

进口食品

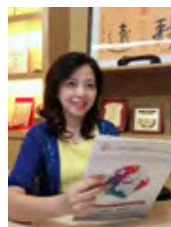
# FOOD TO CHINA



FOOD TO CHINA  
FOCUSING ON THE IMPORTED FOOD INDUSTRY

《进口食品》  
专注于进口食品的行业杂志

## Preface | 卷首语



六月一过，盛夏将至，正是一年中 hottest 的季节。除了万众瞩目的世界杯赛事如火如荼地进行，这个火热的季节，对于进口食品业内人士而言，也充满了各种振奋人心的“热点”：

首先是国务院常务会议决定从今年7月1日起，进一步下调进口日用消费品关税的消息。此次降税涉及1449个税目，而其中养殖类、捕捞类水产品和矿泉水等加工食品的进口关税平均税率将从15.2%降至6.9%；这对进口食品行业而言，无疑是一个重大利好消息。

其次，两个月前传来的关于国家将在海南全岛建设自由贸易试验区的消息，更是一枚“重磅炸弹”，引得业内人士纷纷将目光投向海南。

无论是关税下调，还是海南新政，无疑将使整个进口食品行业的发展，走上不可思议的快车道，身为业内人士，如何把握这难得的机会，进一步健全行业生态圈，团结一致共创行业繁荣？

在这个速度加速度的时代，抱团才能赢世界。

2018年，面对区块链、新零售等新挑战，将带领燕窝行业走出新模式、新机遇是粤燕协的责任。粤燕协将携手广东省进口食品协会，联合为打造大型进口食品B2B平台——IFA而努力，同时将传统的中华燕窝养生文化呈现在这个集全球美食于一体的平台上，惠泽全球爱燕窝、爱健康、爱美丽的幸福人群。

在此，粤燕协衷心祝愿 IFA 在中国进口食品市场的黄金时代中紧握手握商机，勇创佳绩，《Food to China 进口食品》杂志越办越好，不断向新的领域攀升！

After June, midsummer is approaching, it is the hottest season of the year.

In addition to the highly anticipated World Cup events in full swing, this hot season is filled with exciting “hot spots” for imported food industry professionals.

First of all, the State Council executive meeting decided to further reduce the tariff of the imported daily consumer goods since 1st, July of this year. The reduction involves 1,449 tax items, and the average tariff rate on imported processed foods including farming, fishing aquatic products and mineral water will fall from 15.2% to 6.9%. This is undoubtedly a major positive news for the imported food industry.

Secondly, the news that an experimental free trade zone would be built in Hainan island is even more of a “blockbuster” that has attracted everyone’s attention in the industry.

Whether it is the tariff reduction or the Hainan New Deal, the development of the entire imported food industry will undoubtedly embark on an incredible fast track. Being involved in the industry, how can we take this rare opportunity to further improve the industry ecosystem and unite to create prosperity?

In this era of speed acceleration, we can only win the world by uniting together.

In 2018, faced with new challenges such as blockchain and new retailing, it is the responsibility of the Guangdong Bird’s Nest Industry Association to lead the industry out of new models and new opportunities. We will join hands with the Guangdong Imported Food Association to create a large-scale imported food B2B platform - IFA and at the same time present the traditional Chinese health culture on it, and to benefit those people who love bird’s nest, love health and beauty. We sincerely hope that IFA will seize business opportunities in the golden age of China’s imported food market and make great achievements. ‘Food to China’ is getting better and better and continues to rise in new areas.

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Guangdong Bird’s Nest Industry Association

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# CRAFT BEER EXQUISITE LIFE

## 精酿啤酒 “精酿” 生活



古来圣贤皆寂寞，唯有饮者留其名。

这一次，是爱喝精酿啤酒（Craft Beer）的中国人出了名。市场调研和咨询机构欧睿（Euromonitor）指出，2017年，中国已经超越美国，成为全世界最能喝世涛啤酒（Stout，一种烈性深色的精酿啤酒）的国家——事实上，从2008年到2016年，中国人喝掉的世涛啤酒总量从450万升迅速上升至1.92亿升，涨了近43倍。

不止世涛，中国人对所有精酿啤酒的热爱都在飙升中——数据显示，2017年中国啤酒产量连续四年下降，但中国精酿啤酒却以40%的增长速度快速发展。国内的精酿啤酒年销售额以2倍甚至3倍的速度上涨。

毫无疑问，精酿啤酒正成为中国酒类市场不容忽视的新势力。身处工业化高速发展的年代，千篇一律的工业品充斥着生活的各个角落，足以让人审美疲劳。正因如此，越来越多人开始追求个性的彰显，追求“手作”的温暖，追求与众不同的标签。如此背景下，精酿啤酒，这个上世纪八十年代起始的美国流行文化，开始逐步进入中国，并在短时间内迅速发展起来……

All the ancient sages were lonely; only the wine drinkers have left their names.

Now, the Chinese people are famous for their love of craft beer. According to Euromonitor (a market research and consultancy company), China had replaced the United States as the world's number one consumer of Stout (a strong dark craft beer) in 2017. In fact, between 2008 and 2016, the total amount of Stout that the Chinese people consumed increased by nearly 43 times from 4.5 million liters to 0.192 billion liters.

Not just Stout, the Chinese people's love for all craft beer has been soaring. Data shows that China's beer production had fallen for four consecutive years in 2017, but China's craft beer production developed rapidly at a rate of 40%. And sales of craft beer are growing by two or even three times annually.

Undoubtedly, craft beer is becoming a new force that cannot be ignored in the Chinese liquor market.

In the age of fast industrialization, mass-produced products flood every aspect of life, which dulls the aesthetic perception. Thus, more and more people begin to pursue the glamor of individuality, the warmth of 'handcraft' and the label of being different. In this context, craft beer, a pup culture that originated in America in the 1980s, has gradually spread to China and developed quickly in a short period of time...



### 不一样的味道

虽说精酿啤酒在国外已经盛行了二十多年，但它真正流入国内却不过是近几年的事。大约从2012年开始，精酿啤酒开始在北京、上海、武汉、成都等地渐成气候，很多外国人（特别是美国人），以及众多拥有海外学习、生活经历的中国人将自己掌握的精酿技术带到中国，直接带起了这股潮流。

之所以称为“精酿啤酒”，是相对于“工业啤酒”而言，它具有“小型”、“独立”、“传统”三个特点，即精酿啤酒均为独立小厂，有创新性并生产有特色的产品，不被大厂控股。

相比起北京、上海等城市，广州的精酿啤酒文化其实并不成熟，幸而在一些有心人的带领下，广州的精酿啤酒吧从两年多前仅有的三、四间，发展到如今数十间的规模，也算是迈前了一大步。

六月，正值盛夏，又恰逢四年一度的世界杯，位于广州大道289创意园的“Topsy 精酿啤酒餐吧”从晚上六点到凌晨，常常座无虚席。这家由广州“精酿圈”里的资深人士打造的精酿餐吧，据说云集了全球各地优质的精酿啤酒，有28种之多，来自比利时、美国、德国、日本、中国本土……风格多样，口味齐全。

谈到自己做精酿啤酒的初衷，侍酒师 Daniel 说纯属偶然：曾经机缘巧合之下，他喝到了一款世界排名第八的精酿啤酒，让他感受到了极大震撼：酒香之浓郁，层次之丰富，口感之饱满，让他回味无穷，并深深爱上了精酿啤酒。于是他和身边同样热爱精酿啤酒的小伙伴们，开始尝试搜集世界各地好喝的精酿啤酒，引进到广州，让更多人感受精酿啤酒的魅力。

### 合适的才是最好的

“水、谷物、酵母菌和啤酒花是精酿啤酒的重要组成部分，不同类型、不同品种、不同比例、不同的变化，会形成千变万化的口感和口味。在啤酒配料组成中，麦芽提供了麦芽香及发酵时的甜味，而啤酒中的“苦味”和香味则来自啤酒花，起到了决定性的“吊味”的作用，并提供一些额外的味道，提升了啤酒的美味度。”

“作为精酿啤酒餐吧里的‘引路人’，侍酒师最重要的工作之一，就是为每一位客人，尤其是为首次到店的客人推荐最适合他们的啤酒。正如 Daniel，他的工作就是引导客人体验不同的精酿啤酒类型，向他们推荐不同风格、不同口味的啤酒，帮助他们找到最适合自己的那一款。”

Topsy 有一面墙上画着各种啤酒分类的涂鸦，从“拉格”到“艾尔”，让人一目了然。不过 Daniel 说，啤酒的分类比这个还要丰

富得多，他认为对每个精酿啤酒入门者而言，最重要的是学会分类别类，才能找到更适合自己的那一种。

精酿啤酒从大类上分为常温上发酵和低温下发酵，通常来说，常温上发酵的啤酒颜色比较浑浊。而且这两类使用的酵母也有不同。不过，即使是同种酿造类型的精酿啤酒，也会有不同颜色、不同气味和味道等等，因此无法从颜色上进行分类。不同精酿啤酒其酿酒周期也有所不同，一般来说至少需要两周时间才能酿造完成，如果是比较特别的酒款，甚至需要半年、一年的时间，让其充分发酵。

不同的精酿啤酒，有不同酒精度、不同气味和口感，甚至有不同的“性格”，该如何选择？“精酿啤酒的选择是很个人化的，合适的就是心目中最好的，如果消费者个人认为不合适，即便是旁人眼中最好喝、价格最高的啤酒也没有意义。譬如说，精酿啤酒爱好者更偏爱苦味更浓郁的啤酒，充分享受其中啤酒花香的味道。” Daniel 说。

来自不同国家的精酿啤酒口味更是五花八门：比利时素有“啤酒王国”的美誉，是历史最悠久、也最为闻名的精酿啤酒生产国，同香蕉一样，精酿啤酒也同样源于修道院。在比利时国内大大小小的注册啤酒厂就有3600多个，每个酒厂最起码有6至11款自己生产的啤酒，从大范围上看，比利时精酿啤酒由于度数较高，一定程度上影响了其市场接受度。而美国产的精酿啤酒虽然在精酿啤酒爱好者眼中地位稍逊，但源于特别的记忆力，其产量、销量是全球最大的、最多的。德国啤酒因为较早进入中国市场，一早就对消费者做了简单的啤酒分类教育，把啤酒分为“黄啤”、“白啤”、“黑啤”，因此在国内市场的认知度和美誉度都比较高。

### 精酿，需要时间

根据欧睿的数据，中国啤酒历史上销量巅峰是2013年的505.8亿升，2016年下降到456亿升，然而啤酒销售额却在增长，2012~2017年年均增长达到8.4%。

这说明更多的人选择了价格更高的啤酒，而喝的量减少了。他们中的大部分都是城市新中产的年轻人。而这群人，也正是精酿啤酒的主要消费群体。精酿啤酒之所以能够吸引这些消费者，除了独特的感外，产品所独具的情怀也是重要因素。精酿啤酒作为小众化产品，满足了消费者的情怀需求，因为情怀消费选择精酿啤酒的人比比皆是，他们或许之前不了解何为精酿，但精酿啤酒能为他们提供别样的消费场景与体验。

然而中国精酿啤酒市场发展背后，还存在各种各样的问题，例如政策和环境的掣肘；外来文化引入本土的“水土不服”；消费者对工业啤酒，特别是外国品牌仍旧盲目推崇以及产业链的不完善等等。可以说，中国的精酿啤酒其实是在夹缝中艰难成长起来的。

“美国精酿啤酒运动到目前已经有20余年历史，很多酒厂已有10来年历史；而国内精酿啤酒发展不过5年时间，对于中国精酿来说，还需要时间去积累经验，包括酿酒技术等，” Daniel 说。

精酿，是个需要时间的过程，无论是啤酒，还是生活。精酿啤酒在中国，还有很长的路要走。

### A different taste

Although craft beer has been popular for more than 20 years abroad, it is only in recent years that it spread to China. In 2012, craft beer began to rise in Beijing, Shanghai, Wuhan, Chengdu, etc. Many foreigners (especially Americans) and Chinese people with overseas learning and life experiences introduced the craft beer technology to China, which started this trend directly.

"Craft beer" is named in comparison with "commercial beer". Craft beers are innovative and special products made by small, independent and traditional breweries that are not controlled by big liquor factories.

Compared with Beijing and Shanghai, Guangzhou does not have a mature craft beer culture. Fortunately, with the guidance of some visionaries, the number of craft beer bars in Guangzhou has increased from only three or four years ago to dozens now, which is a big step ahead.

In June, when the hot summer meets the quadrennial World Cup, the Tippy Craft Beer Bar at No. 289, Guangzhou Avenue are full of customers from 6 p.m. to the wee hours. This bar, owned by seniors of the "craft beer society", is said to have gathered 28 high-quality craft beers from all over the world (Belgium, the United States, Germany, Japan and China...), offering a variety of styles and flavors.

Speaking of the original intention of engaging in the craft beer business, sommelier Daniel said that it was purely accidental that he drank a craft beer that was ranked as the eighth of the world's best, which greatly impressed him and made him fall in love with it. So he and his friends who also loved craft beer began to introduce the best craft beer from all over the world to Guangzhou to let more people feel its charm.

### What's suitable is the best

Water, grain, yeasts and hops are the main components of craft beer. Different ingredients, different varieties and different proportions evolve into a kaleidoscope of tastes. Malt brings the sweetness, while hops offer the bitterness, aroma, extra flavors which play a decisive role in improving the taste. As a guide in the craft beer bar, sommeliers' most important task is to recommend customers beers that are most suitable to them, especially customers who come to the bar for the first time. As Daniel said, his job is to let customers experience different craft beer and to recommend them different styles and flavors so as to help them find their favorites.

Tippy has a wall with graffiti of various kinds of beer, from 'Lager' to 'Ale'. But Daniel says that the classification of beer is much richer than what's displayed on the wall. He believes



that the most important thing for a beginner is to learn how to classify craft beer so as to find the most suitable one.

Craft beer generally falls into two categories: beer fermented at ambient temperature and beer fermented at low temperature. Generally speaking, beer fermented at room temperature is relatively cloudy. The two categories also use different yeasts. Even beers with the same fermentation method have difference in colors, smells and tastes. Different products also have different brewing cycles. In general, it takes at least two weeks to make craft beer. Some special beers may even take half a year or a year to let it fully ferment.

Different craft beers have different alcoholic strength, smell and taste, and even different 'character'. How to choose craft beer is very personal. What's suitable is the best. What others think is the best or has the highest price means nothing to the consumer if he does not like it. Craft beer lovers generally prefer bitter and stronger beer, as they enjoy the aroma of hops, said Daniel.

The tastes of craft beers from different countries are varied. Belgium, known as the "Kingdom of Beer", is the oldest and most famous craft beer-producing country. Like champagne, craft beer also originated from the monastery. In Belgium, there are more than 3,600 large and small registered breweries, each producing a minimum of 6 to 11 varieties. Generally speaking, the Belgian craft beer's high alcoholic strength has influenced its popularity on the market to a certain degree. American craft beer, on the other hand, although is not as best as the Belgian craft beer in the eyes of craft beer lovers, it has the largest production and sales in the world due to the special experience it brings to the consumers. Because of their early entry into the Chinese market, German beer producers have offered a simple education to the consumers about beer classification ("yellow beer", "white beer" and "black beer"), which brings German beer high recognition and reputation in the Chinese market.

### Craft beer needs time

According to Euromonitor, China consumed 50.58 billion liters of beer in 2013, the largest amount in history, and then the number declined to 45.6 billion liters in 2016. However the sales value increased at an average annual rate of 8.4% between 2012 and 2017.

This shows that more consumers choose higher-priced beer while drink less. Most of them are new young middle class in cities. They are also the main consumer group of craft beer. What attracts them is not only the unique taste but also the special feelings. Craft beer, as a niche product, serves the emotional needs of the consumers. Many people choose craft

beer for the special feelings it brings. They may not know what craft beer is, but they love the special scenes and experience it offers.

However, there are a lot of problems which hinder the development of the craft beer market, such as the constraints of policies, foreign culture's inadaptation in the local environment, customers' blind admiration for commerce beer, and the underdeveloped industrial chain. So China's craft beer market is actually growing with plenty of hardships.

"The American craft beer movement has had over 20 years of history, and many breweries have existed for over 10 year, while the Chinese craft beer market has developed for less than 5 years. Chinese craft beer still needs time to accumulate experience, including beer-making technology," said Daniel.

Refinement requires time, whether it is for beer or life. Craft beer still has a long way to go in China.

## CHINA IS NOW THE WORLD'S LARGEST MARKET FOR BEER, VALUED AT USD 80 BILLION 中国成全球最大啤酒市场，市值高达 800 亿美元



据财富杂志报道，在中国，啤酒是仅次于茶的第二大饮料。然而目前真正的流行趋势在于精酿啤酒而非普通工业啤酒。

年轻的中国消费者开始了解和喜爱精酿啤酒，这大大刺激了城市啤酒文化的发展，各种啤酒节和啤酒商店在城市街头如雨后春笋般涌现，为人们的啤酒消费提供了丰富的选择。

啤酒对中国来说并不新鲜。中国人喝啤酒这件事已经有至少9000年的历史了。中国第一家啤酒厂由俄国人在哈尔滨建立。接着，德国人、捷克人和日本人也纷纷在中国建起了啤酒厂。最著名的商业啤酒品牌包括青岛啤酒、雪花啤酒、三得利、蓝带、哈啤等。

精酿啤酒厂发展迅速，尽管它们仍然只占据了啤酒市场的一小部分。在过去的几年里，中国的精酿啤酒增长了24%-25%以上。

一般来说，非商业性精酿啤酒由外国进口，或者由中国本地精酿啤酒商供应，在质量、口味、创新性和多样性等方面都达到了国际高标准。这给啤酒巨头们带来了机遇，他们收购了许多成功的酿酒厂，在酒吧和餐馆中高价推广自己的精酿啤酒品牌，甚至垄断价格，以抢占市场份额。

2017年3月，百威英博啤酒集团收购了拳击猫（Boxing Cat），这是上海的一次里程碑式的收购。拳击猫是上海一家老牌独立精酿啤酒公司，因成为中国第一家在世界啤酒节（World Beer Festival）上获得金奖的啤酒品牌而受到人们的关注。百威英博（旗下品牌包括百威、科罗娜、时代等）还将鹅岛啤酒引荐给中国消费者。

According to Fortune, beer comes second only to tea as the most consumed beverage in China. However, the real trend lies more in craft beer than your regular grocery store variety of commercial beers.

Young Chinese consumers are starting to understand and love craft beer and this is spurring a massive beer culture in the cities, with frequent beer fests and local bottle shops popping up around street corners, stocked with an impressive list to choose from.

Beer is not new to China. They say beer drinking has been a thing for 9000 years. The first brewery was set up by the Russians in Harbin, followed by more set up by Germans, Czechs and Japanese. Some of the best-known commercial beer brands include Tsingtao, Snow, Suntory, ChinaPabst Blue Ribbon and Harbin beer.

Craft breweries are growing fast, though they still remain a small fragment of the country's beer total market. Craft beer in China has grown by more than 24-25% in the last couple of years.

Generally speaking, the availability of non-commercial craft beer is possible because of imports by non-commercial foreign craft brewers and local beers produced by Chinese craft brewers - both fueling better beers that check off global standards of quality, taste, creativity and variety. The opportunity lies in beer behemoths coming in and buying out successful breweries, and promoting or even monopolizing their own craft beer at a higher price point across bars and restaurants to grab market share.

A landmark purchase in Shanghai was in March 2017 with AB InBev buying out Boxing Cat - a long time independent craft beer establishment in Shanghai. Boxing Cat came into the limelight by winning a Gold for China (a first) in the World Beer Festival. AB InBev (they own Budweiser, Corona, Stella Artois) are also the ones behind Goose Island IPA and bringing it to the Chinese consumer.



## DIFFERENT STYLES OF BEER 啤酒的风格

世界上有这么多种的啤酒，我们真的能搞懂它们的分类和风格特征？其实这也不难，只要知道啤酒酿造的2种基本工艺就行了……

### 什么是上发酵和下发酵？

**历史：**用上发酵酿造的艾尔啤酒起源于古时候的大不列颠群岛，至今已有一千多年的历史；用下发酵酿造的拉格啤酒始于哥伦布发现美洲新大陆之后，至今只有几百年的历史。

**发酵温度和时间：**上发酵要求较高的发酵温度，大约为10-20°C，且发酵的时间更短；下发酵要求较低的发酵温度，在10°C以下，且发酵的时间更长。

**酵母类型：**上发酵使用上发酵酵母（Top-fermenting Yeasts），让酵母浮在麦芽汁顶部工作；下发酵使用下发酵酵母（Bottom-fermenting Yeasts），让酵母沉在麦芽汁底部工作。

**风格特征：**上发酵啤酒一般酒体更饱满，拥有明显的水果或香料味，口感浓烈复杂，余味有非常宜人的啤酒花香气，很多精酿啤酒（Craft Beer）都是用上发酵酿造的；下发酵啤酒酒体更轻盈，口感清爽，更强调麦芽的香气，我们常喝的工业啤酒就是用下发酵酿造的。

### 混合啤酒是咋回事？

混合啤酒是结合了上发酵和下发酵2种酿造工艺制作出来的啤酒，比如使用上发酵酵母在低温情况下发酵，或使用下发酵酵母在较高温度下发酵。这种啤酒的风格难以界定，但一般是在经典啤酒风格，如波特啤酒（Porter）和小麦啤酒（Weizenbier）的基础上添加一些其他额外的风味；或是以其他非常规原料来酿造的啤酒，如蔬菜、水果等。

### 上发酵啤酒包括哪些常见风格？

#### （1）淡色艾尔

之所以叫淡色艾尔（Pale Ale），是因为这类啤酒使用了较高比例的颜色较淡的烘焙麦芽，啤酒的颜色也比较淡。大约在1703年前后，“淡色艾尔”这一名字开始出现，至19世纪30年代被当成和苦啤（Bitter）同义，直到20世纪开始才将苦啤与淡啤分开，但在英国仍有酿酒商将苦啤标示为“Pale Ale”。在典型的淡色艾尔中，麦芽和啤酒花能够很好地平衡，即麦芽带来的甜味被啤酒花带来的苦味综合了，苦味加淡淡的果味、甜味，让人感到口感温和，而且非常平衡。

#### （2）棕色艾尔

棕色艾尔（Brown Ale）风格的啤酒通常呈琥珀色或棕色，巧克力和焦糖的味道明显。真正的棕色艾尔在18世纪的时候出现在英国，使用100%的棕色麦芽酿造。但这种啤酒在当时并没有什么优势，因为很多啤酒厂都倾向于用价格更便宜的浅色麦芽来酿酒。现如今在一些地区特别是英国、比利时和北美，被认为是甜味啤酒的代表。棕色艾尔也有多种风格，有低酒精度口味清淡的、中等酒精度微苦的和重口味的。

#### （3）波特

波特啤酒（Porter）的英文名称来源于英文单词“搬运工（Porter）”。在18世纪的英国码头，工人十分喜欢将淡色艾尔、棕色艾尔和陈年后带酸味的棕色艾尔混合在一起喝。受此启发，一位英国啤酒商酿造了这种口味的啤酒，由于很受市场搬运工的欢迎，啤酒取名为“波特”。波特啤酒颜色为黑色，口感非常顺滑，焦糖甜味和苦味平衡的非常好，还带点巧克力的味道。

#### （4）世涛

世涛（Stout）和波特其实一脉相承，波特传到爱尔兰之后，当地人对其进行了改良，原料中添加了烘焙过的黑色麦芽。世涛啤酒的颜色很深，会有巧克力、太妃糖甚至是咖啡的味道，回味带点甘甜，口感偏干爽浓郁。世涛和波特如此相像，

那它们有什么不同呢？其实和世涛相比，波特有更纯粹的麦芽味道，焦糖味道要淡很多，如果把世涛比作甜巧克力，那么波特就是苦巧克力。

#### （5）小麦啤酒

大多数啤酒是以100%的大麦芽为原料，而小麦啤酒（Wheat Beer）则大概使用40-60%的小麦麦芽。小麦麦芽会使啤酒产生更亮、更新鲜、更清新的味道，另外因为小麦麦芽蛋白含量高，会让啤酒多一点香蕉等果味，颜色也会更白一些，所以小麦啤酒也叫白啤。总体而言，小麦啤酒口感柔顺，甜度中等，充满丁香、香蕉、烤面包和酵母的味道。

#### （6）比利时艾尔

从20世纪初开始，因为种种原因，下发酵的皮尔森啤酒（Pilsner）成为世界上最流行的啤酒。比利时的啤酒酿酒师为抵抗这种潮流，开始酿造各式各样的艾尔啤酒。比利时人喜欢啤酒中加入各种的糖和香料，因此造就了其多种多样的风格和个性，味道也很多变，从酸、甜、苦、辣到各种香料味都有。

#### （7）酸艾尔

酸艾尔（Sour Ale），即带酸味的艾尔啤酒，源自比利时。酸艾尔的传统酿造方式是将啤酒置于大木桶中陈酿熟成，木桶带来的乳酸菌、醋酸菌和野生酒香酵母等会产生各种酸味。最终熟成的结果是一种具有丰富的酸爽果味的深红色美酒，既有淡淡的麦芽甜香，又有鲜明的酸味、幽幽的木香和复杂的果味。

#### （8）拉比克

拉比克（Lambic）同样源自比利时，是一种更为特殊的啤酒。其实从严格意义上来说，它既不是艾尔，也不是拉格，而是自然发酵——放在通风的室内等着空气中微乎其微的天然野生酵母来发酵（这对环境的要求非常高）。另外，拉比克啤酒一般还会使用木桶陈酿和进行混合勾兑，将不同年份的酒勾兑在一起，具有丰富的口味和深层次的口感。

### 下发酵啤酒包括哪些常见的风格？

#### （1）淡色拉格

淡色拉格（Pale Lager）是全世界范围内生产销售最多的啤酒，可能会在原料中加入大米或玉米，通常酒液呈浅金黄色，酒体清瘦，味道很淡，有轻微的麦芽香。这种风格下最具有代表性的就是皮尔森啤酒（Pilsner），它起源于19世纪捷克的皮尔森地区，现在已经是全世界最受欢迎的啤酒了，占全世界啤酒总产量的2/3。皮尔森啤酒口感清爽，味道还是比较淡，不过因为全用麦芽，其麦香很浓。

#### （2）深色拉格

深色拉格（Dark Lager）的颜色很多，范围覆盖至琥珀色到非常深的红棕色，酒精度一般在4.5-6%之间，通常带有烘烤、可可豆和焦糖等风味，酒体中等，口感比较柔和饱满。大家比较熟知的深色拉格一般是德国黑啤，如果在酒标上

看到“Dunkel”（“暗”的意思）或“Schwarz”（“黑”的意思），就是大众一般意义上的德国黑啤了。

#### （3）博克

博克啤酒（Bock）最早出现在13世纪的德国北部。起初，它是一种深色的、带有明显麦芽味的艾尔啤酒，17世纪时被慕尼黑酿酒师改造成了一种拉格啤酒，风味浓郁，酒体厚重，颜色深黑。博克啤酒也有多种分类：传统博克（Traditional Bock）麦芽味较明显；双料博克（Doppelbock）是加强版的传统博克，味道更强烈；淡色博克（Mailbock）颜色较浅，啤酒花香味浓郁；冰博克（Eisbock）在酿造时会进行冰冻，再去除冰渣，以达到浓缩风味和酒精度的目的。

### 混合啤酒包括哪些风格？

#### （1）水果啤酒

这个比较好理解，就是在啤酒中加入果汁或直接将水果混合在麦芽中进行发酵，这样的啤酒既有啤酒的泡沫，也有水果的香甜，比较受姑娘的欢迎。

#### （2）蔬菜 / 香料 / 香草啤酒

这类啤酒的原料五花八门，可以加入蔬菜、香料、香草等进行酿造。如可啤啤酒、香菜啤酒、辣椒啤酒、南瓜啤酒、苦瓜啤酒、黄瓜啤酒等等。

#### （3）烟熏啤酒

烟熏啤酒（Smoke Beer）指的是用烟熏后的麦芽酿造的啤酒，带有很重的泥煤味，堪称重口味爱好者的选择。



## Different Styles Of Beer

There are so many kinds of beer in the world. Can we really understand their categories and styles? This is in fact not difficult as we only need to know that there are two basic methods of beer brewing...

First of all, it should be understood that the most basic classification of beer is conducted based on the brewing process. There are two kinds of fermentation methods, namely top fermenting and bottom fermenting. Therefore, beer can basically be divided into three types: beer brewed with top fermenting yeast (ale), beer brewed with bottom fermenting yeast (lager), and hybrid beer (which combines two fermentation methods). Most of the beer are ale and lager.

### (1) What is top fermenting and bottom fermenting?

**History:** Originating from the ancient British Isles, ale brewed with top-fermenting yeasts has existed for thousands of years, while lager brewed with bottom-fermenting yeasts, created after Columbus had discovered the New World of the Americas, has only a few hundred years of history.

**Fermentation temperature and time:** Top fermenting requires a higher temperature at about 10-20 °C but a shorter time, while bottom fermenting requires a lower temperature at below 10°C but a longer time.

**Yeast type:** Top-fermenting yeasts are used for top fermenting, where yeasts float on the top of the wort. Bottom-fermenting yeasts are used for bottom fermenting, where yeasts sink to the bottom of the wort.

**Style:** Ale is generally fuller with obvious fruit or spicy flavour, and has a strong and complex taste. Its aftertaste has a very pleasant hop aroma. Many craft beer are brewed with top fermenting yeasts. Lager is lighter and refreshing and emphasizes the aroma of malt. The industrial beer that we often drink is brewed with bottom-fermenting yeasts.

### (2) How does hybrid beer come into being?

Hybrid beer is brewed by combining top fermenting and bottom fermenting. The fermentation is done at a low temperature while using top-fermenting yeasts, and at a high temperature while using bottom-fermentation yeasts. It is difficult to define the style of this beer, but generally some other additional flavors, such as Porter and Weizenbier, are added based on classic beer styles, or it is brewed with other unconventional ingredients like vegetables and fruits.

### What are the common styles of ale?

#### (1) Pale ale



It's called pale ale because a higher proportion of light baked malts is used. The name 'pale ale' began to appear around 1703 and was considered synonymous with bitter by the 1930s. It was not until the beginning of the 20th century that bitter and pale ale were differentiated, but some winemakers in the UK still label bitter as pale ale. In a typical pale ale, malts and hops are well-balanced, i.e., the sweetness of malt is balanced out by the bitterness of hops. The bitterness together with a subtle fruitiness and sweetness makes people feel mild and very balanced.

#### (2) Brown Ale

Brown ale is usually dark amber or brown, with evident chocolate and caramel flavors. True brown ale appeared in England in the 18th century and was made with 100% brown malt. However, this kind of beer did not have any advantage at that time, because many breweries tended to use cheaper light malt to brew beer. Nowadays, some regions, especially the UK, Belgium and North America, are considered to be representative producing areas of sweet beer. There are various styles of brown ale, including low-alcohol light brown ale, medium-alcohol bitter brown ale, and heavy taste brown ale.

#### (3) Porter

The name Porter comes from the English word 'porter'. In the 18th-century British docks, workers loved to mix Light Ale, Brown Ale and aged sour-smelled Brown Ale. Inspired by this, a British brewer brewed this taste of beer, which was popular with market porters. That's how the beer got the name 'potter'. Porter is black in color and has a very smooth taste. The sweetness and bitterness of caramel balance well, with a taste of chocolate.

#### (4) Stout

Stout and Porter are in fact of the same origin. After Porter was introduced to Ireland, the locals improved it and added roasted



black malt to its raw materials. Stout has very deep color and a dry and rich taste, like chocolate, toffee and even coffee. The aftertaste is sweet. Being so similar, what's the difference between Stout and Porter? In fact, compared with Stout, Porter tastes more like pure malt, with much lighter taste of caramel. If we compare Stout to sweet chocolate, then Porter is bitter chocolate.

#### (5) Wheat Beer

Most beer are brewed with 100% of barley malt, while wheat beer is brewed with 40-60% of wheat malt. Wheat malt produces a brighter and fresher taste. And its high content of malt protein gives beer a taste of banana and a whiter color, so wheat beer is also called white beer. On the whole, wheat beer has a smooth, medium sweet taste, with notes of clove, banana, toast and yeast.

#### (6) Belgian Ale

Since the beginning of the 20th century, Pilsner has become the world's most popular beer for various reasons. In order to resist this trend, Belgian beer brewers started to brew all kinds of ale. Belgians like to add a variety of sugars and spices to beer, thus creating beer with a wide variety of styles and tastes, ranging from sour, sweet, bitter, to spicy.

#### (7) Sour Ale

Sour ale, an ale with a sour taste, originates from Belgium. The traditional brewing method is to put ale into a large cask for ripening. The lactic acid bacteria, acetic acid bacteria, wild brewer's yeast and other bacteria brought by the cask produce a variety of sourness. The result of the final ripening is a deep red wine with a rich sour-sweet fruit flavour, a hint of malt sweetness, a distinctive sourness, faint woody notes and a complex fruitiness.

#### (8) Lambic

Lambic, also from Belgium, is a more special beer. In fact, in a strict sense, it is neither ale nor lager, but naturally fermented beer—in a ventilated room fermented with natural wild yeasts in the air (which is quite demanding on the environment). In addition, Lambic is usually aged with barrel and produced by blending different vintages, showing a rich flavor and deep taste.

### What are the common styles of lager?

#### (1) Pale Lager

Pale Lager is the most widely produced and sold beer in the world. Rice or corn may be added to the raw materials. Usually the beer is in light golden yellow. It is lean, light in taste and has a slight malt aroma. The most representative of this style is Pilsner, which originated in the 19th century Pilsner Region of

the Czech Republic and is now the most popular beer in the world, accounting for 2/3 of the world's beer production. Pilsner has a refreshing light taste, and a very strong wheat aroma.

#### (2) Dark Lager

Dark lager has a wide range of colors, ranging from amber to a very deep reddish brown. Its alcohol content is usually 4.5-6%, with baking, cacao beans, caramel, and other flavors. Being medium-bodied, it tastes soft and full. The dark lager that people are familiar with is generally German dark lager. If we see 'Dunkel' ('dark') or 'Schwarz' ('black') on the label, the beer is what we call Germany dark lager.

#### (3) Bock

Bock first appeared in northern Germany in the 13th century. It was at first a dark ale with a distinctive malt flavour, but was transformed into a lager by Munich's winemakers in the 17th century. It has a rich flavour, a heavy body, and a deep dark color. Bock also comes in a variety of categories. Traditional bock has a noticeable malt flavour. Doppelbock is an enhanced version of traditional bock and a stronger flavour. Mailbock is light in color and has intense hop flavour. Eisbock is frozen while being brewed and ice residues are removed later to enrich the flavour and reach the designated alcohol content.

### What are the styles of hybrid beer?

#### (1) Fruit Beer

This is easy to understand. Fruit beer is produced by adding juice to beer or directly mixing it in malt for fermentation. It has both beer foams and the fragrance and sweetness of fruit, and is more popular with girls.

#### (2) Vegetable/ Spice/ Herb Beer

The raw materials for this type of beer are varied, like vegetables, spices, herbs, etc. The varieties include cocoa beer, parsley beer, pepper beer, pumpkin beer, bitter gourd beer, cucumber beer and so on.

#### (3) Smoke Beer

Smoke beer refers to a beer brewed with smoked malt. With a heavy peat smell, it is favored by heavy taste enthusiasts.



# The U.S 美国



目前美国有 150 多种风格的啤酒和 20000 多个啤酒品牌，比其他任何国家都要多。截至 2018 年初，总共有 6000 多家啤酒厂服务于美国的啤酒品牌。美国精酿协会（Brewers Association）公布去年一年精酿啤酒业的成绩：2017 年精酿啤酒销量为 2535 万桶，同比增加 5%，比 2016 年进一步放慢。精酿啤酒在美国进入了成熟期。2016 年精酿啤酒就告别了以往几年的高速增长，销量同比增长为 6%。这个数据在前三年分别是 13%、18% 和 18%。虽然增速放慢了，但是跟整个啤酒市场相比还是好很多。去年美国啤酒市场销量下降了 1%。精酿销量贡献了整个啤酒市场销量的 12.7%。精酿啤酒去年创造了 260 亿美元的销售额（同比增加 8%）——销售额占到整个啤酒市场的 23.4%。

微型精酿品牌（Microbrewery，年产量在 1.5 万桶以下）和精酿啤酒酒吧（Brewpub）则贡献了整个精酿销量增长的 76%。也就是说，相比于全国性的精酿品牌（如 Sam Adams、Sierra Nevada 等）和地区大厂，消费者可能更偏爱本地小型的精酿啤酒。

美国人将自由精神注入到每一瓶美式精酿啤酒中。1975 年，第一瓶美式精酿啤酒即铁锚（Anchor）诞生。Anchor 翻译成中文即“自由”，美国的精酿师将自由精神发挥到啤酒酿造中，他们在啤酒中加入咖啡、奶酪甚至辣椒等多种味道，使口感独特的美国啤酒在短短的 41 年时间里成为大众喜爱的品牌。美国啤酒在制作过程中，啤酒花的用量较大，所以，品尝美式啤酒时会感觉到啤酒的泡沫稳定性强，其口感更为细腻，伴随酒花特有的香气沁入心肺。

As a nation, the U.S. now has more beer styles (150+) and brands (20,000+) to choose from than any other market in the world. As of early 2018, more than 6,000 breweries are responsible for the beer brands available in the U.S. These breweries have had many successes and challenges, but they could not have developed their reputations as producers of the world's best beer without support from beer lovers.

According to the Brewers Association, the sales volume of craft beer

in 2017 was 25.35 million barrels, an increase of 5% year-on-year, which was slower than the growth in 2016. Craft beer in the U.S. has entered the maturation phase. In 2016, it bid farewell to the rapid growth during the past few years and witnessed a year-on-year increase of sales volume by 6%, compared with 13%, 18% and 18% in 2015, 2014 and 2013 respectively.

Although the growth has slowed down, craft beer still performed much better than the entire beer market. Last year, the sales of U.S. beer market fell by 1%. The sales volume of craft beer contributed 12.7% of the total beer market, and its value of sales reached \$26 billion (an increase of 8% year-on-year), which accounted for 23.4% of the total sales amount of the entire beer market.

Microbreweries (with an annual output of less than 15,000 barrels) and brewpubs contributed 76% of the increase in the sales volume of craft beer. In other words, compared with national craft beer brands (such as Sam Adams and Sierra Nevada) and regional manufacturers, consumers may prefer local microbreweries.

In 1975, the first bottle of American craft beer Anchor, which means 'freedom', was produced. American craft beer brewers pour the spirit of freedom into every bottle of their beer. They would add coffee, cheese and even pepper and other flavors into the beer, making American beer with unique tastes become popular brands in no more than 41 years. A large amount of hops are used in producing American beer, so you will feel its strong foam stability, quite delicate taste and the unique aroma of hops.



## (1) 内华达淡色艾尔啤酒

内华达淡色艾尔是一款了不起的啤酒。它自诞生之日起就颇具开创性，并且一直以来都是商业广告的宠儿。由于专注于美国啤酒花，内华达淡色艾尔已经成为美国的招牌淡色艾尔啤酒。去年，德国统计公司 Statista 将其评为美国啤酒销量最佳榜的第 19 名。“1980 年第一次酿造出淡色艾尔啤酒时，我们就知道它跟当时现有的啤酒有很大的不同，但作为家庭酿酒师，我们和朋友们都喜欢喝这一款啤酒。”内华达啤酒公司的创始人兼所有者肯·格罗斯曼（Ken Grossman）解释说。后来，这个不起眼的家庭酿酒师创造了价值 10 亿美元的啤酒品牌。

## (2) 山姆亚当斯波士顿拉格啤酒

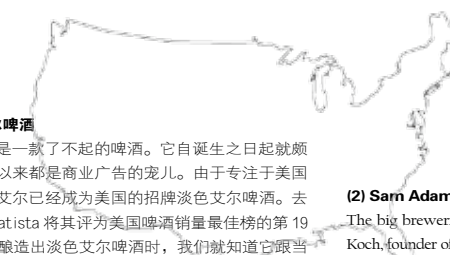
波士顿啤酒公司的创始人吉姆·科克（Jim Koch）为他的啤酒品牌塞缪尔·亚当斯（Samuel Adams）进行早期广告宣传时称：大型啤酒厂“溢出来的啤酒比我一整年生产的啤酒还要多”。在 20 世纪 90 年代，就是这种大批量生产的啤酒多到溢出来的情况让爱喝酒的人开始考虑制作精酿啤酒。正是啤酒的大卖使之成为对各地小型啤酒厂非常重要的品牌。随后，波士顿啤酒公司的旗舰产品波士顿拉格啤酒成为了第一批独立酿造的啤酒品牌之一，被列入各大啤酒排行榜，如今，波士顿啤酒公司已经是美国最大的现代精酿啤酒厂。

## (3) 鹅岛波旁世涛啤酒

早在上世纪 90 年代，木桶陈酿啤酒还比较少见。“1995 年，鹅岛第一次把波旁郡的品牌世涛啤酒带到全美啤酒嘉年华的时候，它是作为皇家世涛啤酒在公众面前亮相的，那时候的啤酒的种类还很少，”前鹅岛酿酒师格雷戈里·霍尔（Gregory Hall）创造了被公认为第一款威士忌木桶陈酿的啤酒，“鹅岛波旁世涛啤酒当时引起了不小的轰动，但由于味道太过浓烈，有木桶和波本威士忌的味道，却在嘉年华上惨遭淘汰！”他说。但是，霍尔从鹅岛波旁世涛啤酒在全美啤酒嘉年华的失败亮相中得到了更大的收获。“我认为，应该把重点放在酿造好啤酒上，而不是模仿现有的经典啤酒风格”他说，“是创新使得美国精酿啤酒成为世界上最好的啤酒，也是创新使得美国的各行各业领先全球。”

## (1) Sierra Nevada Pale Ale

Sierra Nevada Pale Ale is a remarkable beer: Groundbreaking upon its release and still a critical and commercial darling all these years later, the beer's focus on American hops has established it as the country's signature pale ale. (Last year, Statista ranked it as the 19th best-selling beer in the U.S.) “When we first brewed our pale ale in 1980, we knew it was a departure from what was available, but as serious home brewers, it was what we and our friends loved to drink,” explains Ken Grossman, founder and owner of Sierra Nevada Brewing Co., about his humble homebrewing roots that have resulted in a brand worth an estimated \$1 billion.



## (2) Sam Adams Boston Lager

The big breweries “spill more beer than I make all year,” Jim Koch, founder of the Boston Beer Company, famously espoused in early ads for his brand, Samuel Adams. For many drinkers in the 1990s, that imagery of spilled beer was their first occasion to consider the idea of craft brewing, then warmly referred to as microbrewing. But in an ironic twist, it was Samuel Adams's massive growth that made the brand so important to small brewers everywhere. As the company's flagship Boston Lager went on to become one of the first independently-made brews to be ubiquitous on beer lists. Today, the Boston Beer Company is America's largest modern craft brewery.

## (3) Goose Island Bourbon County Brand Stout

Today, it seems like every brewery displays a stack of wooden barrels in its taproom, showing off forthcoming barrel-aged creations. But back in the '90s, it was unusual to barrel-age beer. “The first time Goose Island brought Bourbon County Brand Stout to the Great American Beer Festival, we entered as an Imperial Stout, as there were few categories in 1995,” explains Gregory Hall—the former Goose Island brewmaster who created what's considered to be the first whiskey barrel-aged beer and currently the man behind Virtue Cider, an equally forward-thinking Michigan cider brand. “The beer was a hit, but it was DQ'd for being too strong, with notes of barrel and bourbon.” he says. But Hall took a larger lesson from CBBS's unfortunate first appearance at GABF. “I argued that making a great beer should be the point, rather than following style rules better than the rest,” he says. “Innovation is what makes American craft beer the best in the world. It's true in every other industry in America.”



# Belgium 比利时



比利时是精酿历史最长的国家。比利时啤酒的历史要追溯到第一次十字军东征（1096年—1099年）的年代，远远早于比利时成为一个独立国家的时间。比利时的陆地面积30528平方千米，却拥有178家啤酒厂，其中包括全球啤酒巨头——安海斯·布希英博集团。比利时在啤酒领域是先驱者，是精酿啤酒历史的发祥地。比利时精酿啤酒以修道院派啤酒最为出名，世界上只有6种啤酒在修道院酿造，这6种修道院啤酒均出自比利时。

比利时啤酒侧重于麦芽和酵母的成分，口感上有着浓郁的麦芽和酵母的味道。啤酒的最初原料只有麦芽、酵母和水，啤酒花是在公元736年才被使用在啤酒的酿造中。所以，比利时精酿啤酒的原材料比重上倾向传统工艺，如今的比利时啤酒品种繁多，始终不变的是麦芽和酵母的口感，比如修道院Trapist（特拉比斯特）派啤酒，酿造过程中常使用小麦麦芽，而酒花的用量非常少。比利时啤酒具有代表性的是：魔鬼的Duvel 督威、外号失身酒的Delirium Tremens 粉象啤酒，还有专门为庆典酿造的St Feuillien Grand Cru 圣佛洋窖藏，以及与红酒口味相近的Kasteel Red，品尝比利时啤酒时你会有完全不一样的体验，不单纯是高酒精度，在口味上也讲究特点鲜明且平衡。

Belgium is the country with the longest history of craft beer. The history of Belgian beer dates back to the first Crusade (1096-1099), which was far longer than Belgium's history as an independent nation. Belgium has a land area of 30,528 square kilometers, but only 178 breweries, including the global beer giant Anheuser-Busch InBev Group. The country is a pioneer in beer and the birthplace of craft beer. Belgian craft beers are best known for its abbey beers. There are only 6 kinds of beers that are brewed in abbey, all of which are from Belgium.

Belgian beers lay particular stress on malt and yeast in raw materials and thus have a strong taste of malt and yeast. At first, raw materials

for beers included only malt, yeast and water. It was not until 736 AD that hops began to be used in beer brewing. Therefore, Belgian craft beers' raw materials proportion tends to be traditional. Today, although there are various kinds of Belgian beers, what remain unchanged are the tastes of malt and yeast. For example, wheat malt is often used in brewing Abbey/Trapist types, while a very small amount of hops is added. Typical Belgian beers include Duvel (meaning devil and referring to a Belgian strong ale), Delirium Tremens nicknamed "lose virginity liquor" (Belgium strong dark ale), St Feuillien Grand Cru specially brewed for celebrations, and Kasteel Red (KriekBeer, a fruity drink) that tastes like wine. Tasting Belgian beers will be a unique experience for you. They not only have high alcohol content, but also taste distinctive and balanced.

### (1) Delirium Tremens

Delirium Tremens 属于比利时淡啤酒的一种，被誉为“世界第一啤酒”。该款啤酒首次酿造于1988年12月并于1989年7月在“根特节”上亮相。“浅粉象”色泽浅黄、透亮，看上去有点像白葡萄酒，其酒体醇厚，口味醇和。啤酒内含有大量的麦芽，有着浓郁的柑橘和香料的味道，后味会有一点樱桃的果香味以及令人回味的淡淡甜味。浓郁的果香，使其深受全球范围内的女生欢迎，8.5%的酒精度在味道上几乎没有体现出来，让人不知不觉就喝高了，所有它又有“失身酒”之称。这款啤酒曾被美国啤酒猎手Stuart A. Kallen 评选为“当世最好的啤酒”。

### (2) 督威 (Duvel)

督威 (Duvel) 在许多方面都是比利时啤酒的领导者，它首创瓶内第二次发酵，口感细致顺滑，是销售最佳的特殊比利时啤酒。“督威”是佛兰德语“魔鬼”的意思，它是从麦克尤安的苏格兰爱尔啤酒中得到灵感而造就的一种烈性英式黑啤。金黄的色泽、细腻的泡沫、丝滑纯净的口感、馥郁芳香，全

部融于这酒精度8.5%的啤酒中。柑橘、苹果、酵母的调和，让督威 (Duvel) 香味扑鼻；伴随着酵母、啤酒花的点缀，浅色麦芽味道贯穿始终。它是比利时啤酒艺术的极致呈现，曾被啤酒大师 Michael Jackson 誉为举世5大顶尖啤酒之一。

### (3) Grand Cru

在比利时，“Grand Cru”是酒的级别，是啤酒的顶级分类，是“贵族酒”。在工艺上，Grand Cru的要求非常细致讲究。所以，即使在啤酒王国比利时里，酿造Grand Cru啤酒的酒厂也不多。国内的进口商往往把“Grand Cru”译作“尊贵”。这个译法虽然俗，但也表现出了Grand Cru啤酒的特殊性。最常见的Grand Cru啤酒大多属于比利时烈性淡色爱尔风格。酒体呈现金黄色，在视觉上很接近香槟酒。它也确实经常被当作香槟，在婚礼、庆典这些特殊场合来饮用的。Grand Cru啤酒酒精度数比较高，麦汁酸涩味比较重、略带啤酒花苦味，其间会穿插有淡淡的焦糖味、蜂蜜味、花果香味。给人的感觉和普通啤酒截然不同。

### (4) Kasteel Red

Kasteel Red (卡斯特红啤酒) 属于水果啤酒的一种，原料中除了麦芽、水、酵母等必不可少的成分，还加入了樱桃汁、糖等添加剂，是一种通过上层发酵酿造出带有水果味道的啤酒。在酿造过程中，卡斯特加强了对啤酒本身的体现，而不是完全依附于酸甜的水果味，所以是一款适合男士饮用的水果啤酒。实际上，这种水果啤酒还带有比利时烈性爱尔啤酒的风格，酒精度数高达8%，麦芽浓度只有12%，性烈、酸甜、干爽、易上口等特点为它赢得了消费者的热爱。

### (1) Delirium Tremens

Delirium Tremens as a Belgian pale ale is considered 'best beer in the world'. It was first brewed in December 1988, and made its debut on the Ghent Festival in July 1989. It has a clear golden body resembling white wine, and a mellow taste. With a good touch of malt, Delirium Tremens has a strong note of citrus and spice followed by a fruity, cherry aroma and sweetness. The aftertaste of it is lingering. The rich fruity taste of Delirium Tremens makes the drink popular among ladies around the world. It is easy for one to over-drink, for the 8.5% ABV this drink is perfectly covered by its taste; therefore, some even call it 'Lose Virginity Drink.' This beer was nominated the 'Best Beer in the World' by the American beer hunter Stuart A. Kallen.

### (2) Duvel

Duvel is deemed as a leading brand among Belgian ales from various aspects. It is the first to apply in-bottle re-fermentation, which gives the beer a smooth taste. It is now the best-selling Belgian special beer. In Flemish, 'Duvel' means 'devil'. It is a strong English stout inspired by McEwan's Scotch Ale. Within this 8.5% ABV ale contains its golden color, crisp taste and clear aroma. The combination of citrus, cider and yeast builds up its fragrance; and a touch of yeast and hop keeps the taste

of pale malt around. Duvel is a masterpiece of the art of Belgian beer. It was nominated one of the top five beers in the world by the beer master Michael Jackson.

### (3) Grand Cru

It is a term describing the top tier of beers in Belgium; they are regarded as beers for the nobles. The requirement for the brewing of a Grand Cru is strict; thus, not many breweries are qualified to brew Grand Cru, even in Belgium—the kingdom of beers. Chinese importers often translate 'Grand Cru' as '尊贵', which means nobility; this translation may sound shallow, yet it reflects the specialty of Grand Cru beers. Most Grand Cru beers are strong Belgian pale ales. Their blonde bodies resemble Champagne. In fact, it has been served in weddings and ceremonies in place of Champagne. Grand Cru beers have comparatively higher ABV, combined by a strong taste of sour malt and a touch of hop, and accompanied by a subtle aroma of caramel, honey and fruits. They taste completely different from other beers.

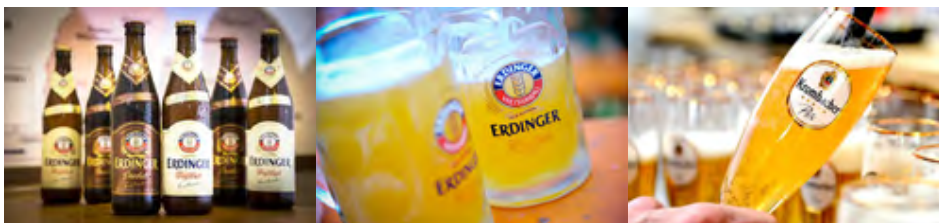
### (4) Kasteel Red

Kasteel Red is a kind of top-fermented fruit beer. Besides essential elements such as malt, water and yeast, it also contains cherry juice, sugar and other ingredients. Instead of relying on its fruity taste, Kasteel has greater emphasis on its taste as a beer, making it more suitable for male to drink. Actually, its 8% ABV shows that it is a strong Belgian ale. Meanwhile, its Original Gravity is only 12°P, making it tastes strong, sweet, sour, dry and easy to drink. All of these characteristics help it to win praise from its buyers.





# Germany 德国



德国是啤酒消耗量最大的国家，也是世界第二大啤酒生产国。德国共有 1300 家啤酒厂，生产的啤酒种类高达 5000 多种，而根据官方统计，每个德国人平均每年喝掉 138 公升的啤酒，德国全年竟可消耗高达 600 万公升的啤酒。可以说，世界上再也找不到比德国人更热爱啤酒的民族了。此外，德国人酷爱啤酒，每年十月隆重举行的慕尼黑啤酒节 (Oktoberfest) 让世界瞩目。德国是个注重规则和纪律的国家，他们为啤酒立法。1516 年颁布了《德国啤酒纯酿法令》，规定德国啤酒只能以大麦芽、啤酒花、水和酵母四种原料制作，所以近 500 年来德国啤酒成为了纯正啤酒的代名词。虽然后来的纯净法几经修改，但严格限制酿酒原料的基本精神延续了下来。现在多达 6000 种的德国啤酒，都是由水、麦芽、啤酒花和酵母四种基本原料通过不同的搭配比例和酿造工艺制造出来的。

德国啤酒有着严格的原材料配比度，麦芽的添加量占 50%。德国啤酒以麦芽成分为主，口感必然会有麦芽的香甜味。麦芽的纯度使德国啤酒产生了独特品质，它味道会随着品尝的时间而变化，每个时间段都会有不同的口感。

德国啤酒在酿造工艺上拥有数百年的历史，经过 168 小时以上发酵，产出的啤酒麦芽香味浓郁，口感细腻，泡沫丰富，持久度超过 5 分钟以上。目前德国已有两所顶尖大学开设了酿造技术课程，国际领先的酿造技术不仅吸引着众多国际啤酒大师来学艺，也为高品质的德国啤酒提供了技术保证。

精酿啤酒在德国非常受欢迎——超过三分之一的德国人 (36.5%) 喝过精酿啤酒，49% 经常喝啤酒的德国人喝过精酿啤酒。这种特色啤酒非常受男士欢迎。据调查，几乎一半的德国男人 (47.1%) 都至少喝过一次精酿啤酒。这种受欢迎的饮料对年轻人也非常有吸引力——25 至 34 岁的受访者中有一半以上表示他们曾品尝过精酿啤酒。

Germany is the largest beer drinking country and the second largest beer producer in the world, boasting of 1,300 breweries and 5,000 types of beer. According to official statistics, each German drinks 138

liters of beer a year, and Germany can consume up to 6 million liters of beer a year. There is no nation in the world that loves beer more than Germans. The Oktoberfest, which grandly takes place in October every year, always attracts worldwide attention. As a country that emphasizes rules and discipline, Germany also legislates for beer. In 1516, it promulgated the German Beer Purity Law, which stipulated that German beer could only be brewed with barley malt, hop, water and yeast. Therefore, German beers have become synonymous with pure beer for recent 500 years. Although the purity law was later revised for several times, the basic spirit of strictly restricting the raw materials was carried forward. Nowadays, as many as 6,000 kinds of German beers are made from four basic ingredients (water, malt, hop and yeast) through different combinations and brewing methods. German beers are brewed based on a strict ratio of raw materials, with malts taking up 50%. This shows that German beers are mainly based on malts which give German beers a sweetness and fragrance of malts. The purity of malts produces a unique quality of German beers, whose taste changes with time.



German has hundreds of years of history in developing beer brewing craft. After more than 168 hours of fermentation, the malts produced have a strong aroma, a delicate taste and rich foams which can last for more than 5 minutes. At present, two top universities in Germany have offered courses on brewing technologies. Its internationally leading brewing technologies not only attract many international beer masters to learn beer brewing skills, but also provide technical assurance for high-quality German beers.

Craft beer is enjoying great popularity – more than a third of Germans (36.5 percent) have already tried it (among regular beer drinkers, the figure is 49 percent). The specialty beers are particularly popular among men. According to the survey, almost every second man in Germany (47.1 percent) has tried craft beer at least once. The popular beverage is also very appealing to young people – more than half of 25 to 34 year-olds indicate that they have tried craft beer at some time.

### (1) 科隆巴赫

科隆巴赫是德国最大的私有啤酒集团公司，旗下啤酒品牌“科隆巴赫”是德国最畅销啤酒排行榜位列第二的啤酒品牌，科隆巴赫啤酒口味圆润香甜，并且有特殊的啤酒花的气味。

### (2) 康斯坦汀

德国手工精酿啤酒品牌，始于 1422 年默卢曼汀家族的古法传承酿造工艺，主要酿制高麦低酒精啤酒。酒窖采用半工业化的生产模式，保留着 80% 以上的传统手工制造工艺。在不影响啤酒本身风味的前提下采用古法工艺，杜绝过量乙醇和高级醇对人体的过度伤害。

### (3) 艾丁格

艾丁格俗称白啤酒，是世界上销售量最大的德国啤酒，畅销于



全世界八十多个国家，在德国当地享有“小麦王”的美誉。与其他小麦啤酒不同是，艾丁格啤酒在装瓶前先行过滤，即使长期置架，也保证品质不变。

### Products

#### (1) Krombacher

Krombacher is Germany's largest privately-owned beer group company. Its beer brand 'Krombacher' is the second-ranked beer brand in Germany's top-selling beer list, which tastes smooth and sweet, and has a special smell of hops.

#### (2) Konstantin

This German brand of craft beer adopts the ancient brewing process for the production of high-wheat low-alcohol beers developed from 1422. The brewery is still not fully industrialized with more than 80% of traditional hand-made processes retained. Without prejudice to the flavor of beers, ancient methods are used to prevent the excessive damage to human body caused by excessive alcohol and higher alcohol.

#### (3) Erdinger

Erdinger, commonly known as white beer, is the German beer with the largest sales volume in the world. It sells well in more than 80 countries and enjoys the reputation of 'Wheat King' in Germany. Unlike other wheat beers, Erdinger is filtered before bottling and has a stable quality even if it is kept for a long time.

# Czech 捷克



捷克人喜欢谈论啤酒，也喜欢喝啤酒。世界上最受欢迎的啤酒之一皮尔森啤酒 (Pilsner) 就是在距布拉格一小时车程的比尔森 (Plzen) 发明的。大多数酒吧和餐厅只提供一种啤酒，例如 Pilsner Urquell 或百威 (Budweiser，一种产自 Budvar 的啤酒)。布拉格也是 U Fleku 的故乡，U Fleku 是世界上最古老的啤酒酒吧之一，它在 1499 年开始供应啤酒。可以说，捷克啤酒在全球范围内皆有良好的口碑。

捷克啤酒酿造可追溯到几个世纪以前，已知最早的啤酒酿造在 993 年已经出现。早期，大量的生产围绕着修道院进行，小麦啤酒受到特别的追捧，后来逐渐发展壮大。皮尔森啤酒 (Pilsner Urquell) 创建于 1842 年，与此同时，百威啤酒 (Budweiser) 在 Budweis 产生。虽然捷克主要以淡金色啤酒而闻名，你也可以在捷克的酒吧享用到黑啤或其他强力酿造的啤酒。这些种类繁多的啤酒酿造了捷克的历史。

捷克共和国是世界上人均啤酒消费量最大的国家，在 2014 年，人均达到惊人的 143 升！比排在第二的德国的 110 升高出一大截。另外，在啤酒爱好者的心目中，这个国家的地位有些特殊，因为它是皮尔森啤酒和萨兹啤酒花的故乡。1839 年住在巴伐利亚小镇比尔森的民众众筹建造了一所精酿啤酒厂，改良了当时市面上暗淡、浑浊、口感不佳的啤酒，发明了稻黄清澈、有着浓厚麦芽口味和地道酒花苦味的比尔森啤酒。

皮尔森的名字来自捷克的皮尔森城市名，严格来说，皮尔森也是世界上第一款拉格啤酒。皮尔森啤酒以淡色为主，现代皮尔森的色泽从淡黄色到金黄色不等，所使用的香料和风味物质成分也大有不同。目前，全球主要有 3 种流行皮尔森，分别是德国皮尔森、捷克皮尔森和欧式皮尔森。

The Czechs like to talk about beer and they also like to drink beer. Pilsner, one of the world's most popular beers, was invented

in Plzen, an hour's drive from Prague. Most pubs and restaurants offer only one type of beer, such as Pilsner Urquell or Budweiser (a beer from Budvar). Prague is also home to U Fleku, one of the oldest beer bars in the world which started supplying beer in 1499. It can be said that Czech beer has a good reputation around the world. Czech beer brewing can date back to several centuries ago and the earliest known beer brewing appeared in 993. In the early days, massive production of beer took place around the abbey and wheat beer was particularly sought after then and gradually developed later. Pilsner Urquell brewery was founded in 1842. At the same time, Budweiser was produced in Budweis. Although Czech is mainly famous for its pale golden beer, you can also enjoy dark beers or other powerfully brewed beers in Czech bars. It is such a rich variety of beer that makes Czech's history.

The Czech Republic is the country with the largest per capita beer consumption in the world. In 2014, the per capita population even reached a staggering amount of 143 liters, much higher than the 110 liters of Germany which ranks the second after it. In addition, this country is somewhat special to beer lovers, because it is the hometown of Pilsner beer and Sachs hops. In 1839, the inhabitants of the Bavarian town of Pilsen crowdfunded the construction of a craft brewery where the dim, turbid, poor-tasting beer in the market then was improved and the bitter Pilsner with bright, clear straw-yellow color, malt-like fragrance and authentic hop bitterness.

Pilsner beer is named after the Pilsner city of the Czech Republic. Strictly speaking, Pilsner is also the world's first Lager beer. It is mainly pale. Modern Pilsner color ranges from light yellow to gold, and the flavors used are also quite different. At present, there are three kinds of popular Pilsner in the world, including Pilsner of Germany, Pilsner of the Czech Republic and Continental Pilsner.

## (1) 赫尔德啤酒

位于 Breznice 的城堡酿酒厂成立于 1506 年，直到今天，他们酿造赫尔德啤酒从未间断。2006 年，为这个历史性的酿酒厂庆祝了 500 岁的生日。新赫尔德酿酒厂建于 1700 年左右，美丽的巴洛克建筑和麦芽发酵室，它代表了捷克共和国一个独特的建筑瑰宝，无可比拟。哈罗德啤酒厂一直在严格的应用传统技术酿造，在酿质量最好的啤酒。

## (2) 伯纳德啤酒

伯纳德是历史悠久的捷克啤酒品牌，其独特的配方和传统生产工艺，使得伯纳德黑啤酒、伯纳德金啤酒等不同产品在世界啤酒行业声誉极高。1991 年 10 月 26 号，Stanislav Bernard, Josef Vávra 和 Rudolf Šmejkal 重新开启了于 16 世纪建造的洪波莱茨啤酒酿造厂。

## (3) 黑山啤酒

黑山酒厂坐落于摩拉维亚地区的黑山市，根据欧洲啤酒命名的历史规范，著名的酒厂都是以坐落地的地名命名的，只有在该地区最有声望的酒厂才能以地名命名。在欧洲关于啤酒的文字记载的文献上，捷克黑山啤酒被记录的日期是 1298 年，有 700 多年的历史。

## (4) 皮尔森啤酒

皮尔森啤酒，简称皮尔森 (德语: Pils, 英语: Pilsner 或 Pilsener)，也叫皮尔森式啤酒，一般指的是使用皮尔森式酿造法制出的啤酒。它源自捷克皮尔森市，是一种使用下层发酵法，浅色麦芽和苦味较重的啤酒花酿造的窖藏啤酒 (Lager 拉格啤酒)，麦汁浓度最高不超过 12.5 度。

## Products

### (1) Herold Beer

The castle brewery in Breznice was founded in 1506 and have been brewing Herold beer without interruption. They celebrated the 500th birthday for this historic brewery in 2006. The new Herold Brewery was built around 1700. With beautiful baroque architecture and malt fermentation room, it represents a unique architectural jewel of the Czech Republic of unmatched value. It has been brewing the beer of the best quality by strictly using traditional techniques.

### (2) Bernard Beer

Bernard is a long established Czech beer brand. Its unique formula and traditional production process make Bernard Black Beer, Bernard Gold Beer and other products of its brand enjoy a high reputation in the world beer industry. On October 26, 1991, Stanislav Bernard, Josef Vávra and Rudolf Šmejkal reopened the Honnpolet Brewers brewery built in the 16th century.



## (3) Montenegro Beer

The Montenegro Brewery is located in the Montenegro city in the Moravia region. According to the history of European beer, famous breweries are all named after the place that they are located in as only the most prestigious ones in the area can be named so. In the written European literature on beer, the Czech Republic's Montenegro beer dates from 1298 and has a history of more than 700 years.

## (4) Pilsner Beer

Pilsner or Pilsener beer (Pils in German) generally refers to beer made using Pilsner's brewing methods. It originated from the city of Pilsen of Czech Republic. It is a Lager beer brewed with light malt and heavy bitter hops by bottom fermenting. The maximum wort concentration does not exceed 12.5 degrees.



# Britain 英国



根据研究机构 Technavio 的最新预测报告显示 (Technavio 为国际超过 5000 个行业提供专业的市场调研和数据分析), 未来欧洲的精酿啤酒市场, 将以 11% 的复合年增长率增长。全球精酿啤酒市场主要集中在美洲和欧洲, 美国是最大的啤酒生产商, 其次是英国。

总体而言, 英国精酿啤酒市场 2017 年增长强劲, 利润丰厚, 而且近期将依然保持快速增长的势头。然而, 随着本土和国际市场的竞争加剧, 啤酒厂面临着前所未有的压力, 他们不得不想办法从众多啤酒厂中脱颖而出。希望不断发展壮大的企业需要清楚, 自己应该如何提高客户的忠诚度和购买意识, 增加分销渠道和促进增长的同时, 保证质量和产品一致性, 并重点突出生产、销售和营销之间的重心平衡。

从 2017 年各媒体和招聘平台显示的情况来看, 精酿啤酒企业在增长战略方面变得更具创造性, 并更愿意增强其内部销售和市场营销的能力。在继续扩招销售代表的同时, 许多啤酒企业也在内外渠道继续扩招营销专员。

而当英国精酿啤酒行业仍在研究如何调动市场资源、提高其市场份额的同时, 拥有更多资源的大型啤酒酿造商已开始继续开拓、抢占市场, 而百威英博通过其旗下的 ZV Ventures 不断扩张和喜力啤酒最近的收购只是其中的两个例子而已。由于资源不对等, 精酿啤酒企业需要共同努力, 凭借只有他们高超的技术和策略, 才能占领更多的酒吧和货架。

According to Technavio's latest forecast report (Technavio provides professional market research and data analysis for over 5,000 international industries), the future European craft beer market will grow at a compound annual growth rate of 11%. The global craft beer market is mainly concentrated in the Americas and Europe. The U.S. is the largest beer producer, followed by Britain.

Overall the UK Craft Beer market has seen incredible growth and

interest in 2017 so far, and doesn't look like slowing down anytime soon. The increased competition locally and internationally, however, means that breweries need, more than ever, to stand out from the rest. Those businesses with ambitions to grow will need to be clear on how they are going to increase loyalty, awareness, distribution and growth whilst maintaining quality and consistency, striking the balance of focus between production, sales and marketing.

A look across the media and job boards in 2017 shows that businesses in the craft beer industry are becoming more creative in their approach to growth strategy and more open to expanding their internal sales and marketing abilities. Whilst they continue to employ sales reps, many are also investing in marketing professionals internally and externally. And while the UK's craft beer sector is still working out how to mobilise and increase its market share, big brewer Ventures division, and Heineken with their recent acquisitions are just two examples. With a lack of equal resources, craft beer businesses need to work together, to use savvy techniques and strategies in order to get on more bars and shelves.



## (1) 精酿狗

在众多英国精酿酒厂中, Brewdog 精酿狗无疑是名气最大的一个, 这也是一家极度傲娇的公司, 无数次地挑衅业内知名的酒厂, 如我们之前介绍到的福佳白的母公司 Stella Artois。大家都知道啤酒的酒精度普遍在 15% 以内, 而精酿狗硬是通过冰冻的方式把结晶化的水去除从而提高酒精度, 把啤酒的度数拉高到了现在最高的 Snake Venom(毒蛇), 这款啤酒的酒精度高达 67%。

## (2) 森美尔·史密斯

森美尔·史密斯是英国约克郡历史最悠久的啤酒厂始创于 1758 年, 位于泰克斯特的森美尔·史密斯老酒厂, 是英国北部约克郡历史最悠久的啤酒厂。直至今日, 他们仍然保持小规模及独立家族经营, 并为他们沿用传统方法酿造出优秀的啤酒而感到自豪。

## (3) 阿纳姆

Adnams 是英国老牌的啤酒生产商, 最早从 1872 年就开始做啤酒了。这家公司被中国用户所熟知, 主要是在就在 2015 年圣诞节前夕, Adnams 推出了这一款 Triple Knot Tripel。这款啤酒在酿造之前加入了薰衣草、茉莉花、橙花等, 茉莉花和薰衣草的味道会若隐若现, Triple Knot Tripel 一经推出就受到了嗜好花香的酒客的热烈欢迎。

## (1) Brewdog

The Brewdog is undoubtedly one of the most famous among many British craft breweries. It is also an extremely proud company that has

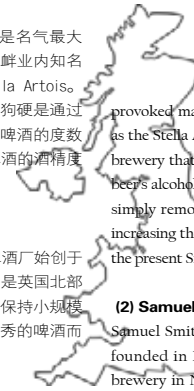
provoked many well-known breweries in the industry, such as the Stella Artois, the parent company of Hoegaarden White brewery that we introduced before. Everyone knows that the beer's alcohol content is generally within 15%, but the brewers simply remove the water after it is frozen and crystallized, increasing the alcohol content to as high as 67%, which makes the present Snake Venom (Viper).

## (2) Samuel Smith Brewery

Samuel Smith is the oldest brewery in Yorkshire, England, founded in 1758 and located in Tempest. It is the oldest brewery in North Yorkshire, England. Until now, they still maintain to be a small-scale, independent family business and are proud to use traditional methods to make good beer.

## (3) Adnams

Adnams is an old British brewer and started making beer as early as 1872. This company began to be widely known to Chinese drinkers on the eve of Christmas 2015 when Adnams rolled out its Triple Knot Tripel. The beer is brewed with lavender, jasmine, and orange blossom. With a hint of jasmine and lavender, the Triple Knot Tripel has been warmly welcomed by those drinkers who have a liking for floral fragrance since its debut.



# IF A COUNTRY HAS SOCCER, IT ALSO NEEDS BEER

## 一个国家如果有了足球，起码还得有啤酒



世界杯与啤酒向来是不离不弃。弗兰克·扎帕 (Frank Zappa) 曾经说：“一个国家，如果有了足球和核武器，起码还得有啤酒。”啤酒和足球似乎有着一种神奇的联系。对于球迷来说，喝着啤酒、看着激烈的比赛，无疑是最佳享受。

啤酒世界杯 (The World Beer Cup) 是世界上规模最大的啤酒大赛，也号称“啤酒奥运会 (The Olympics of Beer Competitions)”。它由美国酿酒师协会 (Brewers Association) 于 1996 年开始举办，每两年一次。经过了 20 年的发展，如今啤酒世界杯已经成长为世界上影响力最大、具有啤酒行业风向标意义的盛会。

每次啤酒世界杯期间，来自世界各地的超过 200 名专业啤酒品鉴师 / 评委云集美国，在超过 90 个啤酒分类中，对几千种啤酒进行评比，最终评选出金、银、铜、冠军酒厂和酿酒大师等殊荣。

### 2018 啤酒世界杯

2018 年 5 月 3 日，美国酿酒师协会 (BA) —— 一个致力于服务美国小型和独立啤酒酿造商的非盈利性贸易协会 —— 于田纳西州纳什维尔宣布了 2018 届啤酒世界杯的结果。作为迄今为止最高规格的啤酒比赛，其颁奖典礼在精酿啤酒大会暨美国啤酒博览会结束后于田纳西州纳什维尔的乐城中心 (Music City Center) 举行。

在为期三天的六次小组赛上，来自 33 个国家的 295

名裁判 (其中 72% 来自美国以外的国家) 组成的精英小组对参赛啤酒进行了品评。参赛啤酒来自 66 个不同国家，共有 8234 种，比 2016 届啤酒世界杯增长了 25%。参赛的 2515 家啤酒厂中，有 807 家来自美国境外。

啤酒风格类别共 101 个，可能产生奖项 303 个，但由于第 36 类的“国际风格比尔森奖”空缺，因此只颁发了 302 个。

“啤酒把人们聚在一起，”美国酿酒师协会创始人兼前任会长 Charlie Papazian 说，“啤酒世界杯展示了全球酿造社区的广度，在这一大赛中赢取一个奖项无疑代表着啤酒酿造中的最高荣誉。恭喜每一位得奖者作出的杰出贡献。”

### 比赛亮点

平均每类啤酒参赛数量：82 (比 2016 年增加 13%)

2018 年参赛数量最多的类别：

美式 IPA —— 377 个参赛作品；

帝国 IPA —— 196 个参赛作品；

过桶烈性啤酒 —— 196 个参赛作品；

过桶世涛 —— 190 个参赛作品；

参赛国家数量：66 (比 2016 年增加 20%)

获奖数量最多的国家：

美国：242 加拿大：14 德国：9

获奖率最高的国家：比利时 (10%)

在竞争最为激烈的 IPA 及帝国 IPA 类目中，俄勒冈州的 Revision 酒厂以旗舰酒款 Revision IPA 和 Revision DIPA 摘得

一金一银，堪称本次 IPA 中的大赢家。而 Firestone Walker 酒厂则以三金一银的成绩成为了本次啤酒世界杯中获奖最多的酒厂之一。

美国酿酒师协会 (BA) 是一个致力于服务美国小型和独立酿酒商和酿酒爱好者的非盈利性贸易协会。BA 代表着 4000 多家美国啤酒厂。BA 的独立精酿印章被小型和独立的啤酒酿造商广泛采用，用于区分啤酒。BA 组织的活动包括啤酒世界杯 (World Beer Cup)，美国啤酒节 (Great American Beer Festival)，精酿啤酒商大会暨美国啤酒博览会 (Craft Brewers Conference & BrewExpo America)，SAVOR：美国精酿啤酒与食品体验 (SAVOR: An American Craft Beer & Food Experience)，自制啤酒展 (Homebrew Con)，全国自制啤酒大赛 (National Homebrew Competition) 以及美国精酿啤酒周 (American Craft Beer Week)。

本次参赛与获奖的国家与地区 BA 官方数据如下：

Country	Beer Entries	Winners	Winning Rate
panama	9	1	11%
Belgium	70	7	10%
Taiwan	36	2	6%
United Kingdom	148	7	5%
Netherlands	65	3	5%
Finland	21	1	5%
United States	5814	242	4%
Canada	468	14	3%
Germany	267	9	3%
Mexico	98	3	3%
Italy	65	2	3%
France	30	1	3%
Brazil	290	5	2%
Australia	136	3	2%
Japan	151	2	1%

The world cup and beer have always been related. Frank Zappa once said, "If a country has soccer and nuclear weapons, it also needs beer". Beer and football seem to have a mysterious connection. To football fans, watching a fierce competition while drinking beer is undoubtedly a great enjoyment.

The World Beer Cup is the biggest beer competition in the world, which is also known as "The Olympics of Beer Competitions". It was started by the Brewers Association in 1996, and has been held every two years since. After 20 years of development, the Beer World Cup has become the most influential event in the global beer industry.

During each World Beer Cup, over 200 professional beer tasters / judges from all over the world gather in America, evaluating thousands of entries of more than 90 categories to select Gold, Silver Copper, Champion Brewers, Brew Guru and other awards.

### 2018 WORLD BEER CUP

May 3, 2018—The Brewers Association (BA)—the not-for-profit trade association dedicated to small and independent American craft brewers—announced the result of the 2018 World Beer Cup awards. The largest competition to date, the awards were presented at the conclusion of the Craft Brewers Conference & BrewExpo America® at Music City Center in Nashville, Tenn.

Beers were judged during six sessions over a period of three days by an

elite panel of 295 judges from 33 countries—72 percent of whom were from outside the United States. Judges evaluated 8,234 beers—a 25 percent increase in the number of entries from the 2016 World Beer Cup. Of the 2,515 participating breweries, 807 were from outside the United States.

Out of a possible 303 awards in 101 beer style categories, 302 were awarded. One gold award was not given in Category 36, International-Style Pilsener.

"Beer brings people together," said Charlie Papazian, founder and past president, Brewers Association. "The World Beer Cup showcases the breadth of the global brewing community and winning an award symbolizes one of the greatest brewing achievements. Congratulations to all the winners on this remarkable accomplishment."

### Competition Highlights

Average number of beers entered per category:

82 (a 13 percent increase from 2016)

Most-entered categories in 2018:

377 entries in Category 93, American-Style India Pale Ale

196 entries in Category 94, Imperial India Pale Ale

196 entries in Category 28, Wood- and Barrel-Aged Strong Beer

190 entries in Category 29, Wood- and Barrel-Aged Strong Stout

Number of countries represented: 66 (a 20 percent increase from 2016)

Countries with the most awards:

United States: 242 / Canada: 14 / Germany: 9

Country with the highest winning rate: Belgium (10 percent)

### About the Brewers Association

The Brewers Association (BA) is the not-for-profit trade association dedicated to small and independent American brewers, their beers and the community of brewing enthusiasts. The BA represents 4,000-plus U.S. breweries. The BA's independent craft brewer seal is a widely adopted symbol that differentiates beers by small and independent craft brewers. The BA organizes events including the World Beer Cup, Great American Beer Festival, Craft Brewers Conference & BrewExpo America, SAVOR: An American Craft Beer & Food Experience, Homebrew Con, National Homebrew Competition and American Craft Beer Week.



## CHINA'S VAT RATE FOR IMPORTED WINES REDUCED TO 16% AND COMBINED TAX TO 46.9% 中国进口葡萄酒增值税率下调至 16%，综合赋税降至 46.9%

日前，财政部、国家税务总局发文调整增值税税率，葡萄酒的增值税率将由 17% 调为 16%，并调整了小规模纳税人的标准。《关于调整增值税税率的通知》规定，自 5 月 1 日起，纳税人发生增值税应税销售行为或者进口货物，原适用 17% 和 11% 税率的，税率分别调整为 16%、10%。

在公布的各项税款的第 54 项里，进口货物也在其中。按照增值税为 16% 计算，进口葡萄酒的综合税率将改变为 46.93%，此前则为 48.2%。有业内人士指出，来自澳大利亚、智利、新西兰、格鲁吉亚等产地的葡萄酒，由于与中国有自贸协定，因此其税率将更低。

另外，在此次新规中，还对小规模纳税人标准的规定作出修改：工业企业和商业企业小规模纳税人的年销售额标准分别由 50 万元和 80 万元上调至 500 万元，在一定期限内，允许已登记为一般纳税人的企业转登记为小规模纳税人，此举能够让更多企业享受税费优惠。此次增值税的调整，是一项全行业普惠政策，不仅赋予了酒商更大的商业运营空间，还有助于进口葡萄酒价值回归。

Recently, the Ministry of Finance and the State Administration of Taxation announced to adjust the value-added tax (VAT) rate. The wine VAT rate will be adjusted from 17% to 16%, and the standard for small-scale taxpayers has also been adjusted. According to announcement, for those who have VAT taxable sales or importation of goods, where the original rate of 17% and 11% is applied, the tax rate shall be adjusted to 16% and 10% respectively since May 1st. In item 54 of the various taxes announced, imported goods are also

included. Calculated on the basis of a VAT of 16%, the combined tax rate for imported wines will be changed to 46.93%, compared to 48.2% previously. Insiders pointed out that wines from places such as Australia, Chile, New Zealand, and Georgia have lower tax rates because they have a free trade agreement with China.

In addition, in this new regulation, the provisions of the standards for small-scale taxpayers have also been revised: the annual sales standards to define small-scale industrial and commercial taxpayers have been raised from 500,000 yuan and 800,000 yuan respectively to 5 million yuan. Within a certain period of time, companies that have registered as general taxpayers are allowed to register as small-scale taxpayers. This will allow more companies to enjoy tax concessions. The adjustment of the VAT is an industry-wide general policy that not only gives the wine trader more room for commercial operations, but also helps the value of imported wines to rise again.



## CHINA'S CROSS-BORDER E-COMMERCE TRANSACTION TO EXCEED RMB 12 TRILLION BY 2020 2020 年中国跨境电商交易将超 12 万亿



日前，跨知通旗下品牌研究机构——跨知通出海品牌研究院和中国（浙江）投融资服务中心联合发布了《OUTRUN BRAND 2018 中国跨境电商出海品牌发展报告》。报告指出，跨境出口电商快速增长，逐渐抢占传统贸易份额。

在销售渠道方面，跨境电子商务平台及跨境物流配送是跨境电子商务发展的关键。Amazon, eBay, Aliexpress 和 Wish 是中国出口跨境电商海外销售最主要的渠道。在市场规模方面，中国出口跨境电商行业经历了多年的发展，尤其是 2010 年后的爆发式增长，目前已经形成了巨大的市场规模。《2016 年度中国电



子商务市场数据监测报告》报告显示，2016 年中国跨境电商交易规模 6.7 万亿元，同比增长 24%。其中，出口跨境电商交易规模 5.5 万亿元。

报告预测，中国跨境电商交易规模仍能保持年均 20.1% 的复合增速，到 2020 年跨境电商交易规模将达到 12 万亿元，占整体货物进出口比重超过 37%。随着互联网技术的不断提升，目前海外电商在交易的便捷性，功能的丰富性等方面也对线下零售展示出自身的优势。

A few days ago, Kuazhitong Outrun Brand Research Institute and the China (Zhejiang) Investment and Financing Service Center jointly issued the "2018 China's Outrun Brands Development Report". The

report pointed out that export cross-border e-commerce has grown rapidly and gradually seized the traditional trade's share of market.

In terms of sales channels, cross-border e-commerce platforms and cross-border logistics and distribution are the key to the development of cross-border e-commerce. Amazon, e-bay, Aliexpress and Wish are the most important channels for China's export cross-border e-commerce. In terms of market size, China's export cross-border e-commerce industry, after many years' of growth, especially the explosive growth after 2010, has already become a market with a huge scale. According to the 2016 China's E-commerce Market Data Monitoring Report, China's cross-border e-commerce transactions reached 6.7 trillion yuan in 2016, an increase of 24% year-on-year. Among them, the scale of export cross-border e-commerce transactions was 5.5 trillion yuan.

The report predicts that China's cross-border e-commerce transactions can still maintain an average compound growth rate of 20.1% annually. By 2020, the scale of cross-border e-commerce transactions will reach RMB 12 trillion, accounting for over 37% of the total import and export volume of goods. With the continuous improvement of Internet technology, overseas e-commerce companies have also demonstrated their own advantages such as convenient transactions and rich functions compared to offline retail.

## MALAYSIAN FRUITS ATTACK THE CHINA'S MARKET 马来西亚水果抢攻中国市场

《南洋商报》报道称，2017 年是马来西亚农业丰收年，在政府大力推动下，本地农产品尤其是水果在开拓海外市场方面取得多项突破性进展，特别是菠萝、榴莲及菠萝蜜更为中国人认识及喜爱，未来潜能无限。

据马农业与农基产业部数据显示，去年出口到中国的农产品总值是 128.6 亿马币。马出口中国的山竹、木瓜、西瓜、荔枝、龙眼、冷冻榴莲、红毛丹和椰子等水果深受中国人喜爱。

2017 年 10 月，第一批马来西亚新鲜 MD2 菠萝登上货柜罗里海运至中国，为马农友再赚另一桶金。马来西亚菠萝工业总监莫哈末阿宁指出这是历史性的一刻。他透露，现阶段马每年菠萝出口额为 1.5 亿马币，政府已定下目标，2020 年将 MD2 出口总额翻倍增长至 3.2 亿马币。为了鼓励企业家及农民种植菠萝，该局开放政府土地供申请，想要种植 MD2 的企业人士可申请 10 公顷，农民则可申请 1 至 3 公顷。

马农业与农基产业部副部长罗杰表示，相比香港、新加坡、加拿大等传统市场，中国对马农产品来说是一个庞大的新市场，他有信心凭着锲而不舍的努力，在中国市场占有一席之地。

S'Nanyang Business Daily" reported that 2017 was a year of agricultural harvest in Malaysia. With the government's strong support, local agricultural products, especially fruits, have made several breakthroughs in exploiting overseas markets. Among those



Malaysian fruits, pineapples, durians and jack-fruits are the most recognized and popular one with a great market potential in the future.

According to data from Ministry of Agriculture and Agro-based Industry of Malaysia, the total value of agricultural products exported to China last year was RM 12.86 billion. Mangosteen, papaya, watermelon, litchi, longan, frozen durian, rambutan and coconut fruits exported from Malaysia are crazily loved by the Chinese people. In October 2017, the first batch of Malaysian fresh MD2 pineapples was shipped to China, earning another pot of gold for the farmers of Malaysia. Director of the Malaysian Pineapple Industry Bureau

pointed out that this was a historic moment. He disclosed that at this stage, the annual export volume of pineapples was RM 150 million. The government has set a target to double the total export volume of MD2 to RM 320 million by 2020. To encourage entrepreneurs and farmers to grow pineapples, the Bureau opens government land for applicants who wants to grow MD2. Business people are allowed to apply for 10 hectares and farmers 1 to 3 hectares.

Mr. Roger, Deputy Minister of Malaysia's Ministry of Agriculture and Agro-based Industry, said that compared to Hong Kong, Singapore, Canada and other traditional markets, China is a huge new market for Malaysian agricultural products. He is confident that with perseverance, Malaysian fruits are going to earn a place in China's market.



## CHINA TO INCREASE IMPORT OF AGRICULTURAL PRODUCTS IN THE FUTURE 中国农产品未来仍需扩大进口

最新数据显示,今年一季度,中国农产品进出口总额499.2亿美元,同比增10.0%。2017年,中国农产品贸易额、进出口额和出口额均创历史新高。2001-2017年,中国农产品贸易额由279亿美元增至2013.9亿美元,年增13.4%,其中进口额由118亿美元增至1116亿美元,年增16.1%。中国的进口额占全球农产品贸易额1/10,粮棉油糖肉奶等大宗农产品全面净进口。2004年以来农产品贸易持续逆差,目前逆差已达每年400-500亿美元的规模。

目前,中国已成为全球最大农产品进口国,而美国是世界上最大的农产品出口国。业内认为,中美农业贸易合作具有一定的单向性,基本以中国进口为主。原因与两国的资源条件差异和中国的消费需求相关。美国有充裕的耕地资源,农场生产规模大。中国的农业用地、水资源相对紧缺,农户经营规模有限。中国进口产品以土地密集、生产集约化程度高的产品为主,恰恰是美国的优势产品。随着中国经济快速发展,近年来农产品消费需求迅速增长。加之,中国农产品对外开放程度高,农产品进口关税低。总体看,这有利于中国的消费者,也会给美国生产者带来收益,有利于双方市场的稳定。

According to the latest statistics, in the first quarter of this year, the total import and export volume of China's agricultural products totaled 49.92 billion U.S. dollars, an increase of 10.0% over the same period of last year. In 2017, China's agricultural trade volume, import volume, and export volume all hit historical highs. From 2001 to 2017, the trade volume of China's agricultural products increased from USD 27.9 billion to USD 201.39 billion, an increase of 13.4% year-on-year, of which the import value increased from USD 11.8 billion to USD 111.6 billion, an increase of 16.1% year-on-year. At present, China has become the world's largest importer of agricultural products with its imports account for 1/10 of global

agricultural trade volume, and its bulk agricultural products such as grain, cotton, oil, meat, and milk are fully imported. Since 2004, the trade deficit in agricultural products has continued to be unfavorable. The current deficit has reached a scale of 40 to 50 billion U.S. dollars per year.

At present, China has become the world's largest importer of agricultural products, and the United States is the world's largest exporter of agricultural products. The industry believes that the agricultural trade between China and the U.S. is to some extent a one-way trade mainly based on China's imports. The reasons may lie in the difference in resources between the two countries and China's large consumer demand. The U.S. has abundant arable land and farms of large scale, while China's agricultural land and water resources are relatively scarce and farms are usually small. So China tends to import land-intensive and production-intensive products, which are precisely what the United States' good at producing. With the rapid development of China's economy, consumer demand for agricultural products has grown rapidly in recent years. In addition, China's agricultural product market is highly open to the rest of the world with low import tariffs. On the whole, importing agricultural products will benefit not only Chinese consumers but also the U.S. producers and is conducive to the stability of both markets.



