

WORLD BAIJIU DAY

—— 世界白酒节 ——

August 9th | OVER 30 CITIES

KICKOFF EVENTS FROM AUGUST 1ST TO 8TH

THE WORLD'S MOST
P*O*P*U*L*A*R

**SPIRIT
"BAIJIU"**

WANTS TO

**PARTY
WITH
YOU**

CATCH THE SPIRIT

www.worldbaijiuday.com



Baijiu (白酒): With sales of 20 billion bottles per year, baijiu is more popular than gin, vodka or whisky. Yet few people beyond China have tried it. This year, restaurants, bars and shops in more than 30 cities will feature everything from baijiu-inspired cocktails to infusions to foods. Events will be held from August 1 to August 8 and culminate in World Baijiu Day on August 9. **World Baijiu Day. Catch the spirit.**