

Changyu: Leader in China's chateau wine

By ZHAO RUIXUE and WANG QIAN in Yantai, Shandong province

When China's first coastal chateau for wine was built in Shandong province 10 years ago, few people understood why Changyu Pioneer Wine Co spent such a great sum of money to build it.

Now, Chateau Changyu-Castel's achievements as a production site for premium wine have prompted other domestic vintners to build their own chateaus in China's major grape-growing areas, proving the company's foresight into the Chinese wine industry.

"Wine chateaus are the basic prerequisite for premium wine, so Changyu is building chateaus in different kinds of grape-growing areas to further sharpen its competitive edge in this sector," said Zhou Hongjiang, general manager of the company.

The management of the Yantai-based Changyu company were inspired to build chateaus across China after an analysis of the wine industry in France, where more than 80,000 wine chateaus play an important role in forging the country's reputation as global wine heavyweight.

Changyu built its first chateau in 2002 in cooperation with the Castