

WE DARE YOU TO
EXPERIENCE
THE WORLD'S MOST
MYSTERIOUS SPIRIT

KWEICHOW

MOUTAI



茅 台 酒

Distilled 7 times; aged for at least 3 years; harvested
according to the Chinese Lunar Calendar.
It takes a whole town 5 years to bring you the
unforgettable flavour of **MOUTAI**.

**MOUTAI IS RARE.
IT CAN ONLY BE SOURCED FROM THE
PROTECTED TOWN OF MOUTAI IN CHINA'S
PICTURESQUE GUIZHOU PROVINCE.**



Moutai is the most well known brand of baijiu in the world. It is an intense sensory experience like no other.

Like brandy from the town of Cognac can only be called Cognac, similarly Moutai can only be developed in China's picturesque town of Moutai, making it impossible to clone. Passed on from generation to generation, the art of the production

of Moutai is meticulously and lovingly attended to by the town's people.

Moutai is hand crafted, allowing the complex aromas of the 155 different flavours found in Moutai to connect, creating an explosive experience for the tastebuds.

Moutai takes on the characteristics and spirit of the picturesque landscape in which it is developed. It's

the harmony between man and nature. As like with man, water is the lifeline of the spirit.

The organic properties of the spirit not only give it its exclusive flavour, but are also believed to carry with it many health benefits.

It is the reason why Moutai is known as the **NATIONAL SPIRIT OF CHINA**.



DRAGON BOAT FESTIVAL

(Steaming of locally harvested sorghum)

JAN FEB MAR APR MAY JUN

THE PRODUCTION OF MOUTAI HAS STAYED TRUE TO ITS ANCIENT DISTILLING TECHNIQUES SINCE 135 BC.

Cultivated over 1000's of years, Moutai's ancient brewing process is a key component of the multi-dimensional flavour that is distinctly Moutai.

The process involves steaming locally grown sorghum 9 times, 8 fermentation periods, 7 filtration sessions and numerous maturation and blending traditions, all of which are completed in partnership with the cyclical phases of the moon.

Tradition dictates that the cultivation process is handled manually, over a period of 5 years.

It is a craft that the people of Moutai dedicate their lives to mastering.



THE TOWN OF MOUTAI

Moutai production is based on the lunar calendar and begins in Autumn when the Chi Shui River (also known as Fine Wine River) runs clearest and purest. The unique geological position of the Moutai town creates a special micro-climate. There is said to be over 1800 micro-organisms that are completely native to the Moutai town, contributing to the rarity of this special drink.

Moutai is made of glutinous sorghum, a grain that looks like a little red ball with a tough outer husk. This is brought into the distillery to start the cycle of production.



DOUBLE NINTH FESTIVAL
(adding Qu*, fermentation)

JUL AUG SEP OCT NOV DEC

*Qu: A Chinese word specifically referring to a type of ferment used to manufacture alcoholic products.

FIND OUT MORE
WWW.MOUTAI.COM.AU

WHAT IS BAIJIU?

Pronounced 'bye-joe', this is a traditional Chinese drink in its own category of spirits.

Baijiu distillation dates back over 2000 years.



MOUTAI --

**THE #1 BAIJIU
BRAND IN THE
WORLD**

Shop 398 Sussex St, Sydney (Moutai Sydney Flagship Store)

Ph: (02) 9212 2288 | Fax: (02) 9212 2221

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THE MOUTAI FAMILY IN AUSTRALIA



MOUTAI FLYING FAIRY

Available in both 53% and 43%, known more commonly as the 'classic' Moutai, characterized by its distinct flavour, persistent and pleasant after-taste. It was awarded the honourable title of 'the National Liquor of China', the highest accolade for any wine or spirit in China.

SIZE: 50ml, 200ml, 375ml, 500ml, 1000ml



MOUTAI PRINCE

Available in 53%, with a slightly shorter production process, the Moutai Prince Chiew is created in 3 years which gives it a more youthful and fresh flavour whilst still maintaining those very recognizable flavours of the Flying Fairy.

SIZE: 500ml



AGED MOUTAI

Aged Moutai uses a base liquor aged of at least 15 years which is then blended with older Moutai of different vintages. These are meticulously chosen and created by the master blenders of Moutai town. The master blenders look to create the best fragrance, flavours profile and mouth feel possible from the long years of aging this unique liquid.

TYPE: 15 years, 30 years, 50 years SIZE: 500ml

SPECIAL RELEASE



MOUTAI SHENZHOU

Specially created to commemorate the successful launch of Shenzhou V Spacecraft in which the raw ingredients of sorghum and wheat harvested to create Moutai were successfully carried on. Made from the same water source and quality grain as Kweichow Moutai.

SIZE: 500ml



MOUTAI SHENZHOU TIANJIANG

Moutai Shenzhou Tianjiang has the highest quality among all Moutai Shenzhou series. A beautifully fragrant and impressive Moutai.

SIZE: 500ml



MOUTAI HANJIANG

Made from the same ingredients and in the same conditions at the more premium Moutai, Hanjiang has a slightly lesser alcohol content. Nonetheless, this spirit maintains all of the complexity and purity of China's most revered spirit. Coupled with elegant Han-era bottle design, Moutai Hanjiang is the perfect gift for someone new to the world of Moutai.

SIZE: 500ml

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