture Zhang Xichang (74)
Enjoying the Aroma of Moutai
in the Remotest Places ······Wang Yumin(80)
Appointment with Half Bottle of Moutai Liquor
A Life Dream of a Senior Red Army Soldier Cheng Lan(86)
President Gave Green Light to Release
of 4 Bottles of MoutaiSong Xiaosu(90)
Moutai Liquor and MagicShan Cheng(95)
Kim Il Sung and Moutai Liquor ······ Zhang Tingyan(98)

President Stevens Thinks Highly of Moutai ·····Tian Fen(102)
Moutai as a Sacrifice to Ancestors · · · · · · · · · · · · · · · · · · ·
My "Moutai Friendship" with Cambodian Prince Li Ping(109)
"Moutai" —Friendship Liquor between
China and Peru ···· Chen Zhenkun(113)
A Half Bottle of Moutai and A Pool of Flowers Wang Yumin(117)
An Intimate Friend of Diplomats—Moutai,
the State Wine of China ······Du Liancheng(124)
Moutai, A Favorite of the African People Tong Cheng(131)
Moutai Liquor and Humanistic Diplomacy ······ Jiang Chengzong(135)
Mrs. Manlie and Moutai Wine ····· Zhang Bing(139)
Sprinkling Moutai Wine at the Mausoleum of
Huang Di as Sacrificial Offerings ······Ning Zhaoxi(141)
How Could a Celebration Be
Made without Moutai · · · · Zhong Zhiqi(144)
A Midnight Visitor Gets Intoxicated with Moutai Ou Aiguo(148)
Listening to Stories
about Moutai in Panama ······ Zhu Xiangzhong (152)
Moutai, the Companion of
My Diplomatic Mission ····· Wang Yusheng(156)
Moutai—A Stepping Stone to Success Liu Chengzhi(160)
Affection for Moutai by Minister of MoutaiLiu Xuezhong(165)
My Moutai Stories ····· Wu Deguang(172)
Moutai Wine Assists Me to Make New Friends · · · · · Xu Kun(178)
Drifting Moutai Aroma ····· Pan Zhanlin(183)
Presenting a Bottle of Moutai Wine to My Teacher ·····Dai Yan(187)
A Story of Two Bottles of Moutai ·····Cheng Lan (191)
A Mysterious Trip to Romania · · · · Li Dan(195)
Ambassador Huang Zhen Uses Moutai to Celebrate the
"Collapse of the Lin Biao" Nie Ying(198)
Moutai-inspired Qiao Guanhua Subtly Changes
the Verses of the "Border Songs" Li Dan(202)
The Secret of Moutai Liquor

茅台情深四十载

时延春

2004年6月14日,我应邀到贵州茅台酒厂参观访问。一走进酒厂,第一眼就看到两尊雄伟的雕塑:一尊是1915年茅台酒在"巴拿马国际博览会"上荣获金奖的纪念雕塑;另一尊是周恩来总理的塑像,上面刻着"国酒之父"字样。我此次参观本是慕名而来,见到这两尊雕塑,更增加了我的兴致。

在国酒文化城和酒库参观过程中,我与茅台酒厂有限责任公司党委书记、董事长季克良先生进行了面对面交谈。他告诉我,他到茅台酒厂工作已有40年历史。他深情地



作者(左二)与茅台集团领导在茅台

说,茅台酒荣称国酒、礼品酒、外交酒、 友谊酒;茅台酒有今天,与外交官们的努 力分不开。中国外交史上,毛泽东、周恩 来、邓小平等一代伟人用茅台酒招待外 宾,化解了外交坚冰,为国为民族争了 光,留下了很多国酒与外交的传奇故事。 世人都希望大使们把国酒与外交的传奇故 事讲述出来,以飨子孙后代。

