

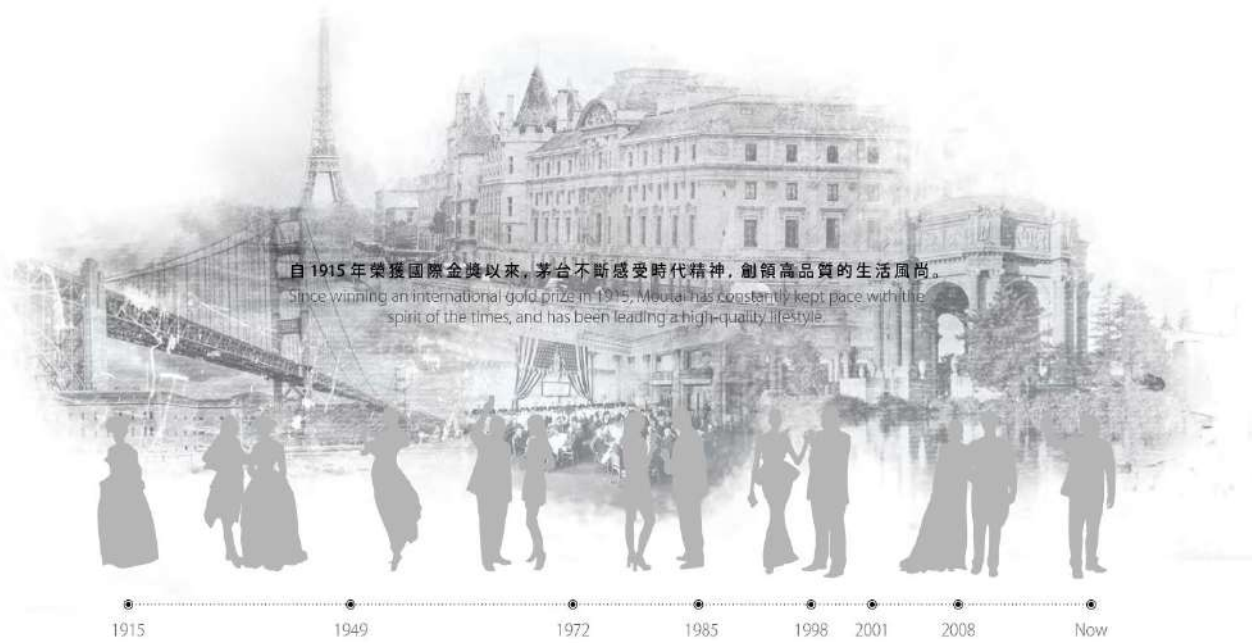
KWEICHOW MOUTAI

Perfect Integration of Man and Nature From the Orient

人與自然的東方佳釀



CHRISTOS KAGLIS & CO.
(AUTHORIZED DISTRIBUTOR IN GREECE)



自1915年榮獲國際金獎以來，茅台不斷感受時代精神，創領高品質的生活風尚。
 Since winning an international gold prize in 1915, Moutai has constantly kept pace with the spirit of the times, and has been leading a high-quality lifestyle.

悠久的歷史與獨特的氣候和土壤，
 造就了中國的傳統烈酒——白酒。

這是一種以糧穀為主要原料的特殊蒸餾酒。
 傳承古老工藝的酒師們，
 崇尚順應自然的釀酒哲學，
 釀造出純淨透明，芳香濃郁，回味悠長的佳釀，
 令世人為之傾心。

Long history as well as unique climate and soil create the Chinese
 signature spirit—Baijiu.

A special distilled liquor using sorghum and wheat as main raw materials, inheriting
 the ancient making technique and following the brewing philosophy of learning from
 nature, the liquor masters make the pure, transparent, and intoxicating nectar that has a
 strong fragrance and long aftertaste.

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貴州茅台酒 KWEICHOW MOUTAI

以產地而命名的茅台酒，獨產於中國貴州省茅台鎮赤水河畔，是中國大曲醬香型白酒的鼻祖和典型代表，是中國的「國酒」。百年前即與法國科涅克白蘭地、英國蘇格蘭威士忌齊名有世界三大蒸餾名酒。茅台酒歷史悠久，公元前 135 年，茅台鎮一帶盛產的「枸醬酒」被選為皇室貢品。1915 年茅台酒榮獲巴拿馬萬國博覽會金獎。時至今日，古老的傳統工藝與現代科技完美融合，打造出世界蒸餾酒第一品牌、全球烈酒最具價值品牌之一的「貴州茅台酒」。

Named after the place of origin and produced only along the Chishui River in Moutai Town of China's Guizhou Province, Moutai is the originator and typical representative of China's koji Jiang fragrance liquor and the "national liquor" of China. Since a century ago, Moutai has shared the title of "World's Top Three Distilled Liquors" with French Cognac brandy and Scotch whisky. Moutai has a long history. In 135 BC, its predecessor, the Jujiang liquor produced around the current Moutai Town was chosen as an imperial tribute. In 1915, Moutai won the gold prize at the Panama Pacific International Exposition. Today, the ancient traditional technique is perfectly integrated with modern technology to create the No. 1 distilled liquor brand and one of the most valuable spirit brands in the world. "Kweichow Moutai".

