

China's MEIJIAN to launch tart-tasting product in History

29 November 2023 | News

MEIJIAN seamlessly integrates the essence of the East and traditional culture, brewing a soulful Chinese flavour infused with the fragrance of plums



MEIJIAN seamlessly integrates the essence of the East and traditional culture, brewing a soulful Chinese flavour infused with the fragrance of plums

MEIJIAN, the flagship brand in China's green plum liqueur industry, will hold the launch event of its most tart-tasting product in History.

It is understood that the unique flavour of MEIJIAN comes from the indigenous green plum of China, coupled with the time-honoured brewing craftsmanship of producing light-aroma sorghum liquor.

Guided by the artisanal philosophy of "time from the heaven, energy from the earth, beauty from the materials, and skill from the worker", MEIJIAN seamlessly integrates the essence of the East and traditional culture, brewing a soulful Chinese flavour infused with the fragrance of plums.

Since its listing in 2019, MEIJIAN has gained immense popularity in 20 countries and regions. In April 2023, MEIJIAN, as the exclusive Chinese liquor brand, was the only one invited to showcase at the United Nations Chinese Language Day. In June 2022, it made an appearance at the Louvre Museum, and in December, it graced the Paris TÃ©lÃ©thon charity dinner and had a delightful encounter with French cuisine, receiving collective acclaim from nearly a hundred Le Cordon Bleu master chefs who collectively saw it as the potential world's third-largest table wine.

Not long ago, MEIJIAN, renowned as a perfect table wine, made a dazzling appearance at the French Chefs Association's Diner de Chasse. Those who had the pleasure of savouring MEIJIAN found a unique touch of Oriental romance embodied in the liqueur. MEIJIAN skillfully translated and elegantly presented the cherished images of China held by everyone, allowing people to perceive the enchanting allure of traditional Chinese culture.