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Diageo with Yanghe to launch whisky in China

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Diageo and Jiangsu Yanghe Distillery Co., Ltd (‘Yanghe’) are proud to announce the launch of ‘Zhong Shi JiTM, a premium taste of East and West’. This new-to-world whisky is carefully and specially crafted by master blenders and distillers from Scotland and China.



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China is the world's largest total beverage alcohol ('TBA') market delivering retail sales value of US$178 billion per annum. The largest category is Baijiu, also known as Chinese white spirit. International spirits currently make up around 3% of the TBA market, with Scotch being the second largest international category.

Zhong Shi Ji^{TM} is collaboration between Diageo Scotch Whisky master blender, Craig Wallace, and a China Alcoholic Drinks Associationâ??s Chinese Baijiu master, Zhou Xinhu. Through a unique process, including maturation in Chinese ceramic

pots, they have created a unique, full-flavoured, exceptionally smooth liquid.

With 80% of alcohol consumption taking place in the meal occasion in China, mainly in restaurants and at home, Zhong Shi Ji TM provides a new-to-world whisky for discerning consumers to enjoy.