貴州茅台酒股份有限公司 KWEICHOW MOUTAI CO., LTD.

貴州茅台酒股份有限公司是茅台集團核心企業，主營貴州茅台酒系列產品的生產和銷售以及相關產品的研製開發。公司擁有 2000 餘家專賣店，營銷網絡覆蓋全球數十個國家和地區。公司擁有普通茅台酒、陳年茅台酒、醬香系列酒等三大系列 100 多個產品品種，稱雄於中國優品酒市場。

As a core enterprise of Moutai Group, Kweichow Moutai Co., Ltd. mainly produces and sells Kweichow Moutai series products, and carries out R&D for related products. The company has over 2,000 exclusive agencies, with a marketing network covering tens of countries and regions in the world. With over 100 varieties classified into three main series that is, Common Moutai series, Millesimes Moutai series, and Moutai Flavor series, the company dominates the market of top-class Chinese liquors.



貴州茅台酒股份有限公司 KWEICHOW MOUTAI CO., LTD.

- 《財富》雜誌最受讚賞的中國公司
- Brand ZTM 最有價值全球品牌百強企業
- Brand ZTM 最具價值中國品牌 50 強
- 全球 50 大最具價值的烈酒品牌
- 全球酒業品牌 50 強
- 《福布斯》全球最具創新力的 100 強企業
- 胡潤最具價值中國品牌排行榜中國酒類行業第一
- BrandZ 最具價值中國品牌 100 強酒類品牌首位
- 福布斯全球 2000 強企業
- 亞洲品牌 500 強
- 國際水資源保護傑出貢獻獎
- 首批「國家名片」稱號

- "Most Admired Chinese Companies" selected by "Fortune"
- "Top 100 Most Valuable Global Brands" selected by "BrandZ"
- "Top 50 Most Valuable Chinese Brands" selected by "BrandZ"
- Top 50 Most Valuable Spirits Brands
- World's Top 50 Spirits and Wine Brands
- "The World's Most Innovative Companies" selected by "Forbes"
- First place among alcoholic beverage brands in "The Most Valuable Chinese Brands" selected by "Hurun"
- First place among alcoholic beverage brands in "Top 100 Most Valuable Chinese Brands" selected by "BrandZ"
- Forbes Global 2000
- The Asia's 500 Most Influential Brands
- International Outstanding Contribution Award in Water Resource Protection
- First batch of the "National Card"

貴州茅台酒 KWEICHOW MOUTAI

- 布魯塞爾國際烈酒大賽金獎
- 三藩市世界烈酒大賽年度最佳白酒及雙金特獎
- 第九屆世界烈酒大賽金獎
- 美國紀念巴拿馬萬國博覽會 80 周年名酒品評會特別金獎第一名
- 第五屆亞太國際貿易博覽會金獎
- 法國波爾多國際酒展特別榮譽獎
- 日本東京第四屆國際名酒博覽會金獎
- 香港國際食品博覽會最高金質獎
- 第二屆北京國際博覽會金獎
- 首屆美國國際名酒博覽會金獎
- 巴黎第十二屆國際食品博覽會金質獎
- 巴黎第十二屆國際美食與旅遊金桂葉獎
- 美國巴拿馬萬國博覽會金獎
- Gold Medal of the Concours Mondial de Bruxelles (CMB) Spirits Selection
- "Best Baijiu" Prize and "Double Gold Medal" of the San Francisco World Spirits Competition
- Gold Medal of the 9th World Spirits Award
- No. 1 in Special Gold Prize of (US) "Famous Liquor Appraisal in Commemoration of the 80th Anniversary of Panama Pacific International Exposition"
- Gold Medal of the 5th Asia-Pacific International Trade Fair
- Special Merit Award of the International Wine Exhibition in Bordeaux, France
- Gold Medal of the 4th World Famous Liquor Fair in Tokyo, Japan
- Supreme Gold Prize of the Hong Kong International Food Fair
- Gold Medal of the 2nd Beijing International Fair
- Gold Medal of the 1st American International Wine Fair
- Gold Medal of the 12th International Food Fair in Paris
- Golden Laurel Leave Prize of the International Food and Tourism Contest in Paris
- Gold Prize of the Panama Pacific International Exposition in USA

溯源 Origin

貴州茅台酒由有機高粱、優質小麥釀造而成，全部生產過程長達五年以上，因此酒質醇香、綿長、柔和，品質卓越，是中國白酒行業內唯一集綠色食品、有機食品、國家地理標誌保護產品等認證于一身的健康食品。

Kweichow Moutai is made from organic sorghum and quality wheat. The entire production process takes at least five years, during which the Moutai liquor becomes mellow, fragrant, mild, and excellent in quality. In the Chinese liquor industry, Moutai is the only healthy drink that has garnered in one single product the title of Green Food, Organic Food, and Geographically Representative Product from the China authorities.