## 2018 CHINA CONVENIENCE STORE DEVELOPMENT REPORT RELEASED: INDUSTRY GROWTH RATE REACHES 23%

《2018 中国便利店发展报告》发布: 行业增速达 23%

近日,在2018中国便利店大会上,中国连锁经营协会与波士顿咨询公司联合发布了《2018中国便利店发展报告》。报告显示,数字化变革发展迅速是2017年便利店最突出的特点,但仍与便利店行业较发达的日本存在较大差距。

此次报告选取中国55家便利店企业,对其经营现状进行调研。数据显示,2017年便利店行业增速达23%,市场门店数量超过10万家,销售额为1900亿元,开店数量及同店销售均实现增长。一二线城市是增长热点,但区域格局明显,全国布局尚未出现。中国便利店市场在盈利空间、商品结构、加盟机制及门店网络管理等方面仍存在较大差距。55家样本企业日均销售额大约为5000元,利润水平与国际领先企业差距较大,便利店企业压力较大。

波士顿管理有限公司董事经理孙达在分析报告时指出,目前我国便利店商品结构亟待优化。日本市场便利店生鲜及半成品占比为30%-40%,中国55家企业有40%的即食销售占比小于10%;日本便利店自有品牌单品占比为40%-50%,而中国80%的样本企业自有品牌销售占比小于10%。另外,中国加盟机制仍不完善,样本企业中仍有34%尚未发展加盟模式。

对于便利店行业的未来发展,中国连锁经营协会会长裴亮表示,以前企业更关注促销和商品,现在由于资本的进入,便利店行业的竞争格局发生了巨大的变化。便利店企业要从消费者出发,研究和洞察消费者,尤其是年轻消费者群体的变化,保证行业可持续发展。

Recently, at the 2018 China Convenience Store Conference, the China Chain Store Management Association and the Boston Consulting Group jointly issued the "2018 China Convenience Store Development Report". The report shows that the rapid development of digital transformation is the most prominent feature of convenience stores in 2017. But there is still a big gap between China and Japan where the convenience store industry is more developed. The report selected 55 convenience store companies in China to survey. Statistics show that in 2017, the growth rate of the convenience store industry reached 23%, the number of offline stores



exceeded 100,000 and sales amounted to RMB 190 billion. Both the number of new stores and store sales increased. The first and second tier cities are hot spots for growth, but most stores are concentrated in regions, and none has made a nationwide distribution. There is still a large gap between China's and international convenience store market in terms of profitability, product structure, joining mechanism, and store network management. The average daily sales of 55 sample companies in the survey is about RMB 5,000 yuan, lagging behind international industry leaders and thus under greater pressure.

Mr. Sun Da, a managing director of Boston Management Co., Ltd., pointed out in the report that at present, the commodity structure of convenience stores in China needs to be optimized. The proportion of fresh and semi-finished products in market convenience stores in Japan is 30%-40%, and 45% of China's 55 sample companies' ready-to-sell sales are less than 10%; the proportion of self-owned brand in Japanese convenience stores is 40-50% while 80% of sample companies in China sell less than 10% self-owned brand in their stores. In addition, the joining mechanism in China is still not perfect. 34% of the sample enterprises still have not yet developed the joining mode.

For the future development of the convenience store industry, Mr. Pei Liang, president of the Chain Store Management Association, said that in the past, companies were paying more attention to promotions and commodities. Now that the capital has entered the China market, the competitive landscape of the convenience store industry has undergone tremendous changes. Convenience store companies should start from consumers, research and insight into the changes of consumers, especially young consumers, to ensure the sustainable development of the industry.

## CHINA'S BEEF IMPORTS TO INCREASE BY 76% IN THE NEXT 10 YEARS 中国未来 10 年牛肉进口量将净增 76%



由中国肉类协会、赤峰市政府等主办的第五届中国牛羊肉产业大会将于 7 月 17—19 日在内蒙古赤峰市举行。据主办方介绍，我国牛肉市场长期依靠进口，预计未来十年牛肉进口量将净增 76%，如何促进国内牛肉产业高质量发展将成为此次大会的探讨议题。

数据显示，2017 年我国牛、羊肉消费总量分别为 794 万吨和 494 万吨，分别排名世界第一和第三。尽管如此，我国人均牛羊肉年消费量却远低于世界平均水平，国内牛羊肉产量均无法满足市场需求。尤其是牛肉方面，受饲养周期长、生产成本高、发展方式落后等因素影响，长期以来依靠进口来填补需求缺口。海关统计数据 displays，今年一季度我国冻牛肉进口量继续保持同比较快增长，进口总量达 21.2 万吨，同比增长 32.2%；3 月单月进口量达到 7.6 万吨，环比增长 28.8%，同比增长 26.7%。

农业农村部中国农业展望专家组最新发布的《中国农业展望报告（2018—2027）》预计，到 2027 年，我国牛肉产量将达到 863 万吨，年均增速为 1.7%。按照 2017 年我国进口牛肉总量 69.5 万吨计算，未来 10 年我国牛肉进口量将净增 76%，年均增速为 7.6%。

The Fifth China Beef and Mutton Industry Conference, sponsored by the China Meat Association and the Chifeng Municipal Government, will be held on July 17-19 in Chifeng, Inner Mongolia. According to the organizers, China's beef market has long relied on imports. It is expected that the amount of beef imports will increase by a net 76% in the next 10 years. How to promote the high-quality development of the domestic beef industry will be the main topic for discussion at this conference.

The data shows that in 2017 China's total consumption of cattle and mutton was 7.94 million tons and 4.9 million tons, respectively, ranking first and third in the world. In spite of this, China's per capita annual consumption of beef and mutton is far below the world average, and domestic beef and mutton production cannot meet market's demand. Especially beef, influenced by many factors such as long feeding cycle, high production costs, and backward development methods, has long depended on imports to fill the demand gap. Customs statistics show that in the first quarter of this year, China's frozen beef imports continued to grow at a relatively fast pace. The total import volume reached 212,000 tons, a year-on-year increase of 32.2%. In March, the monthly import volume reached 76,000 tons, an increase of 28.8% from the previous month. It increased by 26.7% year-on-year.

According to the latest China Agricultural Outlook (2018-2027) released by the China Agriculture Outlook Group of the Ministry of Agriculture and Rural Affairs of China, China's beef production will reach 8.63 million tons by 2027, with an average annual growth rate of 1.7%. Based on the calculation of China's total imported beef of 695,000 tons in 2017, China's beef imports will increase by a net 76% in the next 10 years, with an average annual growth rate of 7.6%.

## CHINA HAS BECOME THAILAND'S FASTEST GROWING IMPORTER OF DURIANS 中国成为泰国榴莲出口增速最快的目的地

据泰国媒体报道，每年泰国有 60% 以上的榴莲出口到国外，尤其受中国、越南等国家的消费者欢迎。中国已成为泰国榴莲出口增速最快的目的地，中国市场的榴莲也基本来自泰国。目前中国允许从 40 多个国家和地区进口水果，泰国则是中国进口水果品种最多的国家，有榴莲、山竹、罗望子、红毛丹、莲雾等 20 多种。中国是泰国最大贸易伙伴，2017 年中泰双边贸易额达 809.2 亿美元，其中农产品是泰国主要出口商品之一。

据泰国《世界日报》报道，根据泰国商务部贸易政策与策略统计，2018 年 4 月，泰国的出口金额高达 180.94 亿美元，比 2017 年同期上升 12.34%。泰国一共输出 12 万吨的榴莲，市场价值约 2.2 亿美金，其中有 5.6 万吨的榴莲销往中国，是 2017 年同期的 7 倍。贸易政策与策略处处长 Pimchanok Vonkorpon 表示，2018 年 1 月至 4 月，泰国进出口贸易净值高达 6.73 亿美元，主要受惠于中国、印度、柬埔寨、缅甸、越南、欧盟及日本市场。



目前，泰国商业部正在进一步制定全方位的水果市场开拓战略规划，决定先从榴莲、椰子以及山竹 3 种水果着手，中国市场是主要目标之一。

China has become Thailand's fastest growing importer of durians. According to Thai media, more than 60% of durians in Thailand are exported overseas every year. Durians are popular among consumers especially in China, Vietnam and other countries and China has become Thailand's fastest growing importer of durians with almost all durians in the China's market produced in Thailand. At present, China allows the import of fruits from more than 40 countries and regions, among which Thailand is very one that China imports the largest

number of fruit varieties from. There are more than 20 species such as durian, mangosteen, tamarind, rambutan and was apple. China is Thailand's largest trading partner. In 2017, Sino-Thai bilateral trade volume reached 80.92 billion U.S. dollars, of which agricultural products are one of Thailand's major export commodities.

Thailand's "World News" reported that, according to statistics of Trade Policy and Strategy Office of Thailand's Ministry of Commerce, Thailand's export amount was as high as USD 18.094 billion in April 2018, which was 12.34% higher than the same period in 2017. Thailand exported a total of 120,000 tons of durians with a market value of approximately USD 220 million, of which 56,000 tons was sold to China, 7 times of the same period in 2017. Pimchanok Vonkorpon, Director of Trade Policy and Strategy Office, said that from January to April 2018, the net value of Thailand's import and export trade was as high as USD 673 million, which was mainly benefited from the markets of China, India, Cambodia, Myanmar, Vietnam, the European Union and Japan. At present, the Ministry of Commerce of Thailand is further developing a comprehensive strategic development plan for the fruit market, and decided to start with three kinds of fruits: durian, coconut and mangosteen. The China's market is one of the main targets.

## WORLDFIRST HELPS CHINA'S CROSS-BORDER E-COMMERCE INTO ANZ MARKET WORLDFIRST 助力中国跨境电商进军澳新市场

成立于英国的国际支付公司 WorldFirst 为中国客户开通澳大利亚元 (AUD) 和新西兰元 (NZD) 收款账户。此举与亚马逊澳大利亚站上线的时间同步，能让各类在线卖家利用轻松、方便和安全的付款工具接触到世界顶尖市场的海量商机。

WorldFirst 自 2004 年为跨境电商在海外市场收款，现已支持全球 66 个网上销售平台。由于 B2B 占了整个跨境电商 80% 的份额，因此 WorldFirst 于 2018 年 4 月推出了针对中国第一个跨境 B2B 卖家的收款产品——World Account，以解决跨境电商卖家跨境收款难题。

随着中国已成为澳大利亚和新西兰最大的进口合作伙伴之一，两国市场对本地跨境电商卖家来说，有着巨大的潜力。面对巨大商机，因此 WorldFirst 助力中国跨境电商直接从澳大利亚亚马逊等平台接收澳元款项。从此，与澳大利亚和新西兰两国进行交易变得更简单，且费率更低廉。而且，开通或持有澳大利亚元和新西兰元收款账户是免费的，这意味着只有在交易时才会向客户收取费用。有了 WorldFirst 的澳大利亚元和新西兰元收款账户，客户就可以从澳大利亚及新西兰客户手里收取澳币，意味着能在国际贸易市场上享受更优惠的汇率。以“如同本地商家”一样的方式运营，可以使电商卖家避免在跨境、跨货币转账时所带来的银行手续费。

据悉，WorldFirst 澳大利亚元的账户有专门的收款账户详细信息，以便卖家从亚马逊或其他市场的销售中获取款项，全



面控制自己的国际支付。目前，WorldFirst 已经推出了加元、欧元、英镑、日元和美元账户，澳元和新西兰元账户将加入这一行列。

WorldFirst, an international payment company established in the United Kingdom, starts to open accounts for Australian dollars (AUD) and New Zealand dollars (NZD) transactions for Chinese clients. This move, in sync with the launch of Amazon Australia, will allow online sellers of all kinds to access vast opportunities in the world's

top markets with easy, convenient, and secure payment tools. WorldFirst received cross-border e-commerce receipts in overseas markets since 2004 and has now supported 66 online sales platforms worldwide. Since B2B accounted for 80% of the entire cross-border e-commerce market share, WorldFirst just launched in the April of 2018 the first e-payment product—World Account—for cross-border B2B sellers in China, which will help to reduce the difficulty in receiving proceeds from overseas. As China has become one of the largest import partners of Australia and New Zealand, the two markets have great potential for Chinese local cross-border e-commerce sellers. In the face of such huge business opportunities, WorldFirst helped Chinese cross-border e-commerce companies receive Australian dollars directly from platforms such as Amazon Australia. After that, transactions with Australia and New Zealand have become easier and cheaper.

Moreover, opening or holding Australian dollars and New Zealand dollars receiving accounts is free, which means that customers will only be charged for transactions. With WorldFirst's Australian dollars and New Zealand dollars receiving accounts, customers can receive Australian dollars from Australian and New Zealand clients, enjoying a more favorable exchange rate in the international trading market. They are just operating in the same manner as "local merchants", which enables them to avoid bank charges arising from cross-border and cross-currency transfers.

It is reported that WorldFirst's Australian dollar account has special receiving account details for sellers to obtain payments from Amazon's or other markets' sales and fully control their international payments. At present, WorldFirst has already launched accounts for Canadian dollars, euros, pounds, yen and US dollars. The Australian and New Zealand dollar accounts will join this ranks.

## INDONESIA'S FRUIT EXPORTS RISE BY 6.13% IN THE Q1 OF 2018 AND CHINA REMAINS ITS MAIN EXPORT MARKET

### 印度尼西亚 2018 年一季度水果出口增长 6.13%，中国仍是其主要出口市场

受全球消费市场对于山竹、香蕉、菠萝等热带水果强劲需求影响，印度尼西亚最新统计数据 displays，2018 年第一季度，该国水果出口同比增长 6.13%，总计 32.52 万吨。出口市场方面，目前中国仍是印度尼西亚最大水果出口国，日本、新加坡、澳大利亚、美国等紧随其后。

印度尼西亚农业部园艺总局水果总监 Sarwo Edhy 对此乐观表示，预计未来阶段中，印尼水果出口仍将保持良好增长态势。除此之外，印尼国内水果需求也在不断上涨，这与印尼政府 2012 年以来限制水果进口的相关政策有关。2012 年，印尼前总统 Susilo Bambang Yudhoyono 政府命令所有进口水果必须完成注册实验室的例行检查，这一举措直接导致国外进口水果于印尼本土市场中竞争力的下降。

印度尼西亚农业和林业产品出口部总监 Tuti Prahastuti 指出，印尼政府正在着手为本国特色水果开辟新的海外市场，其中的举措之一，便是加强与其他国家检验检疫部门的合作。目前，该举措已经取得初见成效，印尼水果业已获得欧盟、阿曼等高端市场准入资格。包括沙特阿拉伯、阿拉伯联合酋长国等在内的中东国家以及西亚、非洲等市场，也将逐步放开并加大对于印尼水果的进口。

Affected by the strong demand for tropical fruits such as mangosteen, banana and pineapple in the global consumer market, Indonesia's latest statistics show that in the first quarter of 2018,



the country's fruit exports increased by 6.13% year-on-year, totaling 325,200 tons. In terms of export markets, China is still the largest fruit importer of Indonesia, closely followed by Japan, Singapore, Australia, and the United States.

Mr. Sarwo Edhy, Director of Fruits Division of Department of Horticulture, Ministry of Agriculture, Indonesia, said optimistically that in the coming period, Indonesia's fruit exports will continue to maintain a good momentum of growth. In addition, Indonesia's domestic fruit demand is also rising, which is related to the Indonesian government's policy of restricting fruit imports since 2012. In that year, Indonesia's former President Susilo Bambang Yudhoyono's administration ordered that a

routine check by registered laboratories on imported fruits is a must, which directly led to a decline in the competitiveness of imported fruits in the Indonesian domestic market.

Tuti Prahastuti, Director of Indonesia's Agricultural and Forestry Product Export Department, pointed out that the Indonesian government is working on expanding new overseas markets for its local fruits. One of the measures is to strengthen cooperation with other

countries' inspection and quarantine departments. At present, this initiative has achieved initial results with the Indonesian fruit industry has obtained qualifications for access to high-end markets such as the EU and Oman. The Middle East countries including Saudi Arabia and the United Arab Emirates, as well as West Asia and Africa, will gradually lift the ban and increase the import of Indonesian fruits.

## GROWTH OF IMPORTED BEER SLOWS DOWN WITH DOMESTIC BEER PRODUCTION ENJOYS THE LARGEST INCREASE IN 16 MONTHS

### 进口啤酒增速放缓，国产啤酒产量现 16 个月以来最大增幅

海关总署公布了 2018 年 4 月啤酒行业的进口数据。数据显示，4 月份进口数量和金额的增速相对于前三个月明显放缓，2018 年国产啤酒产量增幅逐月扩大，并在 2018 年 4 月份出现了 2017 年以来的最大增幅。数据显示，2018 年 4 月，中国进口啤酒 5.7485 万千升，同比增长 2.8%；金额为 3.9901 亿元，同比增长 8.0%。

事实上，2018 年前四个月以来进口啤酒的数量和金额增速逐月放缓。数据显示，2018 年 1 月进口啤酒的数量和金额增幅分别为 83.9% 和 71.5%；到了 1-4 月，其增幅分别为 19.1% 和 20.5%。进入 2018 年以来进口啤酒数量和金额增长迅猛但增速放缓。不过，虽然 2018 年各个月进口啤酒增速逐渐放缓，但相对 2017 年而言，2018 年进口啤酒增速还是较高。

而与进口啤酒增速放缓相对应的是国产啤酒的产量出现 16 个月以来的最大增幅。资料显示，从 2014 年开始，国产啤酒的产量经历了连续 25 个月的下滑，然后终于在 2016 年 8 月转为正增长态势。进入 2017 年以来，国产啤酒产量除了 5-7 月出现正增长，其余月份都在下滑。进入 2018 年，国产啤酒产量增速再次由负转正，增幅逐月提高，具体而言，2018 年 1-2 月、3 月、4 月的国产啤酒产量增幅分别为 0.7%、2.5%、6.1%。可见，2018 年国产啤酒产量增幅逐月扩大，并在 2018 年 4 月份出现了 2017 年以来的最大增幅。

The General Administration of Customs announced the import data of the beer industry in April, 2018. The data shows that the growth rate of import value and quantity in April has slowed down significantly compared with the first three months. The increase in domestic beer production amount has been expanding month by month in 2018, and in April 2018, the largest increase since 2017 has occurred. Data shows that in April 2018, China imported 57,485 thousand liters of beer, an increase of 2.8% year-on-year; the value was 3,990.1 million yuan, an increase of 8.0% year-on-year.

In fact, the amount and value increase of imported beer of 2018 have been slowing down month by month in the first four months. The

data shows that the amount and value of imported beer increased by 83.9% and 71.5% respectively in January 2018, and 19.1% and 20.5% respectively during January to April. The amount and value of imported beer have grown rapidly since the start of 2018 but the growth rate has slowed down. However, although the growth rate of imported beer has gradually slowed down each month in 2018, the growth rate of imported beer in 2018 is still relatively high compared to 2017.

Correspondingly, April has also seen the largest increase in domestic beer production in 16 months. According to the statistics, since 2014, domestic beer production has experienced a 25-month decline, and has finally turned positive in August 2016. Since 2017, domestic beer production has experienced positive growth during May to July and has declined in the remaining months. Entering 2018, the growth rate of domestic beer production will once again be negative and the increase will be enlarged month by month. Specifically, domestic beer production during January to February, March and April of 2018 increased by 0.7%, 2.5% and 6.1% respectively. It can be seen that the growth of domestic beer production in 2018 has been expanding month by month, and in April 2018, the largest increase since 2017 has occurred.







# TOP 10 BEST PACKAGED FRUIT JUICE BRANDS IN THE WORLD

## 全球十佳包装果汁品牌

炎炎夏日，正是各式饮料粉墨登场的好时候。以往市面上大多数饮料以碳酸饮料为主，但是近几年，随着人们健康意识的提升，果汁似乎成为了饮料市场的新宠，受到了消费者越来越多的喜爱。

这些标榜“天然无添加”、“营养健康”的果汁不仅能够让消费者在高温耐热的天气里补充水分，带来清凉，还可以补充人体所需的维生素和矿物质，相较于碳酸饮料而言，对身体更有益，也是一种更好的替代品。如今，果汁的口味也日趋多样，除了橙汁、葡萄汁、柠檬汁这种单一口味的果汁之外，市面上还出现了多种新颖的风味的混合果汁。混合果汁包含多种的营养成分，其维生素的比例更加适中。

那么，2018年世界十大最佳包装果汁品牌是什么？一起来看看吧。

Hot summer is the show time for all kinds of beverages. In the past, carbonated beverages dominated the market, but in recent years, fruit juice has become the new favorite due to people's increasing health awareness.

Natural, additive-free and nutritious fruit juice not only helps consumers replenish water in hot weather and make them feel refreshed, but also provides them with vitamins and minerals necessary for the human body. Fruit juice is healthier compared with carbonated beverages, and therefore a better replacement. The options are diversified. In addition to single flavored juice like orange juice, grape juice and lemon juice, there are also various kinds of novel-flavored blended juice, which contains a variety of nutrients and more balanced vitamin composition.

So what are the world's top ten best packaged fruit juice brands in 2018? Let's find out.



纯果乐(Tropicana)是世界第一果汁品牌，其总部位于美国。1947年，一位名叫安东尼·罗斯的水果商在盛产水果的佛罗里达建立了纯果乐公司。1954年，该公司创先使用巴氏消毒法处理橙汁。自此之后，它成为了佛罗里达橙子的最大单一买家，估计加工大约6000万箱水果。他们有独特的纸箱和包装方法来保持新鲜和质量。这款称为“纯果乐至尊纯果汁”的饮料是纯果乐公司的旗舰产品。消费者可以通过即饮包装享用到100%纯橙汁，感受来自佛罗里达正宗的新鲜美味。

1998年，纯果乐被百事公司收购，成为百事全球饮料战略中的重要组成部分。纯果乐以纯正、自然、营养的水果美味风靡全球60年至今，并不断丰富其产品，目前已经有包括百分百纯果汁、营养果汁、混合果汁、青年果饮、儿童果饮在内的全线果汁饮料产品。在全球范围，每秒销售出纯果乐饮料20箱。

2007年，百事纯果乐进入中国果汁市场，代表产品有混合果汁——果缤纷、鲜果粒等。它们凭借纯正、美味、营养大大吸引了中国消费者。

Tropicana is the world's number one juice brand, which is headquartered in the United States. In 1947, a fruit trader named Anthony Ross founded the Tropicana company in Florida, where fruit

is abundant. In 1954, the company pioneered the use of pasteurization to treat orange juice. Since then, it has become the largest single buyer of oranges in Florida, which is estimated to process about 60 million boxes of fruits. Tropicana has unique cartons and packaging methods to keep the freshness and high quality of their products. This beverage is the flagship product of Tropicana, which brings consumers the experience of 100% pure orange juice from Florida.

In 1998, Tropicana was acquired by Pepsi and became an important part of Pepsi's global beverage strategy. Tropicana has been popular all over the world for 60 years for its pure, natural, nutritious and delicious taste. Its product portfolio has been enriched constantly to present a comprehensive line of fruit juice options, including 100% pure fruit juice, nutritious juice, mixed juice, fruit juice for young people, and children's fruit juice. Globally, 20 boxes of Tropicana beverage are sold per second. In 2007, Pepsi Tropicana entered the Chinese market with representative products including Guobinfeng and Xiangguoli, which greatly attract Chinese consumers with their pureness, deliciousness and nutrition.



# Top10 榜单

## 2 Simply Orange

Simply Orange 是佛罗里达州阿波普卡的一家公司，成立于2001年，是可口可乐旗下品牌。2002年，它扩展到美国东南部。到2003年，该公司已建立全国分销渠道。Simply Orange 最初有三个橙汁品种：Original, Original with Calcium 以及 Grove Made。2004年，增加了第四个品种：Country Stand with Calcium。

Simply Orange 采用电脑模拟混合果汁，使产品全年保持一个口味。旗下产品有橙汁、柠檬汁、酸橙汁、葡萄汁、苹果汁、混合型果汁等。Simply 还推出了一系列非浓缩橙汁和其他果汁饮料，这些饮料以透明塑料瓶包装进行冷藏销售。塑料瓶瓶身宽大、往上逐渐变细，顶部是绿色密封盖子。

Simply 的果汁口感清新爽口，不添加任何的防腐剂、色素或者是人造香料。为了确保果汁“原汁原味”，他们每年都会从世界各地采购水果，大部分橙子都是由人工挑选，严格依照所制定的标准，并非所有水果都可以。事实上，每一瓶 Simply 的果汁上都印有“新鲜口感保证”的字样，这是他们对消费者的承诺。

The Simply Orange Juice Company is a company in Apopka, Florida, that was founded in 2001 and is a brand of The Coca-Cola Company. In 2002, it expanded to the southeast United States. By 2003, the company had national distribution. The three launch varieties of Simply Orange were Original, Original with Calcium and Grove Made. Simply Orange added a fourth variety in 2004: Country Stand with Calcium.

Their products employ computer-modelled blending of fruit juices to render a uniform taste year-round. Various



products under this name include Simply Orange Pulp Free, Simply Lemonade, Simply Limeade, Simply Grape Fruit, Simply Apple, Simply Fruit Punch and many more. It makes a number of not-from-concentrate orange juices and other juice drinks and fruit juices that are sold refrigerated in a distinctive clear plastic bottle and green twist top with a large green seal. The bottles have a wide body that starts tapering to a narrow neck at the top of the label.

Simply fruit juice is tasty and refreshing, and does not contain any preservatives, colorants or artificial fragrances. To ensure the original flavor of fruit juice, Simply buys fruit from all over the world every year. Most oranges are selected manually according to the strictly established standards. In fact, every bottle of Simply juice is printed with the word 'Fresh Taste Guaranteed', which is their commitment to consumers.



## 3 V8

V8 蔬菜汁由 New England Products 公司的创始人 W.G. Peacock (1896—1948) 开发制成。该公司曾以 Vege-min 品牌生产一系列蔬菜汁，因为销售业绩平庸，1933年，Peacock 将 Vege-min 系列蔬菜汁混合成一种产品，并采用“Vege-min 8”新名字。伊利诺斯埃文斯顿的一个杂货商建议他把这个名字简化成“V-8”。1948年，Campbell Soup 公司从印第安纳州泰瑞豪特的 Charles Loudon Packing 公司收购了该品牌，并一直生产该饮料至今。

该果汁因其含有8种水果或蔬菜而得名，有多种混合形式，比如草莓香蕉、石榴蓝莓、热带橙汁、桃子芒果、蔓越莓黑莓等。最基本的V8主要由水和八种蔬菜浓缩汁制成，一般是甜菜、芹菜、胡萝卜、生菜、欧芹、豆瓣菜、菠菜和番茄，番茄汁占总饮料的87%左右。Campbell 公司还推出了多款不同风味，如原味、辛辣、柠檬、低钠和有机风味等。产品销往世界各地，美国、澳大利亚、英国、加拿大和墨西哥是其主要市场。

V8 Vegetable Juice was developed by W.G. Peacock (1896-1948), the founder of the New England Products Company, which manufactured individual vegetable juices under the brand name Vege-min. Having had only mediocre sales performance, in 1933 Peacock began blending the Vege-min juices into one product and selling this new concoction as 'Vege-min 8'. A grocer

in Evanston, Illinois, recommended to shorten the name to simply 'V-8'. In 1948, the Campbell Soup Company acquired the brand from the Charles Loudon Packing Company in Terre Haute, Indiana, and has maintained continuous production of the beverage through the present day.

The fruit juice gets its name based on the fact that it contains a mixture of 8 fruits or vegetables in it. Various fusions like Strawberry Banana, Pomegranate Blueberry, Tropical Orange, Peach Mango and Cranberry Blackberry are available in the market. The original V8 is made mainly from water and tomato concentrate, and reconstituted vegetable juice blend: water and concentrate of eight vegetables, specifically: beets, celery, carrots, lettuce, parsley, watercress, spinach, and tomato. Tomato juice makes up around 87% of the total drink. Campbell's has produced several varieties of the drink, such as Original, Spicy Hot, Lemon, Picante, Low-Sodium, and Organic. The products are sold worldwide with the United States, Australia, United Kingdom, Canada and Mexico being their major markets.



# Top10 榜单

## 4 Minute Maid 美汁源

该品牌是可口可乐公司旗下品牌之一，也是世界上最大的果汁生产商，成立于1945年，总部设在美国德克萨斯。美汁源是第一家出售浓缩橙汁的公司产品，在美国各地销售，全年都有供应。2009年2月16日，该公司将总部从休斯敦迁往美国德克萨斯州舒格兰市。

美汁源旗下生产一系列饮料，通常以柠檬水或橙汁为主，但现在已经延伸到其它种类的软饮料，包括Hi-C。该品牌的流行果汁包括美汁源果粒橙，美汁源柠檬汁以及其他水果汁如草莓、菠萝、苹果、香蕉和番石榴。美汁源在中欧的品牌是Cappy，在挪威的品牌为Fruitopia，在俄罗斯和独联体的品牌则是“Моя Семья”(Moya Semia, “我家” )。

This brand is a subsidiary of the Coca-Cola Company and is the largest manufacturer of fruit juices in the world. It was initially found in the year 1945 and is based in Texas,



US. Minute Maid was the first company to market orange juice concentrate, allowing it to be distributed throughout the United States and served year-round. The firm opened its headquarters in Sugar Land Town Square in Sugar Land, Texas, United States, on February 16, 2009; previously it was headquartered in the 2000 St. James Place building in Houston.

