



KWEICHOW MOUTAI

Specialists Training Manual

Baijiu (pronounced “bye-joe”) is a traditional Chinese alcoholic drink, in its own category of spirits much like Whisky, Gin or Rum.

The history of Baijiu dates back over 2000 years but a notable point of its growth was during the Han dynasty of 25-220AD, where an early form of distillation was discovered. The technique looked like a two level teapot made of bronze and was capable of making 20-26% ABV.

In the centuries that followed, baijiu spread to all corners of the empire with each region creating its own version of the spirit. It was during this time (specifically the Qing dynasty of 1644 to 1911) that Moutai began to come into its own, with growth in production and the skills of the makers being honed to perfection.

Baijiu is now the most consumed spirits category in the world and Moutai sits in the top spot as the National spirit of China. Chinese people around the world recognize Moutai as the very best of baijiu - their own traditional spirit.

WHAT
IS
BAIJIU?





WHAT IS MOUTAI ?

MOUTAI

is the most well-known brand of baijiu in the world. It is considered a luxury item within Chinese culture, with a long and rich history.

The spirit is named after the town of Moutai in China where it is exclusively produced (Guizhou province). Much like Champagne or Cognac, Moutai, the spirit, can only be given that name if it is produced in the distillery of Moutai. The brand of Kweichow Moutai was named as the 'National Liquor of China' in 1949 by Zhou En-lai, the first Premier of the Peoples Republic of China. Zhou En-Lai is now widely known as the father of Moutai. His great love of the spirit stemmed from his time in The Red Army, where his army marched over the Snowy Mountains, relying on Moutai to give them strength, keep up their spirits and even sterilize their swords after fighting. It is clear that the significant role Moutai played in 'The Long March' forged a special place in the memory of Zhou En-Lai. As a great diplomat and a man of the people, Zhou En-Lai continued to cherish Moutai, using it to entertain international guests as he became known as a great diplomat and a man of the people.



HOW IS MOUTAI MADE ?



Moutai has a very complex series of methods used to create this unique spirit and has many smaller cultural a philosophical reasons behind the methods. For now we will go through the simple (in Moutai terms) version of the production.

Moutai production is based on the lunar calendar and the begins in

autumn where the Chi Shui River (the Fine Wine River) runs clearest and purest, the life blood of any great spirit. The unique geological position of Moutai town gives it some incredible attributes. Its sub-tropical climate, clear running river and surrounding mountains give it a very unique micro climate. There are said to be over 1800 micro-organisms that

are completely unique to the Moutai town which are a big factor in what makes it so special. Moutai starts its life as Sorghum, a grain that looks like a little red ball with a tough outer husk. This is brought into the distillery and starts the cycle of production.



Steps:

- 1.** The sorghum is boiled and then steamed to clean and soften the husks. This Sorghum is then saccharified and fermented in both open and closed fermentation using Qu powder, which is made from the wheat and microorganisms that are unique to the valley of Moutai.
- 2.** The same sorghum is then taken back to the start of the cycle with a little fresh sorghum added and goes through steaming, another fermentation and then the liquid is taken off and distilled.
- 3.** The same sorghum is then taken back to the start again with fresh sorghum and goes through steaming, fermentation a 2nd distillation.
- 4.** Step 3 is then repeated another 5 times to complete the distillation process The distilled Moutai is then aged in clay pots for a minimum of 3 years for Flying Fairy. This is then given to the master blenders who have had immense and mysterious skills passed down for hundreds of generations. The blenders use various techniques which have not yet been shared outside of the Moutai distillery. The culture of this process is held close to their hearts and is key to the final drop that we taste in the bottles in front of us.

Moutai takes 1 year to produce, 9 times steaming and boiling, 8 times fermentations and 7 times filtration and distillations.



HOW IS IT TRADITIONALLY SERVED ?

Moutai is traditionally drunk neat in small 15ml Moutai glasses. It is used in celebrations of all kinds and drunk before dinner, all through dinner and after dinner! There really is not an occasion to which Moutai is not added to take it to the next level of celebration!





Tasting notes

The tasting of Moutai is something we like to leave a little bit open for your interpretation. We can honestly say that if you have ten people taste you will get 155 different aromas or flavours. The spectrum of flavours stretches so far that we hesitate to hold back your imaginations by mentioning too many flavours!

But just to give you a little insight we have had everything from tropical fruits and pears to smoky meats, sweet plums, malt sacks and rocket fuel. We think you need to try it to work it out, honestly.



Moutai Flying Fairy



“Clear in colour like water but powerful and complex in flavours, very floral and perfume like aroma with hints of pineapple, guava and kiwi fruit on the nose. Smoky note in the mid palate tropical fruits, white flowers and hints of herbaceous combined for a long finish.”

- Kenneth Ho, Head Sommelier at Silks, Column writer for Australia in Wines Association

Vintage Moutai

“The clear golden nectar is powerful and complex in flavours, very floral and perfume like aroma with hints of pineapple, guava and kiwi fruit on the nose. Smoky note in the mid palate tropical fruits, white flowers and hints of herbaceous combined for a long finish.”

- Kenneth Ho, Head Sommelier at Silks, Column writer for Australia in Wines Association

From the Finalists for Moutai Cocktail Combat 2015

“There isn’t anything else like it on the market.” -

“It’s such a unique flavour. There is so much going on.” -

“Especially in Australia, there is a huge shift toward cocktails, but being more aware about what you are drinking. There is an increased respect for the alcohol, like history and the product. Moutai is one of those.” -

“It’s in a category of its own”. -

Contact: Jenny Chiu
Moutai Business Manager
Phone: +61 431 258 254
Email: jchiu@dmgfinewine.com.au

Sole Importer
Evershine Trading Australia Pty Ltd

Sales and Marketing Office
DMG Fine Wine
Phone: +61 (2) 9475 7888
Fax: +61 (2) 9264 5555

Sydney Moutai Flagship Store
Shop 2, 398 Sussex St, Sydney 2000 NSW

Moutai Social Media

[Website: WWW.MOUTAI.COM.AU](http://WWW.MOUTAI.COM.AU)

FACEBOOK: MOUTAIAUSTRALIA

[INSTAGRAM: #MOUTAIAUSTRALIA #MOUTAIMAGIC](https://www.instagram.com/moutaiaustralia)