神秘河谷 Mysterious Valley

茅台鎮被譽為「中國第一酒鎮」，其中 15.03 平方公里是茅台酒的唯一產區。地處河谷地帶，四面環山，冬暖夏熱，有利於釀造所需的微生物棲息和繁殖，加之近兩千年的釀酒活動馴化和篩選了特殊的微生物群系，形成了獨一無二、無法複製的微生物環境，這就了獨特的茅台酒風格。

In Moutai Town, known as "China's Premier Liquor Town", lies an area of 15.03 square kilometers, which is the only production area suitable for making Moutai. Located in river valley and surrounded by mountains, with mild winter and hot summer, this area is very suitable for the microorganism that is indispensable in the production of Moutai to gather and multiply. Besides, the liquor brewing activities with a history of nearly 2,000 years have domesticated and selected special microorganisms to form a unique and unduplicated micro-ecological environment. All these factors together accomplish Moutai's unique style.

優質水源 Quality Water

茅台鎮的地質地貌結構主要是侏羅、白堊系紫色砂頁岩、礫岩。其形成的紫色土層，酸鹼適度，具有良好的滲水性，地面水和地下水通過兩岸土層過濾後流入赤水河，形成釀酒的寶貴水源，水質好、酸鹼適度、微量元素含量豐富。

The main geologic and geomorphologic structure of purple gritstone and conglomerate from the Jurassic and Cretaceous Periods in Moutai Town forms the purple soil layer that has moderate PH level and good water permeability. The surface water and ground water flow into the Chishui River through the soil layers at both banks to form the precious and high-quality water source with moderate PH level and abundant trace elements for making Moutai liquor.



有機原料 Organic Materials

一種只生長於此地的古老穀物——糯高粱，是釀造茅台酒唯一及最佳的選擇。酒曲由優質有機小麥以古老工藝製成。農戶們嚴格依照有機食品的要求，遵從傳統的耕作技術，種植出優質的釀造原料。

The glutinous sorghum, an ancient grain native to this region, is the only and best choice for producing Moutai. The koji of Moutai is derived from quality organic wheat through ancient technique. To provide these quality brewing materials, the farmers must comply strictly with the organic food requirements and adhere to traditional farming practices.

獨特工藝 Unique Technique

茅台酒的釀造工藝順應四季，吸納自然的精華，是中國白酒工藝的「活化石」，被確定為國家機密加以保護，是首批國家級非物質文化遺產。一瓶普通茅台酒從投料至產品出廠至少需要五年時間，期間歷經 30 道工序、165 個工藝環節。

Absorbing the essence of nature, Moutai's seasonal making technique is both a protected state secret as well as a national intangible cultural heritage for China, and is likened to a living fossil. From material feeding to delivery of finished product, each bottle of ordinary Moutai liquor is made through 30 processes, 165 processing procedures, and at least five years.



普通茅台酒系列 Common Moutai Series

普通茅台酒系列產品擁有 53%Vol 及 43%Vol 兩個品種，其中 53%Vol 飛天茅台酒是貴州茅台的主導產品，其醬香突出，幽雅細膩，酒體醇厚，回味悠長，空杯留香持久，是中國醬香型白酒的經典之作，多次榮膺國際大獎。這款酒品最大的特質是飲後不上頭、不口乾，貯藏數年後酒質更加出眾，因歲月而更增馥郁芬芳。

Common Moutai series have two specifications: 53% Vol and 43% Vol. Among this series, the 53% Vol Feitian Moutai is the leading product of Kweichow Moutai and a classic of Chinese Jiang fragrance liquor. Featuring prominent Jiang fragrance, elegant, delicate, mellow, long aftertaste, and lasting empty-cup fragrance, the 53% Vol Feitian Moutai has won many international awards. This liquor has several topmost features: no hangover or dry mouth/feel after drinking, its quality will be more outstanding if further preserved for several years and its aroma gets stronger and stronger over the years.