我对季克良董事长说,我从事外交工作40年,也喝了40年茅台酒。我国的国宴和我国驻外使节举行招待会和款待贵宾都用茅台酒。可以说,外交官与茅台酒结下

了不解之缘,大使们与茅台酒有更深厚的感情。我品尝了陈年老酒,又看到了新酒的酿制程序;听到季董事长的介绍,看到茅台的巨变和发展的美好前景,感到茅台酒真是名不虚传,堪称国粹国宝。茅台酒为中国外交做出了重大贡献。国酒的贡献,归功于"国酒之父"周总理,归功于酒厂员工的顽强拼搏,归功于以季克良董事长为首的领导班子。交谈之中,我即席赋诗一首,诗文如下:

季克良董事长设午宴款待我们,茅台酒厂全体领导出席。席间,我们亲切交谈,频频举杯。我又即席吟诗一首,赠送季克良董事长,诗文如下:

同饮茅台四十年, 似曾相识共畅谈。 盛赞茅台扬国威, 频祝国酒谱新篇。

オ 台 本 股 传 及 Tu Moulai — Messenger of Iniendship

茅台酒厂的氛围, 勾起了我对国酒与外交的许多往事的回忆。

1982年10月,利比亚领导人卡扎菲访华,我作为主要译员参加了接待工作。时任中共中央顾问委员会主任的邓小平会见并宴请了他。席间,他们在轻松愉快的气氛中进行了交谈。宴会的主菜是涮羊肉,也摆上了茅台。卡扎菲是穆斯林,他不喝酒,但对其他人饮酒不持异议。邓小平端起一杯茅台,对客人们表示欢迎,便一饮而尽。接着他说,中国历史悠久、文化灿烂,对人类文明做出了重大贡献。中国人民的发明创造很多,单就饮食文化来说,就堪称一绝。中国地域广大,民族众多,形成了多样化的饮食文化,



邓小平同志宴请卡扎菲(右二为作者)

2001年元月,时任国家副主席的胡锦涛对叙利亚进行正式访问,我作为中国驻叙利亚大使参加了所有活动。这次访问取得了圆满成功。元月12日晚,我与夫人奚惠芳在官邸设便宴款待胡副主席和夫人刘永清及主要陪同人员和部分工作人员。胡副主席兴致很高,不时地举起茅台酒杯,与前来祝酒的同志们频频干杯。在热烈欢乐的气氛中我即席赋诗一首,诗文如下:

普天同迎千禧春, 蓬荜生辉奉贵宾。 昔日盛赞丝绸路, 今朝龙跃传佳音。

胡副主席非常高兴, 临走时对我说, 再见, 诗人大使。

在我回首往事的时候,也门萨那保卫战这段不平凡的经历迄今镂骨铭心,茅台酒的故事更难以忘怀。1967年年底,被推翻的也门王室政权企图复辟,纠集大批雇佣军围困

Moulai Messenger of Intendship

进攻萨那, 共和政权危在旦夕。我国政府明确表示, 坚决支持也门政府和也门人民为维 护独立主权、反对帝国主义颠覆侵略而进行的正义斗争。当时我在中国驻也门使馆工 作,留守萨那。使馆人手少,任务重,我每天工作都在14小时以上。白天忙完工作,晚 上还要轮流值夜班。使馆处于战乱中,物资匮乏,无法提供夜餐;长达12小时的夜班巡 逻确实难熬,特别到下半夜,我们的处境可谓饥寒交迫。每当轮到我值夜班,我便动用 每月只有39元人民币的津贴,从使馆小卖部买瓶茅台和一包饼干,与同我一道值班的同 事共同享受一下。几个月下来,我的全部津贴都买了茅台酒,是茅台酒陪伴我度过了艰 难的岁月。有时,使馆把曾在中国工作过的也门朋友请来帮助工作。他们非常热情,工 作积极性很高,从来不要报酬,但提出来要喝茅台。我记得,有两个人的酒量特别大, 一个是曾在新华社工作的阿卜杜·拉扎克,他每次至少要喝一瓶茅台。有一次,他醉醺 醺地对我说, 他不回家, 他要直接上前线, 像董存瑞那样去炸敌人的碉堡, 或像黄继光 那样去堵敌人的枪眼。另一个酒量大的是海依米,他曾在北京第二外国语学院当过教 员。一天晚上,他在使馆喝了一瓶茅台,准备回家时,敌情发生了变化,他回家的路被 戒严。我们只好与他当萨那市公安局长的弟弟取得联系,他弟弟立即赶到使馆,把他接 回家。若干年后,我出任中国驻也门大使,在萨那又见到他。当我们共同回忆到那段情 景时,战时饮茅台成为美谈。

