

Shanxi Fenjiu liquor recognises as a national liquor of China

05 September 2023 | News

Fenjiu is not only an outstanding representative of famous Chinese Baijiu but also a national standard maker of clear-flavor liquor



Fenjiu is not only an outstanding representative of famous Chinese Baijiu but also a national standard maker of clear-flavor liquor

Renowned Chinese liquor Shanxi Fenjiu has been rated as a nationally famous alcohol at the national alcohol evaluation fair for five consecutive times. As one of the “four famous Baijiu (a type of Chinese liquor)” in China, Fenjiu is the only Chinese Baijiu that has been passed down continuously for 6,000 years, which is a great miracle in the history of the world's alcohol culture.

As early as 6,000 years ago, Fenjiu was born in Xinghuacun of Shanxi Province, whose ancestors produced the earliest grain alcohol with “small-mouth and sharp-bottom urn”. The brewing technology of Fenjiu is the basis for producing other Chinese Baijiu.

Fenjiu is not only an outstanding representative of famous Chinese Baijiu but also a national standard maker of clear-flavor liquor. With its long brewing history, superb brewing techniques, and excellent quality, Fenjiu has become the clearest, purest, and most cultured famous alcohol in the world.

The company specialises in producing popular beverages such as Fenjiu and Zhuyeqing, as well as its own brand called 'Xinghuacun' (which means 'apricot flower village'). The company have a well-established reputation and is recognised as one of the 520 key Chinese enterprises and 12 authorised Shanxi province enterprises.

It is located in Xinghuacun village, Fenyang city of Shanxi province, which is renowned for its rich history of alcoholic drinks and related culture. Xinghuacun benefits from unique geographical advantages, including access to high-quality water resources and a diverse range of organisms for beverage production. This remarkable place has produced some outstanding people and has been distilling alcoholic beverages for over 3,000 years, dating back to the Shang and Zhou dynasties (16th century – 256 BC).