飛天茅台

Feitian Moutai

非凡經典 國酒味道盡在其中

Extraordinary Classic,
All Tastes of National Liquor for You

品鑒記錄 Savoring Record

酒精度: 53% Vol/43% Vol

外觀: 微黃透明

香氣: 醬香突出, 層次豐富。融合焙烤香、花香、果香、甜香、乾植物香、酸香等; 空杯留香持久

口感: 綿柔順滑, 回味悠長

Alcohol content: 53% Vol / 43% Vol

Appearance: slightly yellow and transparent

Aroma: prominent Jiang fragrance, rich layers, lasting empty-cup fragrance, with complex aromas of baking, flowers, fruit, sweetness, dried plants, and sourness

Mouthfeel: mild, smooth, with long aftertaste

建議飲用方式 Recommended Drinking Way

可單獨飲用, 配餐, 也可調製成雞尾酒。

It can be drunk straightly, paired with dishes, or made into cocktails.

產品規格 Product Specifications (瓶/箱 Btl/Ctn)

53%Vol 飛天茅台酒 Feitian Moutai: 50ml×60,

200ml×12, 375ml×12, 500ml×12, 1000ml×12

43%Vol 飛天茅台酒 Feitian Moutai: 500ml×12

包裝: 紙箱/彩盒/乳白玻璃瓶

Package: Carton/Color Box/Milky Glass Bottle



多種容量可供選擇
Various Capacities for Your Choice

CHRISTOS KAGLIS & CO.
(AUTHORIZED DISTRIBUTOR IN GREECE)



陳年茅台酒系列 Millesimes Moutai Series

特定年份的陳年茅台酒，以不低於 15 年酒齡的老酒為基酒，再與釀酒大師嚴選出的不同年齡、不同輪次、不同香型、不同典型酒體的原酒相勾調，釀制出口感豐富、不同等級的陳年茅台酒，依據酒齡和酒質劃分為 80 年、50 年、30 年和 15 年四種等級。傑出的中國工藝美術大師，運用中國木刻、紫砂、陶瓷等傳統民族工藝，打造華美而具有東方古典風格的酒瓶及外盒，每一款都獨具藝術價值。

Aged Moutai liquor of specific years uses a liquor aged at least 15 years as base, which is then blended with liquors made in different years (strictly selected by liquor-making masters), with different stages, fragrance types, and liquor types to produce different classes of aged Moutai liquor with a rich mouthfeel. Generally speaking, according to age and quality, the aged Moutai liquor can be categorized into four classes: 15-year, 30-year, 50-year, and 80-year. Outstanding Chinese art and craft masters use traditional national crafts such as Chinese wood engraving, purple clay, and ceramics to create gorgeous bottles and boxes with oriental classical style. Each type of Millesimes Moutai shows its distinctive artistic value.

80年陳年茅台酒 80-Year Millesimes Moutai

尊貴的極品之作，以時光釀造，名貴級別茅台中的佼佼者
Distinguished Masterpiece Derived From Time, the Best of Precious Moutai

品鉴記錄 Savoring Record

酒精度：53%Vol

外觀：淺金色，閃耀著晶瑩的光澤

香氣：飽滿而極為細膩的含著醬香陳香，帶有焙烤香、堅果香、煙草香
口感：如絲綢般柔順，醇厚圓潤，令口腔充滿綿長的甘甜

Alcohol content: 53% Vol

Appearance: light golden, with shining and clear luster

Aroma: rich, delicate, subtle, and aged Jiang fragrance together with baking aroma, nutty aroma, and smoky flavor

Mouthfeel: silky smoothness, mellow, full of lingering sweetness in the mouth

建議飲用方式 Recommended Drinking Way

收藏及精心品鑑。

Collect and savor carefully.

產品規格 Product Specifications (瓶/箱 Btl/Ctn)

500ml x 1

包裝：紙箱/雕刻木盒/紫砂瓶

Package: Carton/Carved Wooden Box/Purple Clay Bottle



50年陳年茅台酒 50-Year Millesimes Moutai

半個世紀的珍釀佳品，口感純正，帶來獨特的品嘗體驗
A Semi-Centurial Precious Liquor With Pure and Unique Taste

品鉴記錄 Savoring Record

酒精度：53%Vol

外觀：淺金色，清潤晶瑩

香氣：濃郁、宜人的醬香陳香中滲染焙烤香、堅果香、煙草香

口感：豐滿潤滑，餘味雄勁而獨特

Alcohol content: 53% Vol

Appearance: light golden, clear

Aroma: fragrant, pleasant and aged Jiang fragrance mixed with baking aroma, nutty aroma, and smoky flavor

Mouthfeel: full, smooth, with strong and unique aftertaste

建議飲用方式 Recommended Drinking Way

收藏及精心品鑑。

Collect and savor carefully.

