



Global ganbei! Sixth World Baijiu Day Set to Go 全球干杯！第六届世界白酒日蓄势待发

- Event focuses on unique grain-based spirit closely linked to China 活动旨在了解这种与中国深深相连的粮食酿造烈酒
- Dozen-plus cities to hold events with online activities also planned 将有十多个城市加入举办线上线下活动
- Focus is on baijiu-inspired cocktails, infusions, foods and more 重在发展由白酒启发创作的鸡尾酒，融合物，菜品等
- Over 50 cities have joined since August 9 event founded in 2015 自2015年8月9日成立以来，已有50多个城市加入活动

3 August 2020—The sixth annual World Baijiu Day is set for August 9, with activities tentatively slated in a dozen-plus cities. The event focuses on baijiu, a grain-based alcohol that outsells rum, vodka and whiskey globally and is considered China's national spirit.

2020年7月28日-第六届世界白酒日将于8月9日举行，活动暂定在十几个城市。本活动的中心是白酒，一种粮食酿造烈酒，其在全球销量超越朗姆酒、伏特加和威士忌，也被认为是中国国酒。

About 20 billion bottles of baijiu are produced annually—enough to fill 4,000 Olympic-sized swimming pools—but almost all of this is consumed in China. World Baijiu Day aims to introduce more people to this spirit each August 9, a date that translates to 'ba' and 'jiu' in Mandarin, and sounds close to baijiu.

白酒每年的生产量在200亿瓶左右——其量足以填满4000个奥运规模游泳池——但绝大多数仅为中国内消。世界白酒日活动旨在每年8月9日向更多的人介绍这种烈酒，这个日期用普通话读成“ba”和“jiu”，音近白酒。

The global pandemic means activities depend on safety measures in specific cities. Tentative events include Stockholm gelato chain Stikki Nikki selling “baijiu-lato” for a third straight year. Kunming bar Dada focusing on paojiu—fruit-infused baijiu— which is popular in its home province of Yunnan. And Pop-Up China in Christchurch teaming with local baijiu producer Taizi for a guided tasting.

今年的全球疫情意味着活动举办细节取决于各个城市的具体防疫标准。 暂定活动包括斯德哥尔摩冰淇淋连锁店Stikki Nikki将连续第三年销售“白酒冰淇淋”。 酒吧Dada Kunming以“泡酒”为主打， 这种将果类泡制在白酒中的饮品在云南本地很受欢迎。 以及Pop-Up China在克赖斯特彻奇与当地白酒生产商“太子”合作举行的一个品酒会。

Beijing will see several venues participate, including The Brickyard at Mutianyu, near the Great Wall, which will feature deep-fried baijiu ice cream.

北京也将有几位活动方参加， 包括慕田峪长城附近的The Brickyard届时会推出油炸白酒冰淇淋小吃。



World Baijiu Day 2019

These events fit a common World Baijiu Day theme of trying this spirit in new ways. While baijiu is typically downed as lukewarm shots to the toast of 'ganbei' (bottoms up), World Baijiu Day goes "beyond ganbei." Partner venues feature everything from baijiu-inspired cocktails, liqueurs and infusions to chocolate, pizza and ice cream.

这些活动都是旨在契合同一个世界白酒日主题，即以新方式品尝这种烈酒。白酒最常见的喝法是直接以小杯“干杯”（一口喝完），而世界白酒日“超越干杯”。活动场地将推出各种以白酒为灵感的鸡尾酒、利口酒及巧克力、披萨和冰淇淋等融合物。

Baijiu uses techniques that draw on millennia of experience--the first booze in China dates to Henan over 8,000 years ago. That includes qu ('chew'), bricks of matured grain loaded with yeasts and other microorganisms. Added to fresh grain, qu turns starch to sugar and sugar to alcohol in one step, rather than the two-stage process of other alcohols. Another feature is continuous fermentation, where distilled grains are returned to earth pits for more fermentation in what can be an endless cycle. Some earth pits are centuries old.

中国白酒酿造技术源远流长几千年——中国酒的出现可以追溯到八千多年前的河南。以酒曲（音同“chew”）及混合酵母和其他微生物的熟成粮食砖添加到新鲜粮食中，酒曲将淀粉转化为糖，糖进一步转化为酒精，这也区别于其他酒类的两阶段酿造过程。其另一特点是可持续发酵，蒸馏后的粮食被送回酒窖进行更多发酵，这是一个无休止的循环过程。因此许多白酒窖已有上百年的历史。

Baijiu has been regularly cited as the “next big thing” for about a decade, with Chinese producers targeting overseas markets for new growth but results are mixed. The first baijiu bars in Beijing, Liverpool and New York have closed. Baijiu Cocktail Week in London ended in 2018 after a three-year run. General awareness of baijiu is low.

白酒在大约十年的时间里一直被称为“下一件大事”，中国白酒生产商以海外市场为目标寻求新的增长，但结果却好坏参半。北京、利物浦和纽约的第一家白酒酒吧均已关闭。伦敦的白酒鸡尾酒周在经过三年的运行后也于2018年落幕。普世对白酒的认知度还是偏低的。

At the same time, cocktails made with baijiu are continuing to pop up. There are more people creating brands that source baijiu from China but almost entirely focus on overseas markets. And there are local producers sprouting up in the Australia, Canada, Iceland, New Zealand, UK and US that make and label their spirits as baijiu.

同时，以白酒为基底的鸡尾酒也在不断涌现。有更多人创建品牌，从中国采购白酒但销售几乎完全集中在海外市场。在澳大利亚、加拿大、冰岛、新西兰、英国和美国也均有当地的生产商在酿造并命名白酒。

As the planet's longest-running global baijiu event, World Baijiu Day helps bring people together to experience this spirit. The mission is not to convert people to baijiu lovers, but to give them a chance to try a diverse spirits category with an intriguing history and intricate production process, and let them decide for themselves.

作为地球上存在时间最久的全球性白酒活动，世界白酒日让人们一起欣赏这种烈酒。其使命不是将人们强行变成白酒爱好者，而是给人们机会去尝试一种富含历史和复杂生产过程，并且与众不同的烈酒，然后让他们自己决定喜爱与否。

Note: World Baijiu Day was launched in 2015 by Beijing-based Canadian Jim Boyce. Contact him via spirit (at) worldbaijiuday.com. Learn more about World Baijiu Day at worldbaijiuday.com.

注：世界白酒日由生活在北京的加拿大人Jim. Boyce于2015年推出。联系请登录worldbaijiuday.com。在worldbaijiuday.com了解更多关于世界白酒日的信息。

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