Minute Maid is a product line of beverages, usually associated with lemonade or orange juice, but which now extends to soft drinks of many kinds, including Hi-C. The brand's popular fruit juices are Minute Maid Pulpy Orange, Minute Maid Lemonade and other of fruits like Strawberry, Pineapple, Apple, Banana, and Guava. Minute Maid is sold under Cappy brand in Central Europe and under Fruitopia in Norway. In Russia and CIS Minute Maid is produced under the brand “Моя Семья” (Moya Semia, “My Family”).



## 5 Langer

这是一个美国果汁品牌，成立于1960。自成立以来，Langer家族一直积极参与果汁的生产、销售到质保等各个方面。

这一家族企业已成为竞争激烈的果汁行业中的一支重要力量，旗下包含各类主流饮料类别，如苹果、蔓越莓、葡萄、柑橘、石榴和热带混合果汁，在美国各地主要零售商处均有销售。最近，他们扩大了Langer-Plus生产线，覆盖九种100%果汁，其中还添加营养素、基本抗氧化剂、矿物质和草本植物精华。最新的产品包括维生素水和No Worries牌鸡尾酒。如今他们旗下新增的混合果汁产品越来越多。

This is an American fruit juice brand that was found in 1960. Since the formation of the company, the Langer family has remained actively involved in every aspect of making juice, from production and marketing to quality assurance.

Family owned Langer Juice Company, Inc., has emerged as a major force in the very competitive juice industry. Producing beverages in many of the high volume categories that include apple, cranberry, grape, citrus, pomegranate and tropical blends, the Langer brand can be found in major retailers across the country. Recently they have expanded their

自上个世纪八十年代早期以来，Ceres果汁已经成功地出口到许多国际市场。目前，已出口到非洲、欧洲、远东、中东、亚洲和北美洲的84个国家。

该公司以南非西开普Ceres镇命名，由当地果农于1986年建立，以此增加产品价值和扩大市场。Ceres谷地是非洲南部一个重要的水果产区，尤其是苹果、梨和核果。2004年，Ceres成为开普敦Pioneer Foods旗下全资子公司。产品包括Ceres100%果汁，Ceres Delight, Ceres Sparkling, Ceres泉水和Ceres浓缩花蜜

Ceres果汁富含有益的维生素和矿物质，不添加糖或者是防腐剂，营养与美味并存，被认为极具“异国情调”，力求成为消费者心中最有营养和最清新的解渴饮品。

Since the early 1980's, Ceres Fruit Juices has been successfully exporting its brands to a great number of international markets. Currently we are exporting to more than 84 countries in Africa, Europe, the Far East, Middle East, Asia and North America.

The company is named after the town of Ceres in the Western Cape, South Africa where it was founded in 1986 by local fruit farmers as a way to add value and expand the market for their produce. The Ceres valley is an important fruit growing region in southern Africa, particularly for apples, pears and stone fruits. Ceres became a wholly owned subsidiary of the Cape Town based Pioneer Foods in 2004. It is named after the Ceres Valley that is an important fruit growing region



Langers Plus product line to include nine varieties of enhanced 100% juices, which contain added nutrients, essential antioxidants, minerals and herbs. The newest additions include a vitamin enhanced water and No Worries brand cocktail mixers. They have been expanding their product line with more and more new juice blends.



## 6 Ceres

in the Southern Africa. Its various products include Ceres 100% Juice, Ceres Delight, Ceres Sparkling, Ceres Spring Water, and Ceres Nectar Concentrate.

Rich in vitamins and minerals, without sugar and preservatives, Ceres fruit juice is both nutritious and tasty. Considered to be 'exotic', it strives to become the most nutritious and refreshing drink for consumers.



# Top10 榜单

## 7 Apple and Eve

这是一家位于纽约的公司，专门生产果汁和有机果汁产品。它是美国增长最快的公司之一。1975年，Gordon Crane创立了Apple & Eve公司，从此开启了一段硕果累累的旅程。在过去的40年里，Apple & Eve一直专注于为消费者提供纯正美味又健康的果汁。

为了满足市场上不同消费者的需要，Apple and Eve推出了多种口味的果汁，如苹果味、葡萄味、奇异果味、石榴味等等，其中苹果果汁和蔓越莓果汁最受消费者欢迎。果汁富含人体所需的营养物质和矿物质，保证人造香料、糖分、色素零添加。在Apple and Eve看来，每一瓶果汁都付出了100%的时间，为消费者提供新的口味和新的产品是他们一直努力的目标。

This is a New York based company that is specialized in production of fruit juice and organic juice products. It is one of the fastest growing companies in the United States. In 1975, Gordon Crane founded Apple & Eve and started a fruitful journey. For the past 40 years, they've remained focused on the singular mission

formed sitting around consumers' kitchen table: to provide consumers with pure, healthy juices that taste as good as they are good for them. To meet the needs of different consumers, Apple and Eve launched a variety of fruit juices, such as Apple, Grape, Kiwi Fruit and Pomegranate, among which Apple and Cranberry are the most popular. Apple & Eve fruit juice is rich in nutrients and minerals needed by the human body, and has no artificial flavors, sugars and colorants. For Apple and Eve, each bottle of fruit juice has been paid 100% of efforts. They have always been dedicated to providing consumers with new flavors and new products.



蔓越莓等等，除此之外还有葡萄、菠萝、樱桃等口味，供消费者选购。

事实上，该合作社通过在果汁混合和包装领域的广泛创新，获得了巨大的人气。蔓越莓果汁是最他们最火爆的产品，曾获得ChefsBest最佳口味奖。

Ocean Spray is an agricultural cooperative of growers of cranberries and grapefruit headquartered in Lakeville/Middleborough, Massachusetts. This American fruit juice manufacturing company founded in 1930 is known for its products of cranberries and grape fruits. It currently has over 700 member growers (in Massachusetts, Wisconsin, New Jersey, Oregon, Washington, Florida, British Columbia and other parts of Canada, as well as Chile). The cooperative employs about 2,000 people, with sales of \$1.2 billion in fiscal year 2013 and account for 70% of North American cranberry production. Their products include cranberry sauce, fruit juices, fruit snacks, and dried cranberries. Most of their fruit juice is made of berries, such as blueberries, blackberries and cranberries, etc. There are also grape, pineapple, cherry juice, etc. for consumers to choose.

In fact, they have gained immense popularity by bringing extensive innovation to the filed with first of its kind juice blend and packaging. Its cranberry juice is their hot-sale product and it won the ChefsBest Award for best taste.

## 8 Ocean Spray

Ocean Spray 是一家总部设在马萨诸塞州的蔓越莓和葡萄种植者农业合作社。这家美国果汁制造公司成立于1930年，以其蔓越莓和葡萄产品而闻名。该合作社目前有超过700名种植者成员（来自马萨诸塞州，威斯康星，新泽西，俄勒冈，华盛顿，佛罗里达州，不列颠哥伦比亚和加拿大的其他地区，以及智利），雇员员工约2000人，2013财政年销售收入12亿美元，占北美蔓越莓生产的70%。产品包括蔓越莓酱、果汁、水果点心和干果蔓越莓等。

该品牌的果汁大多数选用莓作为原料，比如蓝莓、黑莓、



Del Monte 起源于1886年，当时一位加州食品分销商为加利福尼亚蒙特雷著名的德尔蒙特（Del Monte）酒店开发了一款高级品牌咖啡。到1892年，Del Monte食品生意形成规模，Del Monte品牌的第一瓶桃子罐头也随之诞生。1909年，Del Monte开发了其著名的Del Monte盾，自那时起，Del Monte开始在世界各地种植、生产和包装水果产品。

Del Monte 是美国最大的销售商之一，拥有多个市场占有率第一或第二的产品。该品牌的其他产品还包括水果、蔬菜、酱汁、肉汤罐头等。

该公司拥有超过100年制作果汁的经验，确保水果在最成熟最美味的时候被采摘下来，不同种类的橙子用来制作不同风味的果汁。值得一提的是，Del Monte倡导“物尽其用”。以橙子为例，果肉用于榨汁，表皮可以制作成饲料喂养动物，而表皮榨出来的油有的可以放到果汁中，有的可以添加到化妆品或者食物调料中。



## 10 Frooti

Frooti 是印度销量最大的芒果味饮料，是Parle Agro印度公司和Parle Agro尼泊尔公司最成功的旗舰饮料，于1985年以利乐包装的形式推出。该饮料被出口到美国、澳大利亚、英国、阿拉伯联合酋长国、马来西亚、沙特阿拉伯、马尔代夫、新加坡、泰国、莫桑比克、加纳、马拉维、尼泊尔等许多国家。

Frooti 采用绿色长方形利乐包装，属即饮芒果饮料。虽然它不是第一款芒果饮料，但很快就获得了巨大的市场份额，便于携带的包装在其成功背后起着重要的作用，Frooti 因清爽的芒果口味，销量大增。

多年来，该品牌经历了一系列重新定位。从最初的广告语“Frooti 芒果，新鲜多汁”到“Frooti 芒果果汁，让你的生活更多彩”，最终，最初的广告语重新被采用。目前的广告主要强调Frooti 在印度的领先地位。

Frooti is the largest-selling mango flavoured drink in India. It is the flagship product of and the most successful drink offered by Parle Agro India Pvt. Ltd. in India and Parle Agro Nepal Pvt. Ltd. in Nepal. Frooti was launched in 1985 in TetraPak packages. The fruit juice is exported to the United

## 9 Del Monte

Del Monte originated in 1886 when a Californian food distributor developed a premium branded coffee for the famous Hotel Del Monte in Monterey, California. By 1892 the food business had expanded and the Del Monte brand appeared on its first can of peaches. By 1909 it had developed its well known Del Monte shield and since then Del Monte has developed its growing, producing and packing of fruit products across the world.

The brand is one of the largest marketers in the US and several products by the brand holds the number one or two positions in the market share. The brand's other products include canned fruits, vegetables, sauce, broth and many more.

With over 100 years' experience of fruit juice production, the company can make sure that the fruit is picked at the right to ensure its good taste. Different kinds of oranges can be made into different flavors of fruit juice. It is worth mentioning that Del Monte advocates 'make the best use of everything'. In the case of orange, for example, the pulp is used for juice, the epidermis can be made into fodder for animals, and the oil from the epidermis can be used in juice, cosmetics or seasonings.

States, Australia, the United Kingdom, the United Arab Emirates, Malaysia, Saudi Arabia, Maldives, Singapore, Thailand, Mozambique, Ghana, Malawi, Nigeria and many other countries. Frooti was launched in a green rectangular Tetra Pak as a ready-to-serve mango drink. Although it wasn't the first mango drink, Frooti quickly acquired a large market share. The packaging played a major role behind its success, since it could be carried easily and conveniently. Frooti also provided a refreshing mango taste that translated into a huge demand for itself.

Over the years the brand has experienced a series of repositioning. From the original tagline 'Mango Frooti, Fresh and Juicy' to 'Juice Up your Life'. Eventually, the original tagline- 'Mango Frooti, Fresh and Juicy' was reinstalled. The present ad campaigns focus on reaffirming Frooti's leading position across India in a confident manner.



## HOW FOREIGN HEALTH FOOD ENTERS THE \$25 BILLIONS CHINESE MARKET

### 市场规模逾 250 亿，进口保健食品如何撬开中国大门？



据统计，到 2020 年，中国的中产阶级将增至 400 万人，273 个城市的人均可支配收入将与上海居民人均可支配收入持平，随着国内中产阶级群体对健康与营养的关注度逐年增长，膳食补充剂和营养保健品也因此越来越受欢迎，从而催生出规模庞大、极具潜力的保健食品市场，更有越来越多国外保健食品品牌涌入，意图分享这块美味的“蛋糕”——如何撬开这规模逾 250 亿美元的市场？近日，美中保健品协会（以下简称 USCHPA）的执行董事 Jeff Crowther 发表了其见解。

According to statistics, by 2020, China's middle class will increase to 4 millions and the per capita disposable income of 273 Chinese cities will catch up to that of Shanghai. As the Chinese middle class pay increasing attention to health and nutrition, dietary supplements and nutritional health products are becoming increasingly popular, thus bringing about a huge and highly promising health food market. More and more foreign health food brands are pouring in for a share of this delicious 'cake' - How to benefit from this \$25+ billion market? Recently, Jeff Crowther, Executive Director of USCHPA offered his opinions.

### "BLUE HAT" IS THE BIGGEST CHALLENGE “蓝帽子”是最大挑战

中国食药监局将膳食补充剂纳入“保健食品”的范畴。Crowther 曾经在采访中预计中国保健食品市场规模约为 250 亿美元。准确确定保健食品的市场价值是很困难的，因为其监管种类包括食品、饮品和其他产品。

四年前，CFDA 开始修订保健食品的监管程序。这些产品需要具备“蓝帽子”标识，“蓝帽子”的整个注册流程可能需要三年时间，还需要公司投资临床试验，这对公司来说非常昂贵。这种限制性制度会使得很多参与者退出中国保健食品市场。Crowther 指出，由于监管体系的限制，中国保健食品的增长和扩张速度比他们预期水平更慢，限制性的监管制度往往会阻碍投资。

中国监管机构希望改变这一局面。2014 年 7 月全国人民代表大会通过了《中华人民共和国食品安全法（修订草案）》，该草案将中国膳食补充剂注册流程纳入通知系统，简化了相关流程。至于某些限制类别的补充剂在进入市场之前，需要向 CFDA 发出通知，而非提交给“蓝帽子”进行筛选。

对公司来说，蓝帽子注册流程是一个很大的挑战，因为需要花费三年时间才可以获得批准，而且每个产品的注册费用超过 150,000 美元，Crowther 说：“另一方面，记录流程还需要一年时间，花费大约 15,000 美元至 20,000 美元。”

通知系统目前仅限于维生素和矿物质类补充剂，到目前为止，只有少数公司完成这个过程，所以现在还处于早期阶段，但是这种情况可能会改变。Crowther 说：“应该密切关注维生素和矿物质的记录过程，因为有可能在维生素和矿物质中添加其它成分，这些成分可能添加到批准清单中，例如鱼油，叶黄素，番茄红素，人参和其他成分。这有助于加快产品的进入市场的流程，减少获得注册批准所需的时间和资金。”

China Food and Drug Administration (CFDA) has put dietary supplements into the category of 'health food'. Crowther once predicted in an interview that the size of China's health food market is about \$25 billion. It is difficult to know the precise value of the Chinese health food market, as the products in this market include food, beverage, etc.

Four years ago, CFDA began to revise the regulatory procedures for health food. Health food products require a 'blue hat' logo, which may take three years to register. Health food producers also need to invest in expensive clinical tests. Such restrictive system will make many participants quit the Chinese health food market. Crowther said that the growth of health food in China is slower than expected because restrictive regulatory systems tend to impede investment.

The Chinese regulators want to change the situation. In July, 2014, the National People's Congress approved the Food Safety Law of

### NEW OPPORTUNITIES BROUGHT BY CROSS-BORDER ECOMMERCE 跨境电商带来新机遇

尽管监管机构正在寻找更简便的流程，但投资者、零售商和消费者仍然把目光集中在跨境电商上。Crowther 曾表示，中国消费者最感兴趣的是成熟的国际品牌，他们会通过互联网进行搜索研究来发现国际上流行的东西。如今，社交媒体的发展越来越快，借助类似于微信这种社交媒体平台，让中国消费者熟知国际品牌，这是很重要的。

近几年，针对保健食品的投资活动显著增加，中国公司接管美国品牌的情况不在少数。2018 年，哈药集团美国零售商 GNC 建立了 3 亿美元的战略合作伙伴关系，这是近年来最重要的一笔交易，现在，哈药集团拥有 GNC 40% 的股份。William Hood & Co. 的创始人 William Hood 说道：“为什么中国买家会对



the People's Republic of China (Revised Draft), which incorporated the registration process of dietary supplements into the notification system to make it simpler. For some restricted supplements, CFDA should be notified before they enter the market and they do not need to be submitted to the "Blue Cap" for selection.

For health food producers, the "Blue Hat" registration process is a big challenge because it takes three years to get approval, and the registration fee for each product exceeds \$150,000. According to Crowther, "additionally, it takes one more year to record the process, which costs about \$15000 to \$20000".

The notification system is only applicable to vitamins and mineral supplements, and so far only a few companies have completed the process, so it is still in the early stage, but this situation may change. Crowther said that the recording process of vitamins and minerals should be closely watched, because other ingredients may be added to vitamins and minerals, such as fish oil, lutein, lycopene and ginseng, which might be put into the approval list. This helps to speed up the market entry process and reduce the time and money required to obtain registration approval.

GNC 感兴趣？这是因为，GNC 在中国很有名，是一个在海外具有巨大潜力的小企业。在交易时，GNC 在中国已经有五家零售店。投资是中国国内产业增长最快的方式，在国际品牌中拥有投资或者控制权，这为行业持续发展提供了优势。”

Regulators are looking for simpler procedures, while investors, retailers and consumers pay more attention to cross-border ecommerce. According to Crowther, the Chinese consumers are most interested in mature international brands and they search the Internet to find popular things around the world. Nowadays, with the fast development of social media, it is important for international brands to reach the Chinese consumers through the help of social media like WeChat.

In recent years, investment activities for health food have increased significantly, and it is not rare that Chinese companies take over American brands. In 2018, the Harbin Pharmaceutical Group established a \$300 million strategic partnership with the American retailer GNC. It is one of the most important deals in recent years. Now, the Harbin Pharmaceutical Group owns 40% share of GNC. William Hood, founder of William Hood & Co., said, "Why is the Chinese buyer interested in GNC? It is because GNC is well known in China, and is a small business with great potential overseas. At the time of the deal, GNC already had five retail outlets in China. Investment is the fastest way for the development of China's domestic industry. Investment in or control over international brands paves the way for the sustainable development of the industry."

## PROBIOTICS AND OMEGA-3 ARE MOST LIKED BY THE CHINESE PEOPLE 益生菌与Omega-3最受国人青睐

如今，健康和保健成为了中国消费者关注的话题，国家倡导的“全民健身计划”也鼓励人们多进行体育锻炼。Crowther说：“据数据显示，每年在中国举办的马拉松、自行车比赛、铁人三项等活动非常多，这些活动使得健身人数增加，人们对于运动营养的兴趣也有所提高，尤其是蛋白质、氨基酸，如BCAA配方，运动前配方和肌酸。”他指出，USCHPA将于8月15日在上海举办运动营养行业峰会，这将是相关国际企业进入中国的理想机遇，而且他们能够在会上获得最新的运动营养信息。

除了运动营养，Crowther表示，中国消费者对益生菌和Omega-3脂肪酸有着浓厚的兴趣。“Omega-3脂肪酸更具优势，因为它在市场上的时间比益生菌长。益生菌大部分在乳品/酸奶行业中使用。他们尚未在补充剂市场中产生重大影响。这主要因为受到‘蓝帽子’的限制。”

他还补充说道：“就像全世界一样，我认为中国很多公司都有兴趣利用大数据来定制补充剂，通过可穿戴设备或者是血液测试来收集相关信息，研究健康状况。”

Nowadays, health and health care have become hot topics for Chinese consumers. China's "National Fitness Program" also encourages people to do more physical exercises. According to Crowther, "data show that there are a lot of sport events such as marathons, bicycle races and triathlons held in China every year. These activities increase the number of exercisers and raise people's interest in nutrition, especially protein and amino acids."

## CZECH HEALTH CARE PRODUCT LANCELOT AIMS AT THE CHINESE MARKET 捷克知名保健品Lancelot 发力中国市场

近年来，随着国内进口食品市场的蓬勃发展，中国人对于捷克食品，也不陌生了：捷克的啤酒、肉类、乳制品等都深受中国消费者的青睐。然而，捷克的保健品，在中国市场的认知度却并不如来自澳洲、美国的品牌。Lancelot，这个在捷克本土以及欧美市场广受欢迎的膳食补充剂品牌，看准了中国市场的巨大商机，宣告有意进军中国。“Lancelot是独一无二的产品，”捷克著名医学博士、同时也是Lancelot研发者的Dr. Oto Kosta在接受《Food To China》杂志采访时说，“相信它会成为膳食补充剂市场的领导者！”

### F2C: 请介绍一下开发Lancelot的契机、其主要成分和功能。

Lancelot由精英医生、生物化学家、药剂师、理疗家和营养学家共同开发制成。整个过程花费了五年的时间，通过患者对该产品各个发展阶段进行测试。Lancelot的作用主要是提升能量、力量和活力。

### F2C: Lancelot适用于哪些消费群体？

Lancelot的目标人群包括身心疲惫和工作紧张的人（管

such as BCAA formula, pre-exercise formula and creatine." He said that the USCHPA will hold the Sport Nutrition Industry Summit in Shanghai on August 15th, which will be an ideal opportunity for international companies to enter the Chinese market, and they will be able to get the latest information on sport nutrition at the meeting.

Crowther said that the Chinese consumers are also very interested in probiotics and Omega-3 fatty acids in addition to sport nutrition. "Omega-3 fatty acids have more advantages because they have been in the market longer than probiotics. Probiotics are mostly used in the dairy / yogurt industry. They have not yet had a major impact on the supplements market mainly because of the 'Blue Hat' restrictions.

He added: "like other companies around the world, I think many Chinese companies are interested in using big data to customize supplements, and collecting information through wearable devices or blood tests to do health research."



理人员，士兵，警察，运动员，政治家），已经耗尽生物潜能的人（老年人）或经常生病的人。15岁以上的男性和女性均可使用，但孕妇、哺乳期妇女和15岁以下儿童不建议使用。

### F2C: 这种产品在欧美市场的知名度如何？

鉴于过去市场上没有一个产品对健康有着如此全面的影响，且现在我也没发现有其他这样的产品，因此Lancelot变得非常受欢迎，尤其是在中欧、加拿大和美国。Lancelot开发者迈出了具有远见的一步，仅用一小盒产品就取代了包括医生在内的整个医院！无论是谁只要了解这一远见，都将很快成为世界各地食品补充剂领域的市场领导者。

### F2C: 捷克保健品市场的最新趋势是什么？当地人喜欢什么样的保健品？

当地人喜欢那些能在能量，活力，力量，以及在提升有机体对微生物、病毒或其他负面环境因素的抵抗力等方面带来综合益处的食品补充剂，尤其是由天然成分制成的食品补充剂。2012年，在总人口仅为一千万的捷克共和国，人们共花费了55亿克朗（254,362,477.23美元）购买食品补充剂！

### F2C: 中国保健品市场规模预计将达到250亿美元。您对这个市场有什么样的看法？

中国市场对Lancelot这样一种独一无二的非凡产品来说是一个绝佳的机会——无论是谁——作为一个远见卓识的梦想家——抢占先机——在某个特定的市场抓住了这个机会（利用它）——那么他不仅将成为食品补充剂领域的领导者，而且将取得经济上的成功！

### F2C: 您认为Lancelot在中国市场的前景如何？

基于我在第5个问题的答案中提到的原因，我非常乐观——Lancelot拥有在中国市场上成功的所有先决条件，因为它绝对是独一无二的，而且在这类食品补充剂中是最顶级的。此外，它倡导健康的生活方式，提供了疾病预防的一个强有力的选择，从而保护了它的使用者，包括他们的整个家庭，同时给了他们相比那些不使用Lancelot的人更大的优势。我所从事的工作能够改变千百万人的生活，这真是一个惊喜。

In recent years, with the rapid development of China's imported food market, Czech food is not strange to the Chinese people anymore. Czech beer, meat, dairy products, etc. are very liked by the Chinese consumers. However, Czech health products are not as popular as those from Australia and the United States.

Lancelot is a popular dietary supplement brand in Czech, Europe and America. Aiming at the great business opportunities in the Chinese market, it has announced its intention to enter China. "Lancelot is a unique product," said Dr. Oto Kosta, a famous doctor of medicine in Czech and the developer of Lancelot, in an interview with the "Food To China" magazine. "I believe it will be a leader in the dietary supplement market!"

### F2C: Please introduce the opportunity of developing Lancelot, its main components and functions.

LANCELOT was developed by elite doctors, biochemists, pharmacists, naturopaths, and nutritionists. The whole process took five years and included trials of individual stages of its development with patients. Its individual components are described in detail in the annex of this article. The function of LANCELOT is primarily to boost energy, strength, and vitality.

### F2C: What kind of people does Lancelot apply to?

LANCELOT is intended for those with physical and mental exhaustion and stressful work (managers, soldiers, policemen, athletes, politicians), those who have already exhausted their biological potential (seniors) or are often ill. It is intended for both men and women from 15 years of age. It is not recommended to pregnant and breast-feeding women and children under the age of 15.

### F2C: How about the popularity of this product in European or American market?

Given that there was no product with such a comprehensive effect on



the market in the past and I am not aware that there would be one at present, it has become enormously popular, especially in Central Europe, Canada, and the USA. The producer has managed to take a visionary step, with a small box taking the place of the whole hospital including doctors! Whoever understands this vision will soon become the market leader in the field of food supplements everywhere in the world.

### F2C: What are the latest trends in health products market in Czech? What kind of health food do local people prefer?

Food supplements that provide comprehensive benefit to the user in terms of energy, vitality, strength, and the increased resistance of the organism to the negative effects of microbes, viruses or other environmental factors, and especially those that are made of natural ingredients are far preferable. For instance, in 2012 in the Czech Republic, counting 10 million inhabitants, people spent 5.5 billion crowns (254 362 477.23 USD) on food supplements!!!

### F2C: It is predicted that the scale of China's health care products market will reach US \$25 billion. What do you think of this market?

It is a great opportunity for unique and extraordinary products such as LANCELOT - whoever is to seize this opportunity (to make use of it) on a particular market - as a proper visionary - first, not only they will become the leader in the field of food supplements but also the symbol of economic success!

### F2C: What do you think of the prospect of Lancelot in China market?

For the reasons I have mentioned in the answer to question No. Five, I am very optimistic - LANCELOT has all the prerequisites for success on the Chinese market as it is absolutely unique and top-of-the-range among food supplements in this category! In addition, it advocates a healthy lifestyle, it represents a strong option for disease prevention and thus protects its users, including entire families, while giving them a great advantage over those who do not use LANCELOT. It is a really pleasant surprise for me that work I have been involved in can change the lives of millions of people.

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燕窝 CUBILOSE

# CUBILOSE - A DELICACY IN BOTH ANCIENT AND MODERN TIMES

## 燕窝——穿越古今的珍馐美味

明朝时期，郑和下西洋。相传，在某次航海途中，郑和的远洋船队遇上大风暴，被迫停泊在马来群岛的一个荒岛，当时食物严重短缺，偶然间，他们发现了峭壁上的燕窝。于是郑和命部属将燕窝采摘洗净，经清水炖煮后作为食物充饥。几天后，船员们脸色红润，精神焕发。回国时，郑和将燕窝献给明成祖，从此，燕窝身价高涨，价值连城，成为御膳中必不可少的菜式。

无论是历代“八珍”之首，还是如今中医口中“补气益中”的营养佳品，燕窝始终是人们餐桌上的“宠儿”。随着现代社会生活水平的提高，燕窝已经逐渐走进寻常百姓家，不再是“遥不可及”的高端奢侈品。

不过，虽然中国人食用燕窝的历史颇为悠久，但对于如何挑选、鉴别以及烹调燕窝，仍然存在着不同程度的认知差别。广东省燕窝产业协会张雅琴会长在接受《进口食品》杂志专访时告诉我们：并非所有燕子筑的巢，都能称为“燕窝”……

Zheng He travelled to the West during the Ming Dynasty. According to Legends, Zheng He's oceangoing fleet met a big storm on a voyage and was forced to berth at a barren island in the Malay Archipelago, where they had a serious shortage of food. They found cubilose on the cliff by chance, and Zheng He ordered his subordinates to pick the cubilose, wash it, and cook it with clear water for food. A few days later, the crew had rosy complexions and felt refreshed. After Zheng He returned home, he presented cubilose to Emperor Yongle. Since then, cubilose has been soaring in price and become an indispensable dish in the imperial diet.

Ranking the first of among the “eight treasures” through the past



Chinese dynasties, and recommended by traditional Chinese doctors as a nutritious food for “nourishing vitality, cubilose has always been a favorite in the Chinese people's dining table. With the improvement of living standards, cubilose has appeared at the homes of common people and is no longer an unreachable “high-end” luxury.

Although Chinese people have a long history of eating cubilose, there are still different awareness regarding how to select, distinguish and cook cubilose. Zhang Yaqin, President of the Guangdong Bird's Nest Industry Association, told Food2China magazine in an interview: not all the nests built by swallows can be called ‘cubilose’.