產品規格 Product Specifications (瓶/箱 Btl/Ctn)

500ml x 6

包裝：紙箱/彩盒/紫砂瓶

Package: Carton/Color Box/Purple Clay Bottle



30 年陳年茅台酒 30-Year Millesimes Moutai

完美結合飽滿的穀物與輪回的四季味道，盡享歲月與時代的雙重韻味
A Perfect Combination of Grains and Seasonal Flavors to Offer Both Charms of Years and Times

品鑒記錄 Savoring Record

酒精度：53%Vol

外觀：淡金色

香氣：層次分明，豐富柔和的醬香陳香中滲染焙烤香、堅果香、煙熏香
口感：醇厚柔順，絲味甘甜，回味豐潤而悠長

Alcohol content: 53% Vol

Appearance: light golden

Aroma: With clear layers, the rich, mild, and aged Jiang fragrance is mixed with baking aroma, nutty aroma, and smoky flavor

Mouthfeel: mellow, smooth, with a long-lasting, round, and sweet aftertaste

建議飲用方式 Recommended Drinking Way

收藏及精心品鑒。

Collect and savor carefully.

產品規格 Product Specifications (瓶/箱 Btl/Ctn)

500ml x 6

包裝：紙箱/彩盒/紫砂瓶

Package: Carton/Color Box/Purple Clay Bottle



15 年陳年茅台酒 15-Year Millesimes Moutai

以優雅芬芳、微妙糅合的非凡氣質，華麗呈現東方佳釀的經典格調
A Gorgeous Demonstration of Classical Oriental Style Through Elegant Aroma as Well as Subtly Blended and Extraordinary Temperament

品鑒記錄 Savoring Record

酒精度：53%Vol

外觀：淡金色

香氣：經典的醬香陳香中，融合濃郁的焙烤香、堅果香、煙熏香
口感：醇厚潤滑，勁道十足

Alcohol content: 53% Vol

Appearance: light golden

Aroma: classical and aged Jiang fragrance mixed with strong baking aroma, nutty aroma, and smoky flavor

Mouthfeel: mellow, smooth, strong, and powerful

建議飲用方式 Recommended Drinking Way

收藏及精心品鑒。

Collect and savor carefully.

產品規格 Product Specifications (瓶/箱 Btl/Ctn)

500ml x 6

包裝：紙箱/彩盒/紫砂瓶

Package: Carton/Color Box/Purple Clay Bottle



禮盒茅台酒系列 Gift Moutai Series

禮盒茅台酒系列，臻選不同年齡、不同輪次、不同香型、不同典型酒體的茅台酒，小批量精心勾調出獨具個性的佳釀。同時，每一款的酒瓶與酒盒，面貌各異，呈現出不同的氣質，表明各自的生活態度，卻同時具有中國古典文化的共同特徵，尤其適合與您的好友、親人一起細心品評、欣賞與收藏。

With individuality, the Gift Moutai series are the result of careful and small-batch blending of strictly selected base liquors with different ages, stages, fragrance types, and liquor types. Packed in different bottles and boxes, each type of Gift Moutai shows its distinctive temperament and unique attitude to life; however, all of them share the common features of Chinese classical culture and are very suitable for you to collect as well as carefully savor and appreciate with your friends and family.

豪華金 / 豪華絳

Luxury Gold / Luxury Brown

大師級臻選勾調，一款佳釀，兩味蘊藏，盡享精緻生活

Selected and Blended by Maestros, Two Tastes in One Liquor for You to Enjoy the Exquisite Life



豪華金 Luxury Gold



豪華絳 Luxury Brown

品鑒記錄 Savoring Record

酒精度：53%Vol

外觀：微黃透明，晶瑩剔透

香氣：醬香突出，悠長香、清草香、果香、甜香、曲香等細膩豐富

口感：醇厚幽雅，柔糯潤滑

Alcohol content: 53% Vol

Appearance: slightly yellow, transparent, and clear

Aroma: prominent Jiang fragrance, with delicate and rich aromas of baking, flowers, grass, fruit, sweetness, and koji

Mouthfeel: mellow, elegant, mild, and smooth

建議飲用方式 Recommended Drinking Way

於特別場合淨飲或配餐、收藏。

It is suitable for collecting as well as drinking straightly or being paired with dishes on special occasions.

產品規格 Product Specifications (瓶 / 箱 Btl/Ch)
500ml × 6
包裝：彩箱 / 彩盒 / 乳白玻璃瓶
Package: Carton / Color Box / Milky Glass Bottle



紙珍

Paper Precious

這款酒誕生之初就超越了飲用的標準，它天生具有收藏的品質

A Born Collection That Is Beyond the Drinking Standard

品鑒記錄 Savoring Record

酒精度：53%Vol

外觀：微黃透明，晶瑩剔透

香氣：醬香濃郁，花香、青草香、果香、甜香、乾植物香、酸香等層次分明

口感：醇和綿滑，細膩多變

Alcohol content: 53% Vol

Appearance: slightly yellow, transparent, and clear

Aroma: strong Jiang fragrance, and rich layers of such aromas as flowers, grass, fruit, sweetness dried plants, and sourness

Mouthfeel: mellow, smooth, delicate, and changeable

建議飲用方式 Recommended Drinking Way

於特別場合淨飲、收藏。

It is suitable for collecting and drinking straightly on special occasions.