不仅很多中国驻外大使钟爱茅台,一些不同国度的外国大使也酷爱茅台。20世纪70年代,埃及有位驻华大使叫阿布德,他终生没有结婚,喜欢吸烟,吸的烟全都是铁盒



为庆祝香港回归—周年,作者与也门总统 顾问后桑·萨拉米(左四)共饮茅台酒

装三五烟。他也特别喜欢喝茅台,而且酒量特别大,人们都称他为"茅台专家"。那时,我作为译员,经常出席在人民大会堂举行的招待会,有几次我与阿布德大使同桌。我看到他端起茅台酒杯子,总是一饮而尽,每次总能干掉一二十杯。服务员特别了解他,不停地给他添酒。有一次,他兴致特浓,一杯一杯地干。我们为他数数,最后总共是28杯。我们还发现,在整个招待会上,他吸了整整一铁盒装三五烟。招待会结束时,他把三五烟铁盒往桌子上一放,对我们说,他再喝10杯茅台也

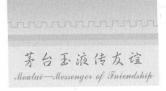
不成问题。20世纪80年代,我到中国驻埃及大使馆工作,又见到阿布德大使,他对我说,回埃及最大的遗憾是没有茅台酒喝。

在我的脑海中,两位朝鲜大使畅饮茅台的情景始终挥之不去。20世纪60年代下半叶,我国驻也门大使王世杰是位久经沙场的将军,朝鲜驻也门大使姓李,曾与中国人民志愿军并肩作过战,会说一些简单的汉语。有一次,王大使宴请朝鲜李大使,我出席作陪;那位李大使可谓海量,一个人喝了一瓶多茅台,边喝边讲与志愿军并肩作战的故事。宴会快要结束时,他用汉语对我说,快去叫我的车夫,我愣了一下,他便说,就是给他开车的人。我明白了,原来朝鲜人把司机叫车夫。接着,他对王大使说,如果朝鲜战争时有茅台酒,他能多打几个胜仗。1999年我出任中国驻叙利亚大使后,遇到一位老

Moulai - Messenger of Intendship

朋友,他就是朝鲜驻叙利亚的金大使。20世纪80年代下半叶,我们都曾在约旦工作,都曾担任过临时代办,并时有来往。我们再次在大马士革相逢,分外高兴。有一天,我与夫人请他们夫妇及其他主要外交官夫妇吃晚饭。这位金大使喜欢喝茅台,而且酒量过人。他连干三杯后,让服务员把酒瓶放到他旁边,由他自斟自饮,偶尔与别人碰碰杯。不到一小时,他已经把一瓶茅台全部喝完,并已显醉意。我作为主人,不好停止供酒,也不愿看到他喝醉。于是,我起身到别的桌上敬酒,同时悄悄嘱咐服务员,赶快上菜,不再为金大使提供整瓶酒,由服务员为他斟酒,间隔时间要长一些。这时,金大使高声嚷道:"中国大使到哪里去了,怎么不来喝茅台?"我故意答称:"中国大使到平壤去了。"他接着说:"平壤有人参酒,但没有茅台。"当我跟朝鲜使馆参赞、武官干杯时,他们对我说,他们大使已经喝足了,不必再上酒了。这时,金大使再次高声嚷道:"中国大使到哪里去了?"我再次故意答称:"中国大使到北京去了。"他说:"北京有茅台,多带几瓶回来喝。"我回到他的座位旁,有意识地谈些政治问题,把饮酒的速度放慢,把上菜的速度加快。金大使还是不停地要酒,每斟上一杯总是一饮酒尽。宴会结束后,他夫人和使馆服务员把他扶上车。临走时,他醉醺醺地对我说:"还是茅台好喝,下次再喝,多准备两瓶。"