## ONLY NESTS BUILT BY SWIFTLETS ARE "CUBILOSE" 金丝燕筑的窝，才是“燕窝”

燕子都会筑巢，一般燕子的巢大多以衔来的泥和草为原料，辅以自己的唾液为粘合剂制作而成，这种窝常见于农村屋顶的角落，不可食用，仅仅能称为鸟窝或是鸟巢。唯有金丝燕与众不同，这是因为它们所筑的窝都是用自己的唾液为原料制成，只有它们筑的窝才有资格称为“燕窝”。

金丝燕喜好生活在温暖湿润的亚热带海岸边和周围的海岛上，每逢繁殖季节，雌雄成对的金丝燕就会选址筑巢。成年金丝燕每年产卵三次，在产卵前约30天开始筑窝。一开始，它们会反复往返所选地，每次接触岩壁时，便会将嘴里的粘液吐在上面，经过无数次吐沫后，就会在岩壁上勾勒出半圆形轮廓，继而依照轮廓逐级往上筑窝，这个过程大约需要30天。等到小金丝燕能够自行飞翔觅食，飞离燕窝时，燕农就会将燕窝摘取下来。

采摘下来的燕窝直径为15—20厘米，外观像一只白色半透明的半月型杯子。小金丝燕离巢后大约30天，金丝燕会进行第二次筑巢，由于金丝燕拥有超强的记忆力，它们往往会记住上一次筑巢的地方，再筑新巢，如此循环。

根据筑巢地点的不同，燕窝可以分为洞燕和屋燕。金丝燕在野外山洞、沿海峭壁所筑的巢，称为洞燕。野生洞燕筑巢于污染较少的原始森林洞穴内，不受天气变化影响，更容易吸收岩壁中的矿物质和大自然的日月精华，因此洞燕杂质很少，口感独特，营养尤为丰富，可以说是千金难求。

但是由于早期滥采，金丝燕的生存环境遭到严重破坏，致使洞燕产量大幅减少。随着环保呼声日益高涨，屋燕逐渐

取代了洞燕。屋燕指的是金丝燕在人工建筑的屋内所筑的巢，这些人工建造的屋子则称为燕屋。从外观上看，燕屋和一般的房屋相差无异，仅仅是多了一些用于透气的圆形小孔。燕屋顶部还开辟了窗口，便于金丝燕出入燕屋。除了建造适合金丝燕居住的燕屋之外，如何“引燕入屋”也是一门技术活。金丝燕喜好热闹，因此人们通过使用音响播放金丝燕的叫声，引其入屋，同时控制温度和湿度，保证屋内无光线，从而营造一个金丝燕喜欢栖息与居住的环境。

从洞燕到屋燕，改变的仅仅是金丝燕筑巢的环境，它们的生活习惯并没有受到影响。人类用智慧将大自然原始森林环境和人工技术相结合，既保护了金丝燕，又保证了燕窝的产量。受人为保护后，金丝燕的繁衍越来越多，所筑的燕窝及时采摘，营养成分不会流失，品质稳定可控。

采摘之后的燕窝经过人工剔毛、清洗和风干等加工程序后，就成为了市面上的燕窝。燕窝的形态、加工方式各异，按照形状可以分为燕盏、燕条、燕丝、燕角等，但是其营养成分并无区别。由于金丝燕筑巢位置不同，即便是燕盏，也分为大三角、三角盏、平盏等形态，燕盏的等级依据盏型的完整程度来划分，其中特级白燕盏型大，纤维紧密，级别最好，价格较贵。

完整的燕盏在加工运输中难免压碎，其中，粗条块的燕窝称之为燕条，其口感比燕盏稍差。燕角是金丝燕用来固定燕窝两端的部位，其质地较硬，因此更有嚼劲，浸泡时间一般要十小时以上。而燕丝和燕碎通常制作成燕饼售卖。



All Swallows build nests, mostly with mud, grass and their own saliva as materials. Those kinds of nests, often found in the corners of rural roofs, are not edible, and therefore can only be called "birds' nests". Swiftlets are different, whose nests are made solely of their own saliva. Only Swiftlets' nests can be called "cubilose".

Swiftlets live along warm and humid subtropical coasts and on the surrounding islands. During the breeding season, pairs of male and female swiftlets will choose sites to build nests. Adult swiftlets spawn three times a year and begin to build nests 30 days before laying eggs. At first, they will come to the sites again and again and spit their saliva on the rock wall to build a semicircular outline, and then the nests are built up according to the outline. The whole process takes about 30 days. After the baby swiftlets can fly by themselves and fly away from the nests, farmers will harvest the nests.

The harvested cubilose is 15 to 20 centimeters in diameter and looks like a white translucent half-moon cup. About 30 days after the baby swiftlets leave the nests, parent swiftlets will build nests for the second time. Because of their super memory, they often build nests again and again at the same old sites.

According to the difference of nesting sites, cubilose falls into two categories: cave nests and house nests. The nests built by swiftlets in caves and on coastal cliffs are called cave nests. Cave nests are found in less-polluted wild caves in forests and not affected by weather change, and they can more easily absorb the minerals in the rock walls and from nature, so they have fewer impurities, unique taste and particularly rich nutrition, which makes them highly sought after on the market.

However, due to overexploitation in early years, the living environment of swiftlets has been severely damaged, resulting in a significant decline in the yield of cave nests. With the increasing awareness of environmental protection, house nests have gradually replaced cave nests. House nests refer to nests built by swiftlets in

human-made "swiftlet houses". Swiftlet houses are not different from ordinary houses in appearance except that they have some round holes for ventilation. There are also windows at the top of swiftlet houses for the birds to fly into and out of the houses. In addition to building swiftlet houses, how to "allure swiftlets into the houses" is also a skilled task. Swiftlets are sociable creatures, so people play the sounds of swiftlets to allure them into the houses. Meanwhile, temperature and humidity are controlled and no light is allowed in the houses to create a livable environment for the swiftlets.

From cave nests to house nests, what has been changed is only the living environment of swiftlets. Their living habits are not affected. The combination of the natural forest environment and artificial house technology not only protects swiftlets but also guarantees cubilose production. With protection from humans, swiftlets have increased reproduction. Cubilose is harvested timely to avoid nutrition loss and ensure stable quality.

After cleaning and air drying, cubilose is available for sale on the market. Cubilose has different shapes and processing methods. According to the shapes, there are cup cubilose, strip cubilose, shred cubilose, corner cubilose, etc., but there is no difference in their nutrient content. Because swiftlets build their nests in different positions, even cup cubilose can be divided into several categories such as big triangle, triangle cup, and flat cup. The grade of cup cubilose is determined by the completeness of its cup shape. Extra white cup cubilose, which features tight fibers, is the best grade and more expensive.

Intact cup cubilose may get crushed during processing or transportation. The strip parts are called strip cubilose, whose taste is not as good as cup cubilose. Corner cubilose is the parts that swiftlets use to fix both ends of their nests. It is harder and therefore chewier. The soak time usually takes more than ten hours. Shred cubilose and debris cubilose are usually made into cubilose cakes for sale.



## FIVE STEPS TO DISTINGUISH BETWEEN GENUINE AND FAKE CUBILOSE 五步辨别燕窝真假

中国是最大的燕窝消费国，但由于中国燕窝产量极少，绝大多数需要从东南亚国家进口。在东南亚国家中，有“千岛之国”之称的印度尼西亚最适合金丝燕栖息居住，因此全球85%—90%的燕窝产自印度尼西亚，其次是马来西亚、泰国、越南等地。近年来，政府制订燕窝标准，放开临时燕窝管制措施，使得燕窝的消费量呈现井喷态势。据统计，2017年中国燕窝总进口量为81.4吨，超过了前三年的总和。

庞大的进口难免会出现掺假造假的现象，在进口过程中，部分燕窝通过非正常渠道流入国内，其质量安全缺乏保障。那么，如何挑选货真价实的优质燕窝？其实可以从看、闻、摸、烧、品这几个步骤入手。

**看**——看颜色，天然的燕窝呈现乳白色，微黄，色泽通透自然。通过漂白处理的燕窝颜色特别白，很难看到燕窝的细小绒毛。这是因为，纯手工剔毛的燕窝不可能百分百干净，多少掺杂一些黑色的绒毛。那些白得发亮，没有看到黑色绒毛的燕窝就是经过化学漂白的。二看形状，从外观上看，优质燕窝一般呈半月球形，有不均匀的缝隙，其丝条纹理清晰紧密。而经过人工加工处理的燕窝，丝丝密集，排列相当整齐，造型工整不自然。

**闻**——优质的燕窝伴有轻微的腥味和木霉的味道，甚至有一种“氨气”的味道，如果闻到了化学剂的味道，多半是掺假或者添加了化学物质。

**摸**——优质的燕窝摸上去干爽，不耐压，放在水中浸泡之后，取出一条细丝，其弹性好，有韧性，不容易拉断。如果是假的燕窝，细丝的弹性很差，用手指搓揉之后则会成浆糊状。

**烧**——通过燃烧燕丝也可以鉴定燕窝的真假。天然的燕窝在燃烧时有一种类似于头发烧焦的味道，并不会产生任何剧烈的声响和飞溅的火星。

**品**——天然的燕窝在炖煮之后会散发出蛋白的清香味，口感细腻爽滑，富有弹性。

尽管能够通过这几个步骤来鉴定燕窝的真假，但是再丰富的经验也比不过专业的检测数据。因此，进口燕窝溯源标签应运而生。2012年国家质量监督检验检疫总局(AQSIQ)分别与印度尼西亚、马来西亚的主管部门签订《检验检疫和卫生条件议定书》，要求输华燕窝建立追溯体系。

目前，不少燕窝厂家注册并使用中国检验检疫科学研究院(CAIQ)溯源平台，其产品会贴上二维码标签，只要通过微信、微博进行扫描，就能够获取全程追溯信息。此外，刮开溯源标签的涂层，还可以获取防伪码来鉴定产品真假。随着越来越多溯源平台进入市场，燕窝厂家将有更多的选择。例如，广东省燕窝产业协会于2016年推出了“专业燕窝品牌”消费者扫描其二维码，不仅能够得到燕窝产品的详细信息，还可以更系统、更深入地了解燕窝的食用价值、最新研究成果、品牌资质等相关资讯，如有需要，还会提供投诉维权服务。





China is the largest cubilose consumer. However, due to the low yield in the country, most of the products need to be imported from Southeast Asian countries.

Indonesia, known as the 'Country of Thousand Islands', is the most suitable habitat for swiftlets. 85% - 90% of cubilose in the world comes from Indonesia, followed by Malaysia, Thailand and Vietnam. In recent years, the Chinese government formulated cubilose standards and stopped temporary measures of cubilose control, which leads to rapid increase of cubilose consumption. According to statistics, China's total import of cubilose was 81.4 tons in 2017, more than the sum of the previous three years.

Adulteration is hard to avoid with such enormous import. Part of the cubilose enters China through improper channels and its quality and safety are not guaranteed. So, how to select genuine high-quality cubilose? There are several steps: observing, smelling, feeling, burning and tasting.

Observing - first, observe the color. Natural cubilose is milky white, a little yellowish, and transparent. Bleached cubilose is particularly white and it's hard to see any tiny fluff. Natural cubilose cannot be 100% clean. There is inevitably some black fluff in it. The cubilose which is especially white and has no black fluff is chemically bleached. Second, observe the shape. High quality cubilose is usually half-moon shaped and has uneven crevices and clear and compact texture, while artificially processed cubilose has dense streaks, which appears too neat and orderly to be natural.

Smelling - good cubilose has a slight fishy, musty and even 'armonia' smell. The smell of chemicals mostly means adulteration.

Feeling - high-quality cubilose feels dry and fragile. Soak it in water for a while and take out a fine fiber. It has excellent elasticity and tenacity and is not easy to break. Fake cubilose fibers, on the other hand, has weak elasticity and will become paste after being rubbed with fingers.

Burning - we can also testify if cubilose is genuine or fake by burning it. When burning, natural cubilose has a smell of burned hair and does

not produce any loud noises and sparks

Tasting -- natural cubilose emits the fragrance of protein after cooking and has a smooth and delicate taste.

These steps can be used to determine if cubilose is genuine or fake. However, no matter how rich the experience is, it is not as reliable as professional testing data. Therefore traceability labels for cubilose are introduced. In 2012, The General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) signed *protocols for inspection, quarantine and sanitary conditions* with the Indonesia and Malaysia governments respectively, which requires building a traceability system for cubilose imported to China.

At present, many cubilose manufacturers have registered on and used the traceability platform of the Chinese Academy of Inspection and Quarantine (CAIQ). Their products will be labeled with QR codes. As long as they are scanned by WeChat or Weibo, the whole trace information can be obtained. In addition, we can get an anti-counterfeiting code by scraping the traceability labels. With more and more traceability platforms entering the market, cubilose manufacturers will have more choices. In 2016, Guangdong Bird's Nest Industry Association introduced 'Professional Bird's Nest Brand'. By scanning the QR code, consumers can get not only detailed information of cubilose products, but also systematic and comprehensive knowledge of cubilose, such as its value, latest research results and brand information. Complaint service is also provided, if necessary.



## THE FIRST AMONG THE "EIGHT TREASURES", SUITABLE FOR PEOPLE OF ALL AGES “八珍”之首，老少咸宜

中国人食用燕窝已经有六百多年历史。在古代，它被称为“宫廷珍品”，深受帝王将相、名门贵族的喜爱；而到了现代，则成为了中医口中药食同源的“软黄金”。作为一种名贵滋补品，燕窝位列人参、鱼翅、鲍鱼之前，是历史“八珍”之首。

燕窝之所以珍贵，在于它含有丰富的唾液酸，其含量高达10%。它是目前人类从自然食物中获取大量唾液酸的唯一渠道，其营养价值是其他食材无法比拟的。唾液酸在大脑和神经系统的产生和发育的过程中发挥相当重要的作用，有助于大脑的发育和保健。从妊娠期到2岁，是人脑发育的黄金期，因此，如果孕妇在怀孕期间进食燕窝，不仅能为胎儿补充人体必要的多种营养，还可以提高胎儿免疫力，对其智力发展大有裨益，真正起到“一人吃，两人补”的作用。

历代医者认为燕窝“味甘性平”，具有“养阴润燥，补气益中”的功效，是老少咸宜的营养佳品，对人体的肺、胃、肾起着良好的保健作用。当今都市人工作压力大，尤其是男性，抽烟、喝酒、熬夜、饮食不规律几乎都成了家常便饭，这些不健康的生活方式对身体各个器官造成不同程度的伤害。燕窝具有润喉止咳、补肾强肺的功效，还可以清肠胃、去油腻，对于嗜好抽烟喝酒的人来说，是不可多得的佳品。

中老年人吃燕窝，同样有妙用。中老年人的免疫系统随着年龄的增长而变得脆弱，越来越容易生病。现代营养学认为，燕窝能提升人体免疫力，老年人通过食用燕窝，不仅能更全面地吸收营养，延缓记忆力衰退，还能大大提高免疫力，减少患病的可能。

而对于女性而言，燕窝还是永葆青春的秘密武器。随着年龄增长，人体新陈代谢的速度会放慢，肌肤也不如以前那样饱满有弹性，于是，不少女性通过食用燕窝来达到养颜美容的目的，这是有依据的。现代研究表明，燕窝除了含有人体所需的各种氨基酸、微量元素和矿物质之外，还具有一种名为“表皮生长因子”的物质，这种因子能够刺激细胞的分裂再生，促进组织的生长发育和重建，从而实现促进新陈代谢的效果。简单来说，得益于燕窝中的“表皮生长因子”，受损伤的皮肤能够得到及时修复，通过改善代谢，为肌肤滋润补水，能够有效减少皱纹，抵抗衰老，使肌肤重现光洁、紧致和平滑。因此，孕妇在生产之后进食燕窝，可以修复令人讨厌的妊娠纹。

Chinese people has been eating cubilose for more than 600 years.

In ancient times, it was called 'palace treasure', and loved by emperors, generals and the aristocracy; in modern times, it has become 'soft gold' in the eyes of traditional Chinese doctors that can serve as both food and medicine. As a valuable tonic, cubilose ranks the first among the 'eight treasures' in history, followed by ginseng, shark's fin and abalone.

The reason why cubilose is so valuable is that it contains abundant sialic acid, as high as 10%. It is the only way for humans to obtain a large amount of sialic acid from natural food, so cubilose's nutritional value is incomparable to that of any other ingredients.

Sialic acid plays an important role in the development and health of the brain and the nervous system. The time from pregnancy to 2 years old is the golden period for the development of human brain. Therefore, if pregnant women eat cubilose, it can not only provide nutrition necessary for the fetus, but also improve its immunity and intelligence. So both the mothers and the children can benefit from cubilose.

The Chinese doctors believe that cubilose is 'sweet natured', with the effect of 'nourishing yin, moistening dryness and nourishing vitality'. Beneficial to the health of the lung, stomach and kidney, it is an excellent tonic for people of all ages. Urban people nowadays, especially males, live a stressful life. It's common for them to smoke, drink, stay up late or have irregular meals. These unhealthy lifestyles cause different degrees of harm to the various human organs. With the effects of moistening the throat, relieving cough, strengthening the kidney and the lung, cleaning the stomach, and getting rid of greasiness, cubilose is a rare good food for those who smoke and drink.

It is also good for middle-aged and old people to eat cubilose. The immune system of the middle-aged and old people becomes fragile with age, so they are more and more prone to illness. Modern dietetics believes that cubilose can improve the immunity of the human body. By eating cubilose, old people can not only absorb nutrition more comprehensively to delay the memory decline, but also greatly improve the immunity to reduce the possibility of illness.

For women, cubilose is the secret of forever youth. The speed

of human metabolism slows down with age, and the skin becomes less supple. So lots of women eat cubilose for the purpose of maintaining their youth and beauty, which has scientific basis. Modern studies show that in addition to various amino acids, microelements and minerals necessary for the human body, cubilose also contains a substance called 'epidermal growth factor', which can stimulate cell division and regeneration, boost tissue growth and reconstruction, and thus enhance metabolism. In short, thanks to the 'epidermal growth factor' in cubilose, the damaged skin can be repaired in time. By boosting metabolism and moistening the skin, cubilose can effectively reduce wrinkles and make the skin smooth, clean and firm. Therefore, cubilose can help pregnant women repair unpleasant stretch marks.



## EATING CUBILOSE IS AN ART 吃燕窝，是一门有讲究的艺术

尽管燕窝营养丰富，滋补保健，但是它的效用并非立竿见影。其实，通过食用燕窝达到保健效果是一个长期缓慢的过程。空腹食用，少食多餐，保持定期进食，每周至少服用三次以上，才是正确食用燕窝的方式。选择哪一个时间段食用同样有讲究。从中医的角度上看，最理想的食用时间是晚上11点至凌晨1点，这段时间是人体胃部的最佳消化时间，能在最大程度上确保燕窝中的营养成分尽可能被吸收。清晨5点至7点是最适合老年人和儿童食用燕窝的时间，如果在此时食用燕窝，除了能促进肾脏和荷尔蒙的分泌和代谢外，还能有效地保养皮肤。至于下午3点至5点，则最能发挥润肺及病后复原的作用。

食用燕窝之前，要先用30—40℃的纯净水浸泡，如果在冬天，可以适当增加水温。浸泡时间视燕窝厚度以及燕丝大小而定，2—8小时不等。随之，挑去残留在燕窝上的杂质和绒毛，添加纯净水隔水炖煮即可。燕窝是一种百搭食材，基本上可以与各种食物进行搭配。选对了搭配的食材，往往能相得益彰，产生奇妙的食疗效用。所以说，如何把燕窝吃得美味又营养，是一门艺术。

最常见的做法莫过于冰糖炖燕窝。中医认为，冰糖润肺止咳、清痰去火，搭配燕窝一起食用，能更好地发挥补肺养阴、镇咳止血的功效，是秋季滋阴润燥的佳品，最适合年老体弱的人服用。除了制作成甜品之外，燕窝还可以做成汤或者粥，适当加入枸杞、红枣、桃胶、川贝、白芨等食材，营养更充足，味道也更好。

如果觉得麻烦，还可以尝试市面上售卖的即食燕窝。即食燕窝省去了清洗、浸泡、炖煮等一系列复杂的工序，携带方便，即开即食。除此之外，市面上还出现了速食燕窝、速溶燕窝等产品，在省时省力的前提下，确保了燕窝的食用效果和营养价值。

Although cubilose is nutritious and nourishing, we cannot see its effects immediately. In fact, it takes a long and slow process for cubilose to achieve its health effects. The correct way is to eat cubilose on an empty stomach, eat for more times but less cubilose

each time, eat regularly, and eat at least three times a week. We also need to pay attention to the time for eating cubilose. From the point of view of traditional Chinese medicine, the ideal time for eating cubilose is from 11 p.m. to 1 a.m., when the human stomach works the most efficiently, to make sure that the nutrients can be absorbed as much as possible. The most suitable time for old people and children to eat cubilose is from 5 a.m. to 7 a.m. Eating cubilose during this period can not only enhance the metabolism of the kidney and hormone, but also protect the skin. Eating cubilose from 3 p.m. to 5 p.m. is the best for moistening the lungs and recovery.

We need to soak cubilose in pure water of 30 °C to 40 °C before enjoying it. The temperature can be slightly increased in winter. The soak time is 2 to 8 hours depending on the thickness of the cubilose and the size of the shred. Then pick out the impurities and fluff in the cubilose, and add pure water for cooking. Cubilose basically can be matched with all kinds of ingredients. Good combination will create wonderful dietary benefits. So how to make cubilose both delicious and nutritious is also an art.

Cubilose stewed with ice sugar is the most common. Traditional Chinese medicine believes that ice sugar, which moistens the lung, relieves the cough, clears the phlegm and removes the fire, can better play its effects if matched with cubilose. Stewed sugar cubilose is most suitable for the elderly and the weak people. Cubilose can also be made into soup or porridge together with other ingredients such as Chinese wolfberry, jujube, peach gum, fritillary bulb and Bletilla striata, which is both nutritious and delicious.

If you don't want to cook cubilose yourself, you can try the instant cubilose sold on the market. Instant cubilose is easy to carry and ready to eat, which saves you the trouble of a series of complex processes such as cleaning, soaking and stewing. While the instant products are very convenient, they also ensure the nutritional value of cubilose.

## DIVERSIFIED CUBILOSE PRODUCTS BEYOND YOUR IMAGINATION 百变燕窝，颠覆想象

随着燕窝研究和加工技术的发展，近年来，市场上出现了不少燕窝衍生品。燕窝作为珍贵奢华的代名词，其衍生品也被认为是高端大气上档次的节日礼品，如端午节的燕窝粽子，中秋节的燕窝月饼等等。其他一些衍生品，如燕窝咖啡、燕窝饼干、燕窝奶粉、燕窝巧克力等也越来越受欢迎。

燕窝的衍生品并不局限于食物，事实上，它早已跨界到美容日用行业。燕窝面膜、燕窝化妆品、燕窝香皂等等已经成为女性护肤养颜的常用品。可以说，从“吃”到“用”，到处都可以见到燕窝的身影。这些燕窝衍生品，大大提高了燕窝的产业价值，同时也方便了消费者，让他们能随时随地享受来自燕窝的滋养。

衍生品的开发，突破了燕窝作为传统滋补品的局限，使得燕窝消费逐渐大众化，让“高端”、“有距离感”的燕窝走进寻常百姓家，燕窝不再是以前名门贵族的专属，而是人们触手可及的珍宝。

With the development of research and processing technology, a lot of derivative cubilose products have appeared on the market. As cubilose is synonymous with rarity and luxury, its derivative products, such as cubilose zongzi, cubilose moon cake, are also regarded as high-end gifts for holidays. Other derivative products like cubilose coffee, cubilose biscuit, cubilose milk powder and cubilose chocolate also become more and more popular.

Derivative cubilose products are not limited to food. In fact, they have also appeared in the beauty industry. Cubilose facial mask, cubilose cosmetics, cubilose soap, etc. have become common products for women's skin care. From food to daily supplies, cubilose products can be found everywhere, which not only increases the industrial value of cubilose, but also enables consumers to enjoy the nourishment from cubilose anytime and anywhere.

The development of derivative cubilose products enables cubilose to



### About Guangdong Bird's Nest Industry Association 广东省燕窝产业协会简介

广东省燕窝产业协会简称粤燕协（GBIA），是由广东省民政厅批准成立的社团法人。作为广东省社会组织行业自律与信用体系建设首批示范创建单位，广东省燕窝产业协会直接影响着数千家国内外燕窝企业的诚信自律经营和百亿级燕窝市场的理性消费。自2013年成立以来，粤燕协牵头构建的“权威科普、权威检测、权威培训、权威传播、燕商名录”等专业燕窝核心资源平台，为持续促进中国—东盟燕窝产业一体化互利共赢发展尽职尽责。

Guangdong Bird's Nest Industry Association (GBIA) is a juridical association approved by the Guangdong Provincial Civil Affairs Department. As one of the first models for the self-discipline and credit system of social organizations in Guangdong Province, GBIA directly affects the disciplined management of thousands of domestic and foreign cubilose enterprises and the rational consumption of the ten-billion cubilose market. Since being founded in 2013, GBIA has taken lead in building professional cubilose resource platforms for "popularization of cubilose knowledge, inspection, training, marketing and cubilose directories", sparing no efforts to promote the mutual benefit and win-win integration of the cubilose industries in China and ASEAN

break through the limitation of its role as a traditional tonic and become increasingly popularized. The once "high-end" and "unreachable" cubilose has entered the homes of common people. It's no longer exclusive to the nobles, but has become a treasure within the reach of the ordinary people.

# “WE JUST CHANGED OUR MEANS BUT HAVE BEEN COMMITTED TO OUR ORIGINAL PURPOSE.”

## 骏德 3.0 时代” 转型记—— “我们只是手段变了，目的没有变”



作为国内最早以及最知名的葡萄酒进口商，骏德酒业至今已成立三十周年了。近两年来，这个一直专注于深耕葡萄酒领域的行业“大咖”，却开始致力于转型打造一个“美酒+美食”的全供应链服务平台，引发业内人士的广泛关注……

为何在迈入“3.0时代”之际，才决定转型？这样的转型对于骏德本身甚至国内进口食品行业而言，有怎样的意义与启示？骏德酒业副总裁卢建旭在接受《Food To China》专访时告诉我们：骏德一路走来，“只是手段变了，目的却始终没有变”。

Having been established for 30 years, Jointek Fine Wines (hereinafter referred to as JFW) is the first and most famous domestic wine importer. In the last two years, the big gun in the wine sector has shifted its focus to creating a whole supply chain service platform of beverage and food, which attracts wide attention from people in the trade.

Why has JFW not made the decision of transformation until it entered the 3.0 era? What are the significance and lessons of the transformation to JFW and domestic imported food industry at large? When giving an exclusive interview to Food to China, Vice President of JFW Lu Jianxu said that along the way of JFW's development, “we changed our means but have been committed to our original purpose.”

**F2C: 骏德作为国内最早最大型的葡萄酒进口商之一，为何在迎来 30 周年之际，才开始致力于向全供应链服务平台的方向转型？这种转型对于骏德的意义何在？**

前面的阶段，骏德都在专注做一件事：即在进口行业深耕、国外资源的积累以及国内网络的资源的叠加。经过了前面二十多年发展的过程，老板开始意识到在国际上骏德只能买走一部分货源，可是我们仍然有很多国外朋友的产品也想进入中国，但是他们都无法靠自身或者骏德的力量买走所有的货源。与此同时，我们也看到粤港澳大湾区在南沙的发展，在各大契机下，我们发现通过骏德国内外资源可以做一个更大的平台，而不仅仅是做葡萄酒，这样我们不仅可以帮助进口葡萄酒厂家，还可以帮助进口食品的厂家进入到中国市场，然后国内的经销商通过骏德的平台一站式的服务，更便利地去采购不同的产品。

**F2C: 今年骏德正式迈入三十周年，有个说法是骏德进入了“3.0时代”，这跟骏德的“2.0时代”以及“1.0时代”有何区别？**

无论在骏德的 1.0、2.0、还是 3.0 时代，我们做的事情是不变的，而且也是与时俱进的。骏德的发展是踏准了中国过去 30 年经济发展的步伐。改革开放初期，中国对于世界的窗口会比较“窄”，能够接收的信息也会比较少，人们对外国产品好奇心强且做这些事情的人也不多，所以骏德也正好乘着这股“春风”，开始第一步的成长。骏德发源地是在珠海。珠海也是中国最早一批的经济特区。骏德看准了机会。直接找到源头跟洋酒的国际厂家对接，所以能做到马爹利、轩尼斯的中国区独家总代理。一方面抓源头，一方面是全中国的布局，所以在手法上是相当先进的。在那个年代把马爹利做到全球的销售冠军。我们在洋酒的经营过程中也积累了很好的基础，包括“第一桶金”的基础和整个中国市场的布局和经验也都积累到了。

在洋酒的时代，也积累到了很多重要的经验和原则。比如坚持源头的原则、坚持好产品的原则以及专业运营的原则。洋酒时代资源很集中，虽然能量很大，但企业依靠的资源还是比较不利于进一步的发展，所以才又转做葡萄酒。葡萄酒产品或者产国比洋酒更大，骏德在葡



萄酒的行业里也是深耕很多年。

企业的商业逻辑其实很简单：满足市场的需求，我们在改革开放的时候满足了大家对于洋产品的需求，而且在满足需求过程中，有两点是至关重要的：有竞争力的成本以及效率。今年，骏德进入 3.0 时代。在最近的几年内，中国经济发展更加迅速，人们的采购、消费能力、国际视野、选择和交易手段比以前更加丰富。以前用钱买回来再卖，可是现在中国技术的运用、模式的创新、消费者视野都是跟以前不能比。可是消费者对于好产品的需求不变。在国内市场上各式各样的产品都有，这也是事实。我们始终坚持：第一源头；第二专业产品；第三专业运作。在这种情况下把整个事业发展的空间再去扩展，所以要从美酒再到美食，加上文化以及体验，这样去呈现在消费者面前。希望打造一个窗口让消费者去接触更多世界的好产品，可以放心在我们的平台上选择。我们通过骏德 30 年来的经营的理念、基因，给消费者信心。而且我们做这个平台，也是满足市场的需求。

**F2C: 骏星物流在骏德 3.0 时代扮演着什么样的角色？**

骏星是骏德的三个支撑点之一。一个是销售服务体系，第二个是专业物流体系，第三个是金融服务体系。这三个“金三角”支撑着供应链平台。

以前做进口贸易手法很简单，我们用钱买回来我们再卖回去过程就完了，但现在买不了那么多也卖不了那么多，那我们就搭建一个平台，去服务一些创业企业，所以这也是服务的创新以及技术的成熟，才有这种可能。

在这种可能的情况下，更加多的经营者在国际采购上会有个性化和碎片化。因为不可能大批量地把一柜一柜的产品买回来后，再通过一期分销、二期分销去卖，整个中间的链条太长了。其实我们现在的技术运用，完全可以将中间环节尽可能地减少，把交易的灵活性尽可能的增加。所以搭建平台要把国际源头的产品样板和库存迁址到保税仓，那么我们会组织个性化、碎片化的采购商来到保税仓选择，直接面对的就是生厂商并达成交易。在促进交易的过程中，我们提供骏德的专业服务，包括国际的整个物流链和金融。所以我们认为这符合目前中国现状和未来的发展趋势。现在国家也促进进口，今年也会开首届的进口博览会，还有就是粤港澳大湾区，我们要打造一个大湾区经济，这也是踏

准了一带一路的战略，所以说，我们这么多年只是手段变了，可是目的没有变。

**F2C: 骏德集团打造这个平台的优势在哪里？从开始打造这个服务平台到现在，有什么阶段性的成果？**

其实就是我们多年从事国际贸易的经验和能力。全球任何一个角落我们都能提货，且我们也有这种渠道和能力。无论用飞机、船来运货，想用什么仓储条件，在全国的配送方面我们可以一站式，这是我们的优势。第二是我们已经有了自己的自有物业和运用体系。南沙那么大型的保税仓，不是想有就有的。我们现在已经在广州、深圳、中山拥有税后仓。把南沙的保税物流作为一个总的分拨中心，然后通过各地的税后仓可以服务每个不同的地方。粤港澳大湾区的 9 个城市通过这样的服务体系能够非常有效地去服务。但是碎片化、个性化的采购或者物流，我们可以把量集中后，在南沙再报关出去。每天都有固定的物流车，将货源送到我们税后仓。意义在于，如你是广州小型进口商，在南沙采购或者货源在南沙的保税仓，在货量过少的情况下，用专业车的成本是非常高的。可是我们天天都有车，我们统称为“物流配送的公交化”，那么我们就可以服务这些碎片化的订单。这是我们布置体系的时候的优势。目前我还没看到有任何一个物流公司有这种服务。

如今税前和税后的体系已经建立起来了，这个大楼已经也在投入使用。还有南沙的保税仓在近期会有一些保税展览活动。也希望这些活动能够结合协会来组织资源。大概日期在 7 月份左右，希望是永不落幕的。

**F2C: 骏德与 IFA 广东省进口食品协会合作的契机为何？您对双方今后的合作有何期许？**

我们属于产业平台是一个商业机构。协会的成立旨在促进行业更加健康地发展。我们平台需要全方位的资源支持，包括法律事务。因为那么多国家、产品和交易方式法律问题是相当复杂的。也希望协会能够给到更多的附加资源的支撑。重资产或者商业模式的不断创新我们也在做，



所以需要协会其他的支撑性的资源给我们指导和支撑。其次，是希望协会能够不断地跟消费者去沟通，营造一个有利于行业健康发展的生态圈。还有的就是，大家一起对接国际资源，包括平台上也可以变成让大家“表演”的一个舞台。这样的平台我们是可以共享的。

**F2C: JFW is one of the earliest and largest wine importer in China, but it hasn't begun to transform itself to a whole supply chain service platform until its 30th birthday. Why and what's the meaning behind it?**

In previous stages, JFW focused on working on the import industry, accumulating overseas resources and superimposing resources of domestic networks. After over 20 years of development, our boss came to realize that internationally, JFW could only buy part of the goods. However, many of our foreign friends also wanted to sell their products to China, and were in no position to buy all the products on themselves or with our help. Moreover, we saw the development opportunities in Nansha brought by the building of Guangdong-Hong Kong-Macau Greater Bay Area. Under such circumstances, we found we could make good use of JFW's resources at home and abroad to create a bigger platform rather than specializing in wine only, thus helping both imported wine producers and imported food producers to get access to the China market. Domestic dealers may buy different products with conveniences through the one-stop service platform run by JFW.

