The Culture of Chinese liquor
酒 jǐu
Some Chinese proverbs:

- Only drinking can relieve one’s anxiety.
- No liquor, no feast.
- When meeting true friends, even thousand cups are not enough.
Contents:

• 1 The history of Chinese liquor

• 2 Classification of Chinese liquor

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The history of Chinese liquor
• The legend of God Making liquor
• Natural fruit liquor, the earliest liquor appearing on earth
• Six hundred thousand years ago, hand-made fruit liquor
• Six thousand years ago, China, which invented hand-brewed grain liquor.
• 135 BC, “Maotai” won a praise of “sweet and pure taste” from emperor Wu of Han dynasty and then designated it as a royal tribute
liquor vessels in ancient China
yǔshān
g
zhǎn
Zhōng
Classification of liquor
Classification of liquor

- White liquor (Báijiǔ)
- Chinese yellow liquor
- Fruit liquor
- Medicinal liquor
- Beer
- Wine
Báijiǔ : Máoái as a representative National liquor
• Maotai has a long and mysterious history.
• Since the founding of new China, Maotai has been presented to foreign leaders as a national gift.
• It constitutes world’s three famous distilled spirits with Scotch whiskey and French brandy.
• Since 1915, Maotai has won international gold medal for 15 times.
Video
Chinese yellow liquor

Heating before drink
Fruit liquor

- Fruit liquor is made from fruits and berries through direct fermentation.
Medicinal liquor

Traditional Chinese medicine
Beer
Video: Qingdao beer
Supreme Etiquette
In Ancient China

• In ancient times, liquor was firstly used for the purpose of sacrifice. Then keeping health and offering to guest. But not for daily drinking.

• When the monarch and his subjects drank together, the subjects couldn’t face the monarch directly. According to this, seats of master and guests were also distinguished today.
Where to sit?

How to propose a toast?

The master

The guest
• GānBēi!

• Fill a cup to the top

• Stand up to toast

• Lift the cup (younger generation)

• Finish the whole shot first as a respect
• The brim of glass lower than other people
• The host can not be drunk

• Finger guessing

• Practicing orders
• Festivals
• Wedding liquor
• Celebrating the one month or one hundred days of new born
• Elderly people ‘s birthday
• Welcome liquor
• Farewell liquor
• House-warming liquor
• Honoring teachers’ liquor ......
Gān Bēi !