獲獎 Award

1986年第十三屆亞洲包裝評獎大會“亞洲之星”包裝獎

1986 "Stars of Asia" Packaging Award in the 13th Asian Packaging Competition

產品規格 Product Specifications (瓶/箱 Bl/Cn)
500ml x 6
包裝：紙箱/彩盒/紫砂瓶
Package: Carton/Color Box/Purple Clay Bottle



木珍

Wood Precious

結合優雅和力量的數年沉澱，大師級臻藏佳釀

Several Years' Concentration and Combination of Elegance and Strength, a Nectar for Master Collector

品鑒記錄 Savoring Record

酒精度：53%Vol

外觀：微黃透明，晶瑩剔透

香氣：醬香濃郁，焙烤香、植物香、糧香等層次分明

口感：醇和綿滑，細膩多變

Alcohol content: 53% Vol

Appearance: slightly yellow, transparent, and clear

Aroma: strong Jiang fragrance, and rich layers of such aromas as baking, plants, and grains

Mouthfeel: mellow, smooth, delicate, and changeable

建議飲用方式 Recommended Drinking Way

於特別場合淨飲、收藏。

It is suitable for collecting and drinking straightly on special occasions.

產品規格 Product Specifications (瓶/箱 Bl/Cn)
500ml x 6
包裝：紙箱/木盒/紫砂瓶
Package: Carton/Wooden Box/Purple Clay Bottle



典藏 Collection

時光之經典，歲月之珍藏，愈陳愈香醇
A Classic of Time, a Collection of Years, the Older, the Better Aroma

品鑒記錄 Savoring Record

酒精度：53%Vol
外觀：微黃透明，純淨清澈
香氣：醬香飽滿，混合焙烤香、花香、果香、乾植物香、酸香等
口感：柔滑溫順，優雅回甜

Alcohol content: 53% Vol
Appearance: slightly yellow, transparent, pure, and clear
Aroma: rich Jiang fragrance mixed with such aromas as baking, flowers, fruit, dried plants, and sourness
Mouthfeel: smooth, mild, elegant, and sweet

建議飲用方式 Recommended Drinking Way
於特別場合淨飲、收藏。
It is suitable for collecting and drinking straightly on special occasions.

產品規格 Product Specifications (瓶/箱 Bottle/Ctn)
500ml x 6
包裝：紙箱/皮盒/陶瓷瓶
Package: Carton/Leather Box/Ceramic Bottle



成龍珍藏版

Jackie Chan Moutai, Collector's Edition

中國酒文化與華人國際巨星成龍先生的精神品質相結合的完美典範
Perfect Example of Combining the Chinese Liquor Culture With the Spirit of World-Renowned Chinese Movie Star Jackie Chan

品鑒記錄 Savoring Record

酒精度：53%Vol
外觀：淺金黃色，純淨清澈
香氣：天然醬香中纏繞花香、青草香、果香、甜香、乾植物香、酸香
口感：圓潤堅實，細膩純柔

Alcohol content: 53% Vol
Appearance: light golden, pure, and clear
Aroma: natural Jiang fragrance mixed with aromas of flowers, grass, fruit, sweetness, dried plants, and sourness
Mouthfeel: mellow, solid, delicate, and mild

建議飲用方式 Recommended Drinking Way
於特別場合淨飲、收藏。
It is suitable for collecting and drinking straightly on special occasions.

產品規格 Product Specifications (瓶/箱 Bottle/Ctn)
500ml x 6
包裝：紙箱/木盒/陶瓷瓶
Package: Carton/Wooden Box/Ceramic Bottle



醬香系列 Moutai Flavor Series

貴州茅台醬香系列酒與茅台酒一脈相承，傳承最傳統、最正宗的口感和精神，汲取時代風尚的靈感，融入更多元化的價值觀，創領潮流，是一系列面貌多樣而品質如一的年輕產品。為了達到品牌優質的保證，每款佳釀均嚴格把關，使整個系列保持貴州茅台酒的卓越品質的同時，擁有鮮明的個性和豐富的口感，為人們的品飲時光提供更多的選擇。

The Moutai Flavor series share the same origin with common Moutai liquor, inherit the most traditional and authentic taste and spirit, absorb the fashion inspiration of the times, involve diversified values (concepts), and lead a new lifestyle. They are a series of young products with diversified appearances and consistently excellent quality. To ensure the excellent quality of the brand, quality control is strictly carried out for each type of liquor. Besides the consistently excellence quality of Kweichow Moutai, the entire series also have a distinct personality and rich taste, and provide more savoring choices.

漢醬

Han Jiang

醬門典範，內懷悠久。全新的酒精濃度，帶來與眾不同的體驗

A Classic of the Jiang Family, a Concentration of Years. With Brand-New Alcohol Content for Distinctive Experience

品鑒記錄 Savoring Record

酒精度：51%Vol

外觀：微黃透明，純淨清澈

香氣：醬香突出，細膩呈現焙香、植物香、糧香等

口感：舒適柔和，回味悠長

Alcohol content: 51% Vol

Appearance: slightly yellow, transparent, pure, and clear

Aroma: prominent Jiang fragrance together with such delicate aromas as baking, plants, and grains

Mouthfeel: comfortable and mild, with long aftertaste

建議飲用方式 Recommended Drinking Way

淨飲、配餐或調製布羅尾酒。

It can be drunk straightly, paired with dishes, or made into cocktails.

產品規格 Product Specifications (箱 / 箱 Btl/Ctn)

500ml × 6

包裝：紙箱 / 彩盒 / 特色玻璃瓶

Package: Carton/Color Box/Crimson Glass Bottle



仁

Ren (Benevolence)

古典的東方氣質，醇和的酒體風格，馥郁而綿長的芳香，征服年輕的味蕾
Classical Oriental Temperament, Mellow Liquor Style, As Well As Strong and Lingering Aroma, for Conquering Young Taste Buds



品鑒記錄 Savoring Record

酒精度：53%Vol
外觀：微黃透明，純淨清潤
香氣：醬香顯著，馥染花香、青草香、果香、酸香等
口感：優雅舒適，提神怡人
Alcohol content: 53% Vol
Appearance: slightly yellow, transparent, pure, and clear
Aroma: prominent Jiang fragrance mixed with such aromas as flowers, grass, fruit, and sourness
Mouthfeel: elegant, comfortable, refreshing, and pleasant

建議飲用方式 Recommended Drinking Way

淨飲，配餐或調製為雞尾酒。
It can be drunk straightly, paired with dishes, or made into cocktails.

產品規格 Product Specifications (瓶/箱 Btl/Ctn)
500ml x 6
包裝：紙箱/彩盒/金色玻璃瓶
Package: Carton/Color Box/Golden Glass Bottle

茅台王子
Moutai Prince

酒中王子，傳遞快樂
A Prince of Liquor for Spreading Happiness

品鑒記錄 Savoring Record

酒精度：53%Vol
外觀：無色透明，清澈純粹
香氣：醬香飽滿，複合香豐富
口感：柔和細膩，清新怡人
Alcohol content: 53% Vol
Appearance: colorless, transparent, clear, and pure
Aroma: rich Jiang fragrance and complex aroma
Mouthfeel: mild, delicate, refreshing, and pleasant

茅台迎賓
Moutai Ying Bin

禮義之邦，待客佳品
A Nation of Etiquette, a Good Liquor for Hospitality

品鑒記錄 Savoring Record

酒精度：53%Vol
外觀：無色透明，清澈純粹
香氣：醬香飽滿，複合香豐富
口感：清爽甘冽，提神怡人
Alcohol content: 53% Vol
Appearance: colorless, transparent, clear, and pure
Aroma: mild Jiang fragrance and elegant complex aroma
Mouthfeel: fresh, sweet, refreshing, and pleasant

建議飲用方式 Recommended Drinking Way

淨飲，配餐或調製為雞尾酒。
It can be drunk straightly, paired with dishes, or made into cocktails.



產品規格 Product Specifications (瓶/箱 Btl/Ctn)
517ml x 12, 500ml x 12
包裝：紙箱/彩盒/白色玻璃瓶
Package: Carton/Color Box/White Glass Bottle

品鑒
Savoring

讓您更好地品管貴州茅台酒

How to Better Savor Kweichow Moutai

觀色

Inspect the color

普通茅台酒呈微黃色，酒體澄澈，有光澤；陳年茅台酒隨着酒齡的增加，顏色逐漸加深至淺金色，酒體晶瑩有光澤。

Common Moutai is a clear liquor with a slightly yellow hue and a clear "luster"; as the age increases, the color of aged Moutai will be gradually deepened to light golden, with a clear luster.

聞香

Smell the aroma

茅台酒香氣層次豐富，聞香過程分為前香、體香和空杯香三步。

Moutai has rich layers of aromas. The smelling process is divided into three steps: top notes, subtle after notes, and empty-cup fragrance.