F2C: This year marks the 30th anniversary of JFW's founding. Some people said that JFW entered the 3.0 Era. My question is, how is it different from the 2.0 Era and 1.0 Era? Our business didn't change in the 1.0 Era and 2.0 Era and won't change in the 3.0 Era. We have been keeping abreast of the times. JFW's growth has closely followed China's economic development over the past three decades. In the early stage of reform and opening-up, China opened a "narrow" door to the outside world and people could receive little information. People at that time were strongly curious about foreign products,

but few were engaged in foreign trade. Against such a backdrop, JFW advanced its first step. JFW was born in Zhuhai, one of the first special economic zones in China. Seeing its chance, it directly found the source and dealt with international producers of imported alcohol. That's why we became exclusive distributor of Martell and Hennessy in China. We ensured the supply was authentic and at the same time, worked on the layout of the whole China market, so our business model was quite advanced. As a result, we were the global sales champion of Martell at that time. During the process of doing imported alcohol business, we also laid a sound foundation. We earned the first bucket of gold, gained the share in the whole China market and accumulated experience.

In the era of imported alcohol, we accumulated much important experience and learned a lot of essential principles such as importing true alcohol, ensuring good quality and professional operation. In that era, resources were concentrated. Although they could release tremendous energy, those on which our company relied didn't benefit our further development. Therefore, we shifted our focus to wines. There are more wine producers and products than imported alcohol producers and products. In wine industry, JFW also worked for many years.

Our business logic is simple, which is to meet market's demand. We satisfied people's demand for imported products in the infancy of reform and opening-up. During this process, two factors were of importance: competitive cost and efficiency. This year saw JFW entered the 3.0 Era. In recent years, China's economy has run faster. People buy more, see wider, have more choices and pay in various means. In the past, we had to buy imported alcohol from abroad first and then sold them at home. Now, things are different. The application of technologies, creation in modes and vision of consumers in China today are never seen before. But consumers' demand for quality products remain unchanged. It is true that the domestic market is filled with a variety of products. We have always upheld three principles, namely, authentic source, professional products and professional operation. Acting on those principles, we have broadened space for development and expanded our business scope from beverage to food, which are coupled with culture and experience. Those are what we provide to consumers. We hope to create a window that enables consumers to access more good products in the world and

feel assured to buy them. We try to reassure consumers by upholding our business philosophy and passing on our heritage formed in the past 30 years. The platform we create also meets market need.

**F2C: What role does Jovenstars International Logistics (hereinafter referred to as Jovenstars) play in the JFW 3.0 Era?**

There are three pillars underpinning JFW, namely, sales and service system, professional logistics system and financial service system. Jovenstars is one of them supporting the supply chain platform.

In the past, importing trade was done in a simple way: we purchased products from other countries and then sold them at home. That was all. However, we cannot buy and sell products on a very large scale. To address that problem, we built a platform to serve some start-ups. Service innovation and mature technologies make it possible.

In this case, more businessmen may have more customized and fragmented international purchases. It is impossible to import products in large numbers at one time and then distribute them bit by bit, because there are so many links of the chain. Through current technologies, we can reduce links as many as possible and make trade more flexible. In a bid to do so, we have created a platform to relocate sample products from overseas sources and stockpile to bonded warehouse, where we organize personalized and fragmented purchasers to choose what they want, so they can directly connect with producers and strike deals. When facilitating deals, we provide professional services, including the whole international logistics chain and finance. We think it is in line with the current situation in China and future trend. The government is also promoting import. This year will see the first China International Import Expo in Shanghai. Apart from that, the Guangdong-Hong Kong-Macau Greater Bay Area is under construction. Our country wants to create a great bay-area economy, which is in compliance with the Belt and Road Initiative. It is safe to say that over the past years, we have changed our means but have been committed to our original aspiration.

**F2C: What are the strengths for JFW to create such a platform? What initial achievements have been made since the service platform was built?**

The strengths are our experience and the abilities of doing international business for so many years. Firstly, we can pick up goods at any corner of the globe, and we have the channels and abilities to do so. We can deliver goods by airplanes and vessels. Our warehouses can provide different stocking conditions. We also have a one-stop nationwide delivery system. This is one of our advantages. Secondly, we have had our own property management system and application system. Such a large bonded warehouse in Nansha doesn't come easily. We have also built after-customs warehouses in Guangzhou, Shenzhen and Zhongshan. The bonded warehouse in Nansha serves as a general distribution center that links after-customs warehouses in other cities. So we can serve localities and surrounding areas. The nine cities in the Guangdong-Hong Kong-Macau Greater Bay Area can assess effective service through such a service system. Regarding fragmented and customized purchases or logistics, we can declare the goods to the customs in Nansha and transport them to respective destinations when the number of orders is big enough. We have fixed-route logistic vehicles to deliver goods to our after-customs warehouses every day. The meaning lies in reducing cost. For a small Guangzhou-based importer, it may cost him a lot to use professional vehicles to carry a small amount of goods from Nansha. However, we have logistic vehicles run every day the way like public transport. So we can deal with these fragmented orders. This is our strength when developing a system. So far, I have not seen a second logistic company that provides such a service. The before-and after-customs systems have been established. The building has also been put into use. Some exhibitions and trading activities will be held in the bonded warehouse in Nansha recently. We hope through such events, along with the association, resources can be organized. Those events may take place in July and We hope they can be embraced by people and held frequently in the future.

**F2C: What are the opportunities for the cooperation between JFW and IFA? What's your expectations on future cooperation between the two sides?**

JFW is an industrial platform and a business institution. The founding of IFA is to facilitate the sound development of imported industry. Our platform requires resource support in all round, including support in legal affairs, because laws on products and trading means in different countries vary, which is a complicated issue. We also hope the association can provide more additional resources. We have been developing new asset-heavy services and business models, so we need supportive resources from IFA as guidance and support. In addition, we hope IFA can create an enabling ecological circle for the healthy development of the industry by constantly communicating with consumers. Then IFA and JFW can work together to connect international resources. The platform can serve as a stage for parties involved to "give performances". We can share such a platform.



Food To China Taste From World

链接全球 美味中国

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### 目前从乌拉圭出口到中国的食品主要有哪些？它们的占比有多少？

目前而言，乌拉圭向中国出口最多的食品类产品是大豆，中国市场占乌拉圭大豆总出口量的 80% 以上，其余不到 20% 的大豆均出口到欧洲和中东国家。所以从某种意义上说，中国垄断了乌拉圭的大豆出口。

除了大豆之外，我们还出口牛肉。牛肉是乌拉圭的明星产品，40% 的乌拉圭牛肉都出口到了中国。所以在我们的牛肉出口方面，中国也是最大的市场。其余 60% 的牛肉出口到全球 180 个国家，主要是欧洲国家和美国，当然也包括亚洲、非洲、拉丁美洲国家。这 180 个国家都是我们的出口贸易国。大概五、六年前，俄罗斯曾经是乌拉圭最大的牛肉进口国。但由于目前俄罗斯经济并不景气，人们较少购买价格较高的乌拉圭牛肉。中国和欧盟成了乌拉圭牛肉的主要进口国，他们有足够的购买力，可以负担得起我国的牛肉。

除了大豆和牛肉，我们还出口其他产品，例如乳制品。这里说的乳制品包括已经在中国市场上销售的牛奶，我们出口到中国的产品包括奶粉、液态奶等等。有些产品在中国的商店和超市是看不到的，因为它们都是原料，只能在产品成分表中看到。我们正在与中国奶制品行业的其他公司合作，从而提高乌拉圭品牌在中国市场上的知名度和认可度。

此外，我们还在中国市场推广蓝莓和柑橘等水果。

### 中国是乌拉圭牛肉最大的进口国，但是对中国消费者而言，相比乌拉圭牛肉，他们也许更为熟悉来自澳洲、加拿大、美国或者其它国家的牛肉，原因为何？

答案非常简单，也非常复杂。这取决于你怎么分析。2017 年，乌拉圭是中国主要的牛肉供应国。根据目前的统计数据，第二年我们仍然会是主要的供应商。所以就像我说的，供应链这块没有问题。问题在于我们和消费者的沟通上。所以首先，我们必须在中国有更多实体亮相的机会。乌拉圭不像美国、澳大利亚或新西兰那样和中国有着长久的贸易合作。澳大利亚和新西兰现在已经与中国消费者接触有 20 年了。他们和中国有自由贸易协定。美国虽然没有与中国签订自由贸易协定，但美国在中国市场一直很活跃，因为他们采取了正确的市场营销策略。这是乌拉圭欠缺的。因此，这是乌拉圭牛肉产业发展和迁移的一个过程。当年乌拉圭的那些大型生产商认为“我有最好的牛肉。市场自然会认可我们的，因为质量本身可以证明一切。”但是他们错了。我们有世界上最好的牛肉、水果、蜂蜜，或者其他好的商品。但是，如果没有正确的市场营销策略，没有足够的资金投

入宣传，没有借助社交媒体网的影响力为自己造势，引导消费者的口味或者吸引他们的注意力，那就算拥有最好的产品也没用，因为你没法将这个信息传达给消费者。

所以我认为，乌拉圭人在这个地方犯了个大错。说到牛肉，你只会想到美国、澳大利亚、新西兰、欧盟，或者爱尔兰，但你绝对不会想到乌拉圭。所以我们必须得在这方面下功夫。这就是为什么我们驻广州总领事馆努力与各种协会和公司建立联系，以便将这个信息传递给中国消费者：乌拉圭的产品也在中国市场上，乌拉圭是中国长期的合作伙伴。我们两国已经建交 30 年了，今年刚好是建交 30 周年。我们将在中国的主要大城市举办乌拉圭周等活动。乌拉圭周系列活动的第一站会是广州。如果进行顺利的话，我们会在 8 月底之前为驻广州总领事馆举行开馆仪式。届时乌拉圭驻外部长会到场宣布成立。而且刚好 8 月 25 日是乌拉圭的国庆日。所以我们可以结合开幕典礼、国庆节，为中国进口商和影响力人物举办的一些市场营销活动。我们会有品酒会、牛肉展，至少让消费者看到乌拉圭的产品，这些产品不仅仅是面向中国南方，而是全中国的市场。

### 乌拉圭牛肉有何优势？

如你所知，乌拉圭的牛肉质量非常好，但产量不高。质量和产量是一对很难解决的矛盾体，乌拉圭的牛肉价格一直比较高，因为我们的产量不是很高。乌拉圭牛肉之所以这么好，是因为过去五十年来，我们一直在努力进行杂交试验，以便获得更好的肉牛基因库。通常情况下，我们跟英国合作进行试验。尽量用最佳方式进行杂交，以获得更好的肉牛基因，即肌肉、骨骼、肉质等方面更好的肉牛，为此我们已经付出了 50 年的努力。这就是我们的牛肉质量如此之高的原因。

另一方面，我们还有非常完善的产品追溯体系，有利于出口商将牛肉出口到其他国家。乌拉圭是全球唯一一个可以全程追溯在屠宰场屠宰的每一只动物的国家，包括动物的饲养情况、屠宰以及出口情况。如果你来到乌拉圭的乡村，会发现每头牛的耳朵上都有耳标，像两只耳环一样。每个耳标中都有一个包含数字的芯片。一头牛对应一个数字，这个数字在乌拉圭全国是独一无二的。每头牛的两个耳标中的数字是一样的，这样即使丢了一只耳标，也能通过另一只来追溯。

至于安全性和可追溯性，我们向中国消费者提供了尽可能多的关于牛肉的信息，包括牛从出生到屠宰的整个过程、集装箱是什么时候从乌拉圭运到中国的，消费者只需扫描超市里的二维码或者条形码就能看到。以上这些都是乌拉圭牛肉在高品质食品市场上如此受追捧的原因。

### 您如何看待华南地区的进口食品市场？

2017年，乌拉圭总统塔巴雷·巴斯克斯访华时，他访问了北京、海南和广州。他在广州的讲话中表示，乌拉圭愿意与中华人民共和国商务部(MOF/COM)进行新的谈判，以达成自由贸易协定。乌拉圭也正在与其他 Mercosur 国家进行磋商，因为我们非常希望能与中国达成自由贸易协议。磋商目前正在进行中，期待有好的结果。此外，今年1月，王毅部长到访乌拉圭，他表达了希望乌拉圭成为中国在南美一带一路计划的领头羊的期望。乌拉圭的外事部长 Rodolfo Nin Novoa 回应说，乌拉圭非常高兴能够成为南美第一个签署一带一路协议的国家。这就是我们向前迈出的第一步。我们当下决定在广州开设这个总领事馆。因为我们所有的出口都在中国的南方，所以我们当然得在这里有一个实质上的存在方式。

广州是中国的贸易之都，广州公司的业务能力的确很强。他们非常了解如何将到达广东港口的所有食品分销至全国其他地方。因此无论哪个港口对我们来说都很重要。中国这么大，几乎是一个独立的大陆，但是广州的商人还能顺利将这么多的产品从深圳或者广州直接运到中国北方，完成分销流程，这本身就是一个巨大的成功，我由衷地赞赏他们。

### 您对 IFA 以及 FOOD TO CHINA 有何期许？

你们的协会不以营利为目的，单纯地提供平台让合作双方了解彼此。你们不需要盈利来维持协会的运营，面向的是海外市场的进口商和出口商。这是市场的需要，也是中国的大势所趋，能够让合作双方更加便捷地了解彼此。要知道，让中国人了解乌拉圭人并不容易。我们之间存在巨大的差距。但正如我之前所说，全球化正在缩小这一差距。

你们协会的成立时间长，且拥有多家信誉良好的会员企业。协会也已向总领事馆表明了这一点。我作为政府人员，可以告诉乌拉圭的企业，虽然有些公司提供同样的服务，但还是推荐跟贵协会这样值得信任的机构合作。除此之外，我们也可以介绍其他可以合作的公司。

### What are the main food products exported from Uruguay to China? And how about the proportion of them?

For the time being, the first product that we export to China related to food is soybean. China has more than 80% of our exports, and the rest of the exports are distributed among European countries and some Middle Western countries. So in a sense, it's like a monopoly for our exports of this product to China. Then, of course, we have beef which is the star products of our economy. 40% of the beef exported by Uruguay have China as its destination. So once again, you are the biggest market for Uruguayan beef. The rest of 60% of our exports are distributed among 180 countries in the world, mostly European countries, and U.S., but not only those countries, with all the other countries in Asia, Africa, Latin America as well. We have export destinations in 180 countries. Normally, six or five years ago, Russia used to be our biggest client. But since Russia is struggling right now with their economy, they are not able to afford the prices of the Uruguayan beef. So now it is China that is the main market,

alongside with the European Union. They are both markets that have the economic resources to pay the prices of Uruguayan beef. Then we have some other products, such as dairy products. When we talk about dairy products, we talk about milk, we export to China milk powder and liquid milk, and some other products. You can't find them in the shop and in the supermarket, but you can find them as ingredients in the final products here in China. We are working with this company and other companies in the dairy sector in order to make the Uruguayan brands more acknowledgeable and more famous here in the market. Then we have small experiences that we are trying to foster in the Chinese market blueberries and citrus.

### China is now the largest importer of Uruguay beef, but for Chinese consumers, they are more familiar with beef from Australia, Canada or the United States. What do you think is the main reason of it?

The answer can be very simple, but also very complicated. It depends on how you analyze the situation. In 2017, Uruguay was the main beef supplier in China. According to the current statistics, we are still going to be the main supplier for the second year in a row. So as I said before, the business is under the track but just Uruguay hasn't been introduced to the Chinese consumers. First, we have to make a physical presence in China, which we didn't have for as long as the US, Australia or New Zealand. Australia and New Zealand have been working with Chinese consumers for 20 years now since they have FTA with China. The United States don't have it, but they've always been active here with the right marketing. Our country hasn't done that work yet, so this is the process of growing and migration of the beef sector in Uruguay. The big producers in Uruguay thought that "okay, the quality of our products is the highest. I have the best beef, so the marketing will be done by itself. Quality speaks by itself. But after then, they have learned that it does not work like that. The advantages would be no use if you didn't conduct the right marketing strategies, spend enough money on publicity, try to work with social media influencers or you were not physically in China. You need to orient the consumers' taste and catch their attentions. It's all about communication.



So when people think of beef, they think of the US, Australia, New Zealand, European Union, Ireland, for example, a very strong player in beef market, but they don't think of us. That's on us and we have to work on that. That's why the Consulate General is trying to reach associations and companies such as yours, in order to fix that problems and communicate with the Chinese consumers that Uruguay is in China and Uruguay is a long standing friend of China. We have been in diplomatic relations for 30 years now, and this year is the 30th anniversary of diplomatic relations. That's why we're having Uruguay Week in the main cities of China. I believe the first event of Uruguay week in China will be held here in Guangzhou. If it goes really well, we will inaugurate the Consulate General by the end of August. The Minister of Foreign Affairs of Uruguay is coming by the end of August for the inauguration. As a matter of fact, 25th of August is our national day as well. So we can combine inauguration, national day, marketing events for Chinese importers and influencers. There will be wine and beef tasting, so people can know at least what Uruguay is able to offer not only to the south of China, but also to the whole country.

### What are the advantages of Uruguay beef?

As you may know, we have very high-quality beef. We don't have that much of production. We have a decent amount of production that is of very high quality. So that's a difficult combination because our final prices are always quite high but what we offer is not that big. The reason why our beef is so good is we have been working for 50 years to cross breeds in order to have a better gene pool for our cows. Normally, we work with the British breeds. We try to cross it as smart as we can in order to have the better genes and in order to have the better combination of muscle, bone and quality, etc. So we've been working for 50 years to have one of the best gene pools available. That's why our beef's quality is so high.

Another element that helps our exporters to locate our beef abroad is that we are the only country in the world that has the single traceability of each single animal be slaughtered in the slaughter house. Then we transform the beef and have it exported. When you go to the countryside in Uruguay, you would see that every single cow has two earplugs. In one earplug, you can find a chip which contains a number. The number belongs to each animal, so you don't have two numbers in the whole country. Just one number for one animal. In other earring, you just have the number in case the cow loses one of the earplugs.

In regard of safety and traceability, we are able to provide as much information as possible to the Chinese consumer. If the Chinese consumer wants to know the whole process since the cow was born till death, when the bucking is done and when the container is shipped from Uruguay to China, you can know it just by scanning the QR code or bar code in the supermarket. Those are the reasons why the Uruguayan beef is so much appreciated in high quality markets.



### How do you understand the imported food market in Southern China?

In 2017, the president of Uruguay, Tabaré Vázquez, visited Beijing, Hainan and Guangzhou. When he was in Guangzhou, he told everyone that Uruguay is open to new negotiations with the Ministry of Commerce of China, in order to achieve free trade agreement. Uruguay is undertaking consulting process with the rest of Mercosur countries, because we are really hoping for a FTA (free trade agreement) with China. We are talking with the Mercosur countries and China is waiting for that process to end. Also when Minister Wang Yi was in Uruguay this January, he kindly requested Uruguay to lead the One Belt One Road initiative in South America. The Minister of Uruguay, Rodolfo Nin Novoa, told your minister that Uruguay would be delighted to be the first country to sign the One Belt One Road initiative, which is the first step to move forward. That's another reason why we are opening this consulate general in Guangzhou, because for us, all our export goes to the south of China. So it's only logical to have a presence where all your production is getting to.

Basically since Guangzhou is the trade capital of China, businessmen here really know their business and they really know how to distribute all the food that comes to the ports of Guangdong. No matter which port, every single port is important to us. And they managed to get the product from Shenzhen or Guangzhou directly to the north of China. That's an excellent thing. I congratulate the businessmen from Guangzhou to get the distribution process so smoothly done in such a huge country.

### What's your expectations to our association or Food to China?

You have no interests on your own other than getting people to know each other. You don't have an agenda. You don't have your own company to support. You're just an association of Chinese importers and exporters open to the world, focusing on the overseas market. If you don't have it now you will have it tomorrow. In China you can't avoid it. Something you need to have in order to be prosperous and make it easier for everyone. It's not easy for Chinese to get to know Uruguay people. We have a huge gap between us. As I said before, the globalization is making the gap much easier to deal with.

You are an association which has a long history. You have very strong members. You have shown to the Consulate General that you are very serious and you have been doing this business for a long time. You have a lot of members on your back and they are very serious as well. For me as a part of the government, I can tell my businessmen that although there are some companies offer you the same service, please just work with the associations that I can recommend. We can introduce to your other companies that you can do business with.

## SIAL CHINA 2018 CONTINUES TO INSPIRE FOOD & BEVERAGE INDUSTRY AS ASIA'S LARGEST FOOD INNOVATION EXHIBITION CONCLUDES 19TH YEAR 第十九届 SIAL China 中食展完美闭幕，2019 邀您相聚荣誉 20 年



2018年5月18日，享誉世界的国际食品饮料大展——第十九届 SIAL China 中国国际食品和饮料展览会上海新国际博览中心圆满闭幕。自 2000 年法国 SIAL 展移植中国，十九年来，SIAL China 中食展不断为亚洲乃至世界食品饮料行业带来全新的惊喜和启示。在刚刚闭幕的 2018 SIAL China 中食展上，相比去年，展览面积增长 8%，达到 162,000 平方米，参展商数量增长 6%，达到 3,400 家，专业观众增长 9%，达到 110,635 人次。2018 SIAL China 中食展以突出的国际化水平、领先的展会品质、以及令人耳目一新的创新型专业活动，带领业内人士了解行业前沿动态，洞察消费升级下的消费需求，助力其商业决策。

SIAL China, Asia's largest food innovation exhibition expanded 8% in scale comparing with 2017, attracted 3,400 exhibitors from 70 countries & regions and 30 domestic provinces and cities, and welcomed 110,635 professional visitors in 2018. Phil Hogan, European Agriculture and Rural Development Commissioner, officially opened SIAL China 2018 on behalf of the European Union as Region of Honour.

SIAL China 2019, the 20th anniversary of SIAL China, will take place May 14-16 in Shanghai at the Shanghai New International Expo Center, which will occupy 17 halls.

SHANGHAI, China, June 5, 2018 - SIAL China, Asia's largest food innovation exhibition, and the world's fourth-largest, successfully concluded its 19th edition on May 18 in Shanghai at the Shanghai New International Expo Center.

An established trade fair, SIAL China took yet another step forward in 2018 by surpassing 2017 record-setting figures. SIAL China 2018 expanded to 162,000 square meters (+8% vs 2017), 3,400 exhibitors (+6% vs 2017) and welcomed 110,635 professional visitors in 2018 (+9% vs 2017).

In 2018, SIAL China grew beyond an international professional and commercial exhibition to become an inspiring innovative headstream for the food and beverage industry.

### 水墨开幕 全球共赏

2018年5月16日，第十九届 SIAL China 中食展正式拉开帷幕，中食展与 2018 荣誉主宾地区——欧盟以及来自全球的 28 个国家和地区的使领馆及代表处，国内 30 个政府机构、合作商协会及合作伙伴，40 余家合作媒体和众多参展商、专业观众一同见证了 2018 SIAL China 中食展的华丽绽放。来自阿根廷、白俄罗斯、捷克、丹麦、芬兰、爱尔兰、立陶宛、墨西哥、瑞典以及乌拉圭 10 个国家的部长、副部长，来自巴西、保加利亚、智利、印度、荷兰、俄罗斯、西班牙、南非等 17 个国家的大使、领事，以及来自（中国）商业发展中心、农业部对外经济合作中心、甘肃省政府、黑龙江省政府、山东省政府、中国冷链物流专业委员会等 30 个省市市政府、商协会及有关合作机构的贵宾出席了开幕式。

欧洲农业和农村发展委员菲尔·霍根先生代表欧盟委员会在开幕式上致辞，并带来一支精彩短片向在场嘉宾及观众充分展示了欧盟食品的品质与特色。随后，一场凝聚了中华民族智慧、性格和气质的开幕式表演——水墨太极人屏互动精彩呈现，以柔克刚、行云流水的太极拳风格在唯美的水墨太极中得到了淋漓尽致的体现。表演结束后，参会贵宾一同点亮了启动台，为期三天的第十九届 SIAL China 中食展盛大启幕！

### 欧盟品质 深度展示

2018 年，欧盟成为 SIAL China 中食展的荣誉主宾地区，并带来了有史以来规模最大的主宾地区（主宾国）展团。欧盟 26 个成员国、70 余家欧盟农产品企业代表一道，在 2018 SIAL China 中食展 6,000 平方米的展团面积上，带来了来自欧洲大陆东南西北的优质食品和饮料，以及这些产品背后所代表的品质、安全、传统及故事。此外，欧盟展团深度参与了美食厨房、酒店及零售业论坛等 SIAL China 中食展的特色活动，以丰富多彩的形式将欧盟品质展现得淋漓尽致。

开幕式结束后，欧洲农业和农村发展委员菲尔·霍根先生在社交媒体上分享了他在中食展的照片，并表示非常荣幸在其第四次访华期间，在亚洲最大的食品展上将欧盟产品介绍给大家。

### 创新展示 意义深远

在 SIAL China 中食展上，琳琅满目的美食美酒遍布 13 个展馆。近年来，SIAL China 中食展立足食品饮料行业不断探索，从广大参展商及专业观众出发，推出了诸多创意展示环节令在场观众印象深刻。如位于 N5 馆的地标天物展区，与丽水、黑龙江等地方政府合作，将具有地域代表性、文化背景深远的特色农产品以艺术展示的方式呈现，将文化、艺术、历史等更深层次的内容叠加到产品上，提升农产品的附加价值进而带动地域经济的发展。

同样位于 N5 的 BAB 智能展区，一如既往地保持科技感十足的风格，将零售贸易领域的一众新鲜概念及贸易方式传达给业内人士。今年 BAB 智能展区内的智能洽谈桌、智能派样机、智能货架等前沿产品在 N5 馆乃至整个 SIAL China 中食展，掀起了一场新零售助力新零售的高科技精准对接体验。

伴随着 2018 SIAL China 中食展的圆满落幕，中食展已连续多年保持着业内领先的增长幅度、领先的规模及成就，并作为行业的先驱者引领着食品饮料行业的创新发展。2019 年 SIAL China 中食展将于 5 月 14 日-16 日再次与食品饮料行业重逢，而 2019 年对于 SIAL China 中食展也将是别具深意的一年，不仅将是 SIAL China 中食展在华成功举办 20 周年纪念日，也将是上海新国际博览中心 17 个展馆完全属于 SIAL China 中食展的第一年！

### 2019 SIAL China 中食展预览：

时间：2019 年 5 月 14-16 日

地点：上海新国际博览中心（SINEC）

预计规模：4,300 余家参展商、112,000 名专业观众，199,500 平方米展示面积，17 个展馆

On May 16, 2018, a delegation of ministers, ambassadors, consuls and trade officers attended the Opening Ceremony of SIAL China 2018. European Agriculture and Rural Development Commissioner, Phil Hogan officially opened the exhibition on behalf of the European Union as Region of Honour.