叙利亚是个多民族的国家,其中14%的居民信奉基督教。叙利亚社会比较开放,饮酒是正常的事。中叙关系友好,每年都有不少代表团互访,其中包括军事代表团。一次,一个由10名将军组成的中国军事代表团访问叙利亚。我作为大使,为他们举行宴会,并邀请了10名叙利亚将军出席。宴会前我了解到,双方的将军们不少人酒量都很大,有的人被称为"酒仙",更有一位来自上海的将军被称为"打遍东南无对手"。于是我嘱咐使馆办公室主任多准备几瓶茅台。果然不出所料,宴会气氛非常热烈,自始至终散发着茅台酒香。将军们畅谈友谊,开怀畅饮,频频举杯,高潮迭起。出席宴会的共二十几个人,其中部分人不会饮酒或仅象征性地饮一下酒应付场面;会喝酒的人一共喝了八瓶茅台,平均每人饮酒半斤。这次宴会给大家留下了美好而深刻的印象。在代表团访叙期间,将军们多次谈到这次宴会。有的将军告诉我,这是他们出访期间气氛最热烈、喝茅台酒最多的一次宴会。几个月后,我见到几位出席那次宴会的叙利亚将军,他们笑着对我说,那晚中国大使举行的宴会让他们终生难忘,而大家痛饮茅台的热烈场景则更是令人回味。



Forty Years' Affections for Moutai

Shi Yanchun

On June 14, 2004, I was invited to visit Guizhou Moutai Distillery. What first came up after I came into the Distillery were two grand sculptures: one was a sculpture to commemorate the gold prize won at the Panama–Pacific International Exposition in 1915, the other was a statue of Premier Zhou Enlai, with four characters carved on the latter: "Father of National Liquor". As my visit was a long expected one, these two sculptures made me more excited.

I talked face—to—face with Mr. Ji Keliang, Chairman and Party Secretary of Moutai Distillery Co. Ltd., during my visit to the "city of the culture of national liquor" and liquor storehouses, and was told that he had been working at Moutai Distillery for 40 years. He said that Moutai Liquor had many honorable names, such as national liquor, liquor of present, liquor of diplomacy, and liquor of friendship, and that today's Moutai Liquor had much to do with the efforts of diplomats. In the history of China's diplomacy, Moutai Liquor were used by great men like Mao Zedong, Zhou Enlai, and Deng Xiaoping to treat foreign guests, melting frozen diplomatic ties, winning honor for the country and the people, and leaving many legendary stories about the national liquor and diplomacy. Many people hoped that ambassadors tell these legends about the national liquor and diplomacy to encourage our offsprings.

I told Chairman Ji Keliang that I had been engaged in the diplomatic work for 40 years, and drank Moutai Liquor for 40 years. In China, Moutai Liquor was served in occasions of state banquet, ambassador's reception, and distinguished guest reception. It could be said that diplomats had an indissoluble bond with Moutai Liquor, and ambassadors had an even profound affection for it. I tasted the aged liquor, and saw the process to make new liquor; from the introduction made by Chairman Ji, I saw the great changes and beautiful development future of Moutai, I felt that Moutai really deserves its reputation, and was good enough to be called national essence and national treasure. Moutai Liquor has made great contribution to the diplomacy of China. This contribution shall be attributed to Premier Zhou, the Father of National Liquor, to the persistent efforts made by the staff of the Distillery, and to its leadership led by Chairman Ji Keliang. During the talk, I wrote a poem, which reads as follows:

Moutai the National Liquor has a name fine, better than heavenly spirit or refined wine. before it won the top honor from Panama, today spread around the world is its aroma.

Chairman Ji Keliang treated us with a noon banquet, and all leaders of the Distillery were present. We talked much and toasted much. I again wrote another poem and dedicated it to Chairman Ji Keliang, which reads as follows:

For forty years we've drank Moutai, It seems to meet before in high mood. praising Moutai to spread state power, wishing state liquor to have a new height.

The atmosphere in Moutai Distillery drew me back to the memories of the national liquor and my diplomatic career.

In October 1982 when Gaddafi, the leader of Libya, visited China, I took part in the reception work