嘗味

Savor the taste and aftertaste

分為品味和回味。輕吸入口，讓酒液由舌尖逐漸佈滿舌面，感受層次分明的酒香，再緩緩咽下，體會絲滑和醇厚的感覺，此為品味；自然閉合口腔，由鼻腔輕緩呼氣，綜合體會個中香氣交融後呈現的複合香，體會茅台酒的悠遠，此為回味。

Take a sip of Moutai. The amount should be just enough to fully coat the tip and blade of your tongue. Feel the clear layers of bouquet. Then, swallow the liquor slowly and feel the silky smoothness and mellowness. This is the process of savoring the taste. Naturally close your mouth and use your nose to exhale gently. Comprehensively experience the complex aroma of mixed aromas and feel the profoundness of Moutai. This is the process of savoring the aftertaste.

風格

Comprehensively feel the superior style

整體感受卓越的風格：無色或微黃透明、無懸浮物、無沉澱，醬香突出、幽雅細膩、酒體醇厚、回味悠長，空杯留香持久。

Colorless or slightly yellow and transparent, without suspended substance or precipitation, prominent Jiang fragrance, elegant, delicate, mellow, long aftertaste, and lasting empty-cup fragrance.

調配

Blend liquors

酒齡較短的茅台酒甘冽張揚，酒齡長的茅台酒醇厚內斂，飲用時可根據個人的口味，將不同酒齡的茅台酒調和飲用，喝出自己的“茅台風格”。

The Moutai with a young age tastes sweet and aggressive while the Moutai with an old age tastes mellow and restrained. You can mix the liquors with different ages together based on your taste and create your own "Moutai style".



貯藏
Storage

讓我們更好地保存貴州茅台酒

How to Better Preserve Kweichow Moutai

茅台酒是有生命的，隨著酒齡的增長，酒液顏色由無色漸次變化為淺金色，酒體更為晶瑩澄澈、富有光澤，香氣更加豐富柔和，酒體更加醇厚絲滑。

Moutai is alive. With the increase of age, the color of the liquor will gradually change from colorless to light golden, with clearer luster, richer and milder aroma, as well as mellower and smoother taste.

貯存方法：

密封、常溫、乾燥、通風、避光
開瓶後請儘快飲用或密封保存

Storage method:

Seal the bottle and place it in a dry and ventilated place that is at room temperature and away from light.

After opening the lid, drink off or seal the liquor as soon as possible.

貴州茅台酒進出口有限公司是貴州茅台酒股份有限公司的子公司，負責茅台酒及其系列產品的出口業務、海外市場管理、網絡建設、宣傳促銷等業務。目前茅台酒海外行銷網絡已經覆蓋了亞洲、歐洲、美洲、大洋洲、南部非洲，以及全球重要免稅市場。

As a subsidiary of Kweichow Moutai Co., Ltd., Guizhou Moutai Chiew Co., Ltd. is in charge of the export business of Moutai and its series products, management of overseas market, development of distribution channels, and promotion activities. Currently, Moutai's marketing network has covered Asia, Europe, the Americas, Oceania, Southern Africa, and main tax-free markets all over the world.



國酒茅台全球營銷網絡
Moutai global distribution network

加拿大 - 溫哥華, 多倫多	澳洲 - 悉尼
美國 - 曼哈頓, 紐約	新加坡 - 葛城
巴拿馬 - 科隆	印度 - 孟買
巴西 - 貝倫, 聖保羅	阿拉伯聯合酋長國 - 杜拜
智利 - 聖地牙哥	阿聯酋 - 德哈
德國 - 倫敦	泰國 - 曼谷
比利時 - 海牙, 布魯塞爾	香港 - 香港
荷蘭 - 阿姆斯特丹	越南 - 河內, 胡志明市
法國 - 巴黎	海峽殖民地 - 新加坡
印度 - 孟買, 德里	中國 - 香港
俄羅斯 - 莫斯科	中國 - 澳門
菲律賓 - 宿務, 馬尼拉	中國大陸
南非洲 - 約翰內斯堡, 開普敦	
Canada - Edmonton, Richmond	Australia - Sydney
United States - El Monte, New York	New Zealand - Manukau
Panama - Colon	India - Mumbai
Brazil - Belo Horizonte	United Arab Emirates - Dubai
Chile - Santiago	Abu Dhabi - Mirdaf, Yas Viceroy
United Kingdom - London	Thailand - Bangkok
Belgium - Brussels	Laos - Vientiane
The Netherlands - Kampen	Vietnam - Ho Chi Minh
France - Paris	Malaysia - Kuala Lumpur
Germany - Cologne	Singapore
Spain - Madrid	Hong Kong
Portugal - Lisbon	Philippines - Manila, Cebu
Italy - Milan	Korea - Seoul
Japan - Madrid	Japan - Tokyo
Hong Kong - Kowloon, New Territories	Hong Kong
South Africa - Johannesburg, Cape Town	Macau
	Mainland China



贵州茅台酒希腊经销商

CHRISTOS KAGLIS & CO. (Authorized Distributor in Greece)

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