Representatives from the People's Republic of China included the Director of China Commerce Development Center, Director of Foreign Economic Cooperation Center of MOA, Chairman of Gansu Commission of CCPIT, Chairman of Heilongjiang Commission of CCPIT, Deputy

Director General of Department of Commerce of Shandong Province, and the Secretary General of Cold Chain Logistics Committee and Vice President of Chinese Academy of Agricultural Mechanization Sciences.

Honoured guests from Argentina, Belarus, Brazil, Bulgaria, Canada, Chile, Colombia, Cuba, Czech, Denmark, Estonia, Greece, Finland, France, Hungary, India, Indonesia, Ireland, Lithuania, Mexico, the Netherlands, Peru, Russia, Spain, South Africa, Sweden, and Uruguay also attended the Opening Ceremony.

### The Region of Honour – the European Union

As the Region of Honour for SIAL China 2018, 26 European Union (EU) member country pavilions housing 70 EU delegates occupied 6,000 square meters of exhibition space. The EU also hosted exciting activities, including cooking demonstrations, innovative EU-Chinese product pairing demonstrations by famous chefs, and informative sessions about EU food quality and safety policies to complement the wide variety of safe and quality agricultural food and beverage products on display at the EU member pavilions.

### SIAL Innovation

SIAL Innovation, well known as the crown jewel of SIAL Network, once again shined at SIAL China. In 2018 the competition which recognizes the most cutting-edge products in the food and beverage industry received a record number of submission. In total, more than 600 products were vying for the prestigious award at SIAL China. In the afternoon of May 16, three of the ten finalists were awarded SIAL Innovation Gold, Silver, and Bronze Awards, respectively.

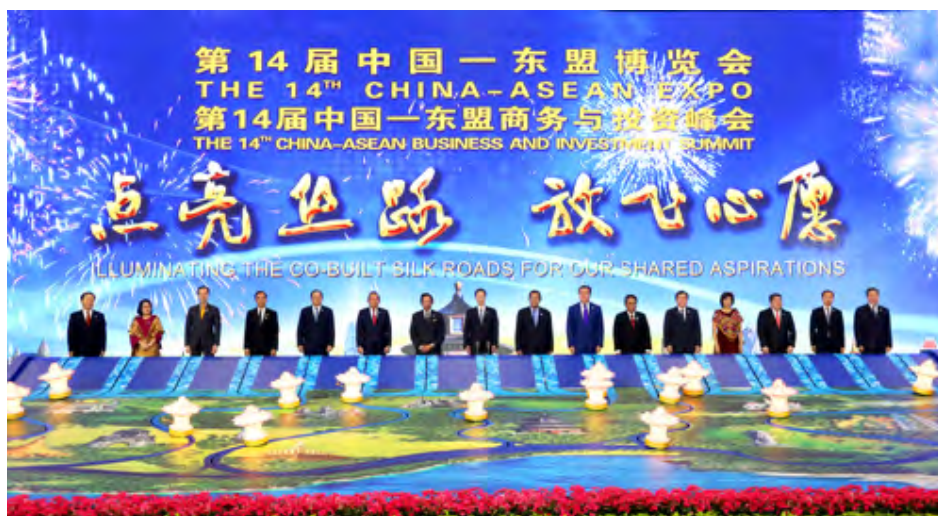
The Gold Award went to SAFE CATCH from the USA for Elite Wild Seasoned Tuna for their low mercury tuna. Mexico Avocado Honey from CHENGDU MAYALAND TRADING CO., LTD, China, earned the Silver Award for its originality, and NOVELTEA from Great Britain captured the Bronze Award for their innovative cold-brew tea and spirit blends called "The Tale of Tangier and The Tale of Earl Grey".

### About SIAL China 2019:

- Scheduled from May 14-16, 2019
- Held at the Shanghai New International Expo Centre
- Approximately 4,300 exhibitors, 112,000 professional visits, and 199,500 sqm of gross exhibition space
- For more information, photos, and to register, visit: [www.sialchina.com](http://www.sialchina.com)







## THE 15TH CAEXPO: A PARADISE OF ASEAN FOODSTUFFS AND AGRO-BASED PRODUCTS 东盟食品农产品“天堂” 尽在第15届中国—东盟博览会

9月12—15日，一场东盟优质食品农产品的饕餮盛宴又将在中国—东盟博览会（简称“东博会”）举办。

自2004年起，一年一度的东博会都会重点展示来自东盟10国的优质食品和农产品，中国的采购商可以任意挑选自己中意的产品。东博会是目前国内展会中东盟进口食品种类最多、品种最全、品质精良的展会，是一个将食品生产商、贸易商、终端零售商和广大消费者集聚一堂的经贸盛会。东博会成功举办14届以来，许多优质东盟食品通过东博会平台进入了中国的千家万户，包括糖果、干果、坚果、可可、巧克力、膨化食品、饼干、糕点、方便食品、罐头食品、保健食品、冰冻水果、冰淇淋、葡萄酒、茶叶、咖啡、果蔬饮料以及食品饮料连锁经营等服务。

那么，除了上述常见的食品农产品外，我们在东博会上还能找到哪些更具特色的“东盟货”呢？

A grand exhibition of quality ASEAN foodstuffs and agro-

based products will be held at the China-ASEAN Expo (CAEXPO) from September 12 to 15.

Since 2004, the annual CAEXPO has been focusing on showcasing quality foodstuffs and agro-based products from 10 ASEAN countries. At CAEXPO, Chinese purchasers can select their favorite products. The CAEXPO brings a variety of ASEAN foodstuffs of high quality under one roof and gathers producers, dealers, retailers and consumers representing China and the 10 ASEAN countries. Quality ASEAN foodstuffs showcased at the previous 14 CAEXPOs have become very popular in China, which included candies, dried fruits, nuts, cocoa, chocolate, puffed food, cookies, cakes and pastries, instant food, canned food, healthcare food, frozen fruits, ice cream, wines, tea leaves, coffee, juice, and food and beverage franchised stores.

In addition to the above common foodstuffs and agro-based products, what other distinctive ASEAN products can we find at the coming CAEXPO?

### BRUNEI – HALAL PRODUCTS 文莱——清真商品种类繁多

东博会成功举办14年来，包括中国西北地区穆斯林在内的大批内地企业，对文莱清真食品的了解也越来越高。文莱政府倾力打造的“文莱清真”认证产品陆续登陆中国市场，逐渐被中国广大消费者所接受。每年东博会，文莱的虾片、饼干、椰油、面条等食品参展企业虽然规模不大，但是拥有了一批忠实粉丝。

Over fourteen sessions of the CAEXPO, Brunei Halal products have grown familiar to more and more consumers in China, especially those in the northwestern parts where a majority of Chinese Muslims are inhabited. Products accredited with Halal certification have tapped into the Chinese market under full support of the Brunei government and become increasingly popular among Chinese people. At the annual CAEXPO, Brunei exhibitors of foodstuffs such as shrimp crackers, cookies, coconut oil and noodles attract a number of loyal fans in spite of their small corporate scale.



### CAMBODIA – ORGANIC PRODUCT 柬埔寨——有机农产品成新宠

近年来，柬埔寨政府大力扶持发展农业，鼓励本国农业技术更新取得良好的效益，优质大米的产量屡创新高，成为出口额增长最多的产品。柬埔寨大米坚持原产稻种植，在生长过程中不施用农药和化肥，被誉为“白金”，这恰好满足了当下中国大米消费者追求“绿色环保”的需求。

通过东博会的平台，柬埔寨的“白金”大米已享誉中国。柬埔寨商务部驻南宁商务代表陈利成对东博会的平台作用给予充分肯定：东博会有效促进了柬埔寨与中国在商业方面的合作，尤其对于柬埔寨大米的销售商来说，东博会成为了最佳媒介，洪森首相实现了在南宁吃到柬埔寨大米的愿望。

除了柬埔寨大米，柬埔寨的辣木子、腰果等有机农产品也深受中国消费者的喜爱，成为东博会的新宠。

In recent years, the Cambodian government have shored up support to agricultural development and stepped up technological innovation. As a result, rice yield maintains record highs and rice

becomes the largest contributor to export growth. Natural seed-grown and free from pesticide or fertilizer, the Cambodian rice is reputed as platinum quality and secures great popularity among Chinese consumers who are eager for green products.

The Cambodian rice of platinum quality has been well-known in China through the CAEXPO. Chen Licheng, Commercial Representative of Cambodian Ministry of Commerce in Nanning, fully affirmed the impact of CAEXPO. According to him, the CAEXPO plays an effective role in promoting the business cooperation between Cambodia and China. Especially for the sellers of Cambodian rice, the CAEXPO has become the best media. Prime Minister Hun Sen's dream of eating Cambodian rice in Nanning has come true.

Besides Cambodian rice, Cambodian organic products such as moringa seed and cashew nut are also loved by Chinese consumers and become new favorites at the CAEXPO.





INDONESIA – KOPI LUWAK & COCOA  
印尼——猫屎咖啡、可可持续吸引

印尼的代表食品“猫屎咖啡”曾连续多年参加东博会特别设置的专业展“东盟品牌咖啡展”。中国中产以上消费者秉承“只求最好”的消费理念，对品质优越且极富传奇色彩的“猫屎咖啡”情有独钟。“猫屎咖啡”在东博会一登场，就吸引了众多采购商和消费者的目光。如今，印尼猫屎咖啡已在中国的许多地方开了专卖店、咖啡店，中国消费者对它一点也不陌生了。

印尼盛产的可可豆，也是中国买家特别青睐的商品，中国商家对可可豆进行深加工，制成各种可可制品。

Indonesia's representative food Kopi Luwak has participated in the CAEXPO ASEAN Coffee Exhibition for consecutive years. Because of its excellent quality and unique culture, the Kopi Luwak coffee captures keen interests of Chinese consumers of the middle and upper classes, who always prioritize quality when choosing a product. Today, Kopi Luwak cafes have been opened in many parts of China, and Chinese consumers are no stranger to it. Indonesian cocas are also favored by Chinese buyers. Various cocoa products can be made after the deep processing of cocoas by Chinese merchants.

#### LAOS – BEER & COFFEE 老挝——啤酒、咖啡做代言

被称为“亚洲最好喝”的老挝啤酒因为东博会平台，行销到中国各省区及欧美十多个国家，并连续多年成为东博会、汽车拉力赛指定啤酒，名声在外，成为老挝品牌走向世界典范。

近年来，老挝经济快速发展，国家重点大力扶植农林产品成效显著，咖啡成为出口额最高的农产品。与同样生产咖啡的东南亚国家相比，老挝咖啡带有独特的曼特宁土味。而且它不使用农药及化学肥料，农民以水牛的排泄物来施肥，符合绿色环保标准的老挝咖啡受到了欧洲尤其是

法国，日本，台湾咖啡人士的欢迎。据法国权威研究中心资料显示，老挝咖啡豆是世界上最好的十二种咖啡豆之一。

Owing to the CAEXPO, Beer Lao, known as the Best Beer in Asia, has been sold to various parts of China and a dozen countries in Europe and America. As the designated beer of the CAEXPO and auto rallies for years, Beer Lao has become a model of Laotian brands going global.

In recent years, Laos has developed rapidly in economy, focusing on agricultural and forestry products and achieving remarkable results. Coffee has become the most exported agro-based product. Compared with the coffee produced in other Southeast Asian countries, Lao Coffee has a unique mandheling taste. Moreover, the excrement of buffaloes is used by farmers to fertilize the soil instead of pesticides and chemical fertilizers, thus making the eco-friendly Lao Coffee welcomed by people in Europe (especially France), Japan and Taiwan. According to an authoritative French research center, Lao coffee bean is among the best twelve kinds of coffee beans in the world.



#### MALAYSIA – DURIAN & BIRD'S NEST 马来西亚——榴莲、燕窝深受欢迎

白咖啡、冰冻榴莲已经成为马来西亚特色食品的代言，中国人对它们已经完全不陌生，它们最早也是通过东博会这个平台进行展示的。马来西亚的手工饼干，中草药保健品，生活用品，酱料等产品也深受中国消费者青睐。

除了上述产品，马来西亚三大国宝之一的燕窝也越来越多地走入了中国人的餐桌。马来西亚是全球燕窝的主产地之一，燕窝加工工艺优良，深受消费者的欢迎。连续多年，东博会上都有数十家燕窝企业参展，产品非常受欢迎，不仅贸易成交额高，还与一些批发代理商签订了合同。近几年，随着两国政府对燕窝贸易的积极推动，马来西亚燕窝越来越为中国老百姓所熟知，在中国市场前景广阔。

As the representative food of Malaysia, both white coffee and frozen durian were first showcased at the CAEXPO and have been quite familiar to Chinese people. Malaysian handmade cookies, herbal health products, daily necessities, sauces and other products are also popular among Chinese consumers.

In addition, bird's nest, one of the three national treasures in Malaysia, has become more and more favored by Chinese consumers. As a leading producer of bird's nest, Malaysia has developed excellent processing technology, making its bird's nest well received by consumers. Dozens of Malaysian bird's nest companies have exhibited their products at the CAEXPO for consecutive years and scored rich practical outcomes, signing a number of contracts with wholesalers. In recent years, the governments of China and Malaysia have been working more closely to promote the trade in bird's nest. It is believed that Malaysian bird's nest has huge market potential in China.



#### MYANMAR – AGRO-BASED PRODUCTS 缅甸——农产品深受中国消费者喜爱

优越的气候条件和极其丰富的自然资源，造就了缅甸丰富多彩的热带作物。缅甸政府非常重视农业的发展，积极吸引外商投资农业，同时制定了各项鼓励措施，促进橡胶、豆类及稻米等农产品出口。木谷类和豆类、橡胶、木薯、芝麻等农作物是缅甸重要的出口产品，豆类出口居世界第二。

前14届东博会，缅甸参展的农产品食品企业获利颇丰，缅甸的茶叶在东博会上获得了中国订单，芒果、腰果等农产品开始进入中国市场，咖啡、奶茶也逐渐为中国人民熟知。

Blessed with sound climate and rich natural resources, Myanmar is a land of tropical crops. The government attaches great importance to agriculture, bringing in foreign investment for agricultural development. A series of preferential policies have been adopted to expand the export of agro-based products such as rubber, beans and rice. Other major crops for export include cereals, cassava and sesame. Beans rank the second place in the world by export volume.

Myanmar enterprises dealing in agro-based products and foodstuffs scored rich economic outcomes at the previous 14 CAEXPOs. Myanmar's tealeaves were ordered by Chinese purchasers at the CAEXPO. Mangoes, cashew nuts and other produce have begun to enter the Chinese market. Coffee and milk tea have gradually become known to Chinese people.



## Exhibition | 展会

### PHILIPPINES – COCONUT OIL & DRIED MANGO 菲律宾——椰子油、芒果干畅销中国市场

热带水果历来是中国从菲律宾进口的主要商品类别，椰子和芒果和香蕉等菲律宾盛产的热带水果是中国消费者果类食品的重要组成部分，相关加工食品在中国市场极受欢迎。每年在中国南宁举办的东博会上，菲律宾椰子食品、芒果干等被越来越多的中国消费者了解和追捧，椰来香的椰子油更是大获好评。

曾多次参加东博会的山茶花食品公司是菲律宾休闲食品行业的领军企业，其香蕉干、芒果干、椰子食品等产品因专门为中国消费者量身订制而广受赞誉，一度成为东博会销售额最高的参展企业之一。

Tropical fruits constitute a major part among exports of Philippine products to China. Coconuts, mangoes, bananas and other tropical fruits rich in the Philippines are very popular with Chinese consumers, so do the related processed foodstuffs. At the annual CAEXPO in Nanning, Philippine coconut products and dried mangoes are known to and favored by more and



### THAILAND – CANNED FOOD 泰国——罐装食品备受青睐

泰国是重要的农产品和食品生产国及输出国，产品远销全球。除了中国消费者熟知的泰国香米之外，泰国的木薯、热带水果、果干、酱料、芒果等产品一直是泰国外销产品中的佼佼者。

泰国的罐装食品，如罐装水果、罐装海鲜等也是重要的出口产品，居于全球排名前列。泰国的农产品食品一直是东博会上的宠儿，前14届东博会，泰国参展的农产品食品企业获利颇丰，不仅得到了大量的订单，展出的展品最后也都销售一空。

Thailand is a major producer and exporter of agro-based products and foodstuffs. Apart from the Jasmine rice which is familiar to Chinese consumers, cassava, tropical fruits, dried fruits, sauces and mangoes, etc. are major products for Thailand to export.

Thailand is a leading exporter of canned foodstuffs such as canned fruits and seafood. Agro-based products remain the favorite of trade visitors at the



more Chinese consumers. Specifically, VIRGIN coconut oil is highly praised.

As a leader in Philippine leisure food industry, Camellia Food Manufacturing Company has participated in the CAEXPO for many times. Its dried banana, dried mango and coconut foodstuffs have been widely acclaimed since these products are tailor-made for Chinese consumers. It once became one of the companies with the highest sales at the CAEXPO.

### SINGAPORE – BAK-KUT-TEH 新加坡——肉骨茶成代表

新加坡是国际金融中心，也是亚洲重要的服务和航运中心之一，因此，新加坡历年参加东博会主要是以金融及服务贸易等展示居多。但是新加坡的肉骨茶、椰油、饼干、燕窝等食品企业异军突起，以其独特的口感和味道吸引广大观众，成功获得稳定的顾客群体，在东博会各国的食品展示中独树一帜。

Singapore is an international finance center and one of Asia's important service and shipping centers. Therefore, its participation in the CAEXPO over the years mainly focused on the exhibition of financial and service trade. However, Singapore's Bak-Kut-Teh, coconut oil, cookies, bird's nest and other food companies have sprung up and attracted consumers with their taste and quality, thus gaining a stable customer base and showing uniqueness in food exhibition at the CAEXPO.

CAEXPO. Enterprises dealing in agro-based products and foodstuffs scored rich economic outcomes at the previous 14 CAEXPOs, who not only concluded orders but also had their exhibits sold out during the fair period.



### VIETNAM – AGRO-BASED PRODUCTS & COFFEE 越南——农产品走俏、咖啡独树一帜



优越的气候条件和极其丰富的自然资源，造就了越南丰富多彩的热带作物。越南政府非常重视农业的发展，积极吸引外商投资农业，同时制定了各项鼓励措施，促进木薯、水果（火龙果、木菠萝、腰果及干制品等）和稻米等农产品出口。木薯、稻米、橡胶等农作物是越南重要的出口产品。

越南咖啡以其香味浓郁、风味绝佳的特色深受中国买家欢迎，其中中原集团的G7咖啡更是家喻户晓。越南是世界第二大咖啡出口国。与同样生产咖啡的东南亚国家相比，越南的地

今年，第15届中国—东盟博览会还将继续举办东盟食品专场采购对接会，东盟展商们又将给中国企业及消费者带来什么惊喜，令人充满期待！今年9月，我们在广西南宁等您！

This year, the matchmaking fair for the purchase and sale of ASEAN foodstuffs will continue to be held at the 15th CAEXPO. We are looking forward to what surprise ASEAN exhibitors will bring to Chinese enterprises and consumers. Let's meet in Nanning this September!

### ASEAN FOODSTUFFS EXHIBITED AT THE PREVIOUS CAEXPOS 东博会历届东盟十国重点参展食品类别

**文莱：** 虾片、饼干、椰油，面条

Brunei: shrimp cracker, cookie, coconut oil, noodle

**柬埔寨：** 大米、啤酒、补酒、腰果、干果、咖啡、辣木子

Cambodia: rice, beer, tonic liquor, cashew nut, dried fruit, coffee, moringa seed

**印尼：** 咖啡、咖啡制品、手工饼干、虾片、燕窝

Indonesia: coffee, coffee products, handmade cookie, shrimp cracker, bird's nest

**老挝：** 啤酒、速溶咖啡、果汁、坚果、大米

Laos: beer, instant coffee, juice, nut, rice

**马来西亚：** 咖啡、奶茶、果汁、燕窝、手工饼干、榴莲、巧克力、虾片、冰淇淋、速食面、糖果、运动饮料、干果、酱料等

Malaysia: coffee, milk tea, juice, bird's nest, handmade cookie, durian, chocolate, shrimp cracker, ice cream, instant noodle, candy, sports drink, dried fruit, sauce

**缅甸：** 豆类、腰果、茶叶、咖啡、奶茶

Myanmar: beans, cashew nut, tea, coffee, milk tea

**菲律宾：** 芒果、菠萝、香蕉干、果汁、咖啡、椰子油

Philippines: mango, pineapple, dried banana, juice, coffee, coconut oil

理位置十分有利于咖啡种植，其中南部属湿热的热带气候，适合种植 ROBUSTA 咖啡，北部适于种植 ARABICA 咖啡，而世界各国常用这两种咖啡豆制作速溶咖啡和高档咖啡掺混品。

Blessed with sound climate and rich natural resources, Vietnam is a land of tropical crops. The government attaches great importance to agriculture, bringing in foreign investment for agricultural development and establishing a series of preferential policies to expand the export of agro-based products such as cassava, fruits (pitaya, jackfruit, cashew nut, dried products, etc.) and rice. Cassava, rice and rubber take up a major part among the exports.

Vietnamese coffee enjoys great popularity among Chinese buyers for its strong and specific scent, in which Trung Nguyen G7 is widely known to consumers. Vietnam is the world's second largest coffee exporter. Compared with other Southeast Asian countries, Vietnam's geographic location is favorable to coffee plantation. The humid tropical climate in South Vietnam is good for the growing of Robusta coffee beans, and the climate in the north, for Arabica. Most of the instant coffee and high-class coffee are blended with these two kinds of beans.



**新加坡：** 饼干、蛋糕、咖啡、肉骨茶、椰油、燕窝

Singapore: cookie, cake, coffee, Bak-Kut-Teh, coconut oil, bird's nest

**泰国：** 调料类（调味品、酱料）、果干类（榴莲干、山竹干、香蕉片等）、大米、茶叶、罐头、糕点、饮料（咖啡）

Thailand: condiment (seasoning, sauce), dried fruit (dried durian, dried mangosteen, dried banana, etc.), rice, tea, canned food, cakes and pastries, beverage (coffee)

**越南：** 咖啡、大米、坚果、果干、糕点

Vietnam: coffee, rice, nut, dried fruit, cakes and pastries

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Napa Guest Lecturer  
New Zealand Wine School Lecturer  
Yuexing Wine School Lecturer

## THE ADVANTAGES OF ITALIAN WINE 意大利葡萄酒的优势

很多朋友问我，最喜欢是哪个国家的葡萄酒，综合各种因素，我的答案是意大利，原因？意大利葡萄酒精彩无限，以下几大特点，更是其远远超越其他葡萄酒生产国的优势。

### 1. 多样性

意大利葡萄品种之多，占据全球葡萄品种总数的三成份额，其风格多变，包括各品种，各产区，各工艺等等。很多新世界的葡萄酒产区甚至国家，就是做那么十种八种的葡萄，去到二三十种已经很多了，意大利随便一个产区都有这个数字，二十个产区加起来，常见的品种少说都有三四百种，而且各具特色，配合各种不同的工艺，酿制成各式各样的起泡酒，白葡萄酒，红葡萄酒，风干的，晚收的，干型的，甜型的，用不锈钢罐的，水泥桶，小橡木桶，大橡木桶，陶罐的等等，而且这些酒是以整个产区风格和品种风格出现，而非只是一个两个酒庄的特例。一天喝一款意大利酒，一年365天也未能将所有意大利酒喝一遍，这种多样性，在全世界还有哪个国家有？

### 2. 不可复制性

意大利原生葡萄品种繁多，而且对本土环境依附力极强，譬如 Barolo, Barbaresco, Brunello di Montalcino, Amarone, Taurasi, Soave Classico, Valdobbiadene 等等极具产区特色和风格的高品质葡萄酒，离开了其原产地，别说在其他国家，就是在意大利国内的其他产区也很难找到可以替代的出品。虽然有些地区目前也有出品 Nebbiolo, Sangiovese 等等意大利品种，但也只是极个别生产商的行为，而且品质也远未能达到意大利的原出品，迄今为止全球范围内依然未有一个产区能够将此等风格复制。其不可取代性之高，绝非区区亦霞珠，美乐，西拉，霞多丽，长相思等可以随意四处留情并开花结果的国际品种可比。

### 3. 高性价比

高品质往往意味着高价格，也伴随着高名气，之所以有所谓名庄酒，价格也近乎天价，本人也很很喜欢法国酒，但谈到价格和性价比，法国酒在意大利酒面前也未免汗颜。意大利很多高品质的葡萄酒，并未在天价之列。若在相同价位段上找品质最高的酒，无论是50元，300元，1000元级别，你能找到品质最高的酒中，必然会有意大利酒，而4位数以上的意大利酒，基本上已经是顶级佳酿了，但这个数字放到很多产区，根本远未能追逐顶级素质。同理，在相同的品质段上找价格最便宜的酒，也必定能找到意大利酒。可见其性价比之高，足以傲视群雄。

### 4. 完美的餐酒搭配之选

葡萄酒和面包是意大利人餐桌上的必备，因此基本上所有的意大利酒，都是为配餐而生的，由于款式和选择众多，无论你吃什么菜式，总能找到与之绝配的意大利酒。其与生俱来的酸度和滋味，成为了餐桌上的绝配，只要葡萄酒进入其适饮期，其生津感之强，让你杯接一杯，欲罢不能，这种让人大口畅饮的淋漓和亲民，是众多国家和产区的出品都望尘莫及的。

### 5. 潜力无限

很多意大利的葡萄酒产区和葡萄品种知名度都不高，尤其对于中国人，譬如在北部多罗米特山 Alto Adige 琼瑶浆的原产地 tramin 出产的芳香干型的琼瑶浆 Gewurztraminer；在东北部 Friuli 以陶罐长期陈化具有微氧化风味的橙酒 Ribolla Grilla；在阿德里亚海边 Marche 的酸爽柔滑小绿绿干白 Verdicchio；西西里的火山岛 Etna 高酸高矿物的红白双煞 Nerello Mascalese 和 Carricante；意大利绿色心脏 Umbria 的世界单宁王之一的 Sagrantino 等等，都具有相当高的水准，极具发展空间，只是碍于意大利人商业推广的不济，以致很多消费者一直未能很好地了解甚至品尝这些佳酿。意大利葡萄酒具有如此多的优势，你还等什么，赶快进起来喝起来吧。

### 1. Diversity

The number of grape varieties in Italy accounts for thirty percent of the global total. Italian wine has varied styles in the terms of varieties, regions, crafts, etc. A lot of new world wine-producing regions or even countries only grow no more than ten kinds of grapes. Twenty or thirty varieties are a comparatively large number. However, a random producing region in Italy can have such a number. There would be at least three or four hundred varieties if twenty producing regions are put together. With different characteristics and technologies, the products are varied, such as white wine, red wine, dry wine, late harvest wine, dry wine and sweet wine. The wine barrels are diversified as well, like stainless steel tanks, cement barrels, small oak barrels, big oak barrels and steams. Drink a Italian wine a day, you may not have drunk all the wines from Italy a year later. Which other countries in the world feature such a diversity?

### 2. Non-reproducibility

Italy has great wine varieties, many of which strongly depend on the local environment, such as Barolo, Barbaresco, Brunello di Montalcino, Amarone, Taurasi, Soave Classico and Valdobbiadene. They are high-quality wines that feature strong characteristics of the producing regions, and thus hard to be replicated in other producing regions in Italy, let alone other countries. Although some Italian wine variants like Nebbiolo, Sangiovese are also produced in other regions, it's only rare behaviors of some individual producers, and the quality far falls behind that of the original Italian wines. So far, no other regions in the world have successfully replicated the unique Italian style. The non-reproducibility of rare Italian varieties makes them incomparable to those international varieties like Cabernet Sauvignon, Merlot, Syrah, Chardonnay and Sauvignon Blanc which can grow everywhere.

### 3. Strong price performance

High quality often means high price and fame, and thus famous chateaus and extremely expensive wines come into being. I myself am a big fan of French wine, but when it comes to price performance, French wine cannot compare with Italian wine. There are many superior Italian wines that are not sold at sky-high prices. If you look for the best wines from those within the same price level, whether it is 50 Yuan, 300 Yuan or 1000 Yuan, you can always find Italian wine.



Italian wines which are sold at over 1000 Yuan basically belong to the top grade. However, wines of this price from other countries are far from being the best ones. Similarly, If you look for the cheapest wines from those within the same quality level, you can always find Italian wine as well, which shows the incomparable price performance of Italian wine.

### 4. Perfect addition to the dining table

Wine and bread are essential on the Italian dining table, so basically all Italian wines are made for meals. Whatever food you eat, you can always find the perfect Italian wine to match it with. Its natural acidity and flavor makes it a perfect addition on the dining table. The strong sense of vitality makes you can't stop. This feeling of drinking to the heart's content and intimacy is hard to be found in wine products from other countries.

### 5. Limitless potential

Many Italian wine-producing regions and grape varieties are not well known, especially to the Chinese people. For example, Gewurztraminer from Tramin in the North, Ribolla Grilla (a aged wine made in steams with slight flavor of oxidation) from Friuli in the Northeast, Verdicchio (a sour and smooth dry wine) from Marche along the coast of Adria, Nerello Mascalese and Carricante (red and white wine with high acidity and rich minerals) from Etna in Sicily, and Sagrantino (a king of tannin) from Umbria, the green heart of Italy. Those wines all have high quality and great potential for development. However, they are unfamiliar to many consumers due to inadequate marketing of the Italian wine traders.

Italian wine has so many advantages. What are you waiting for? Import and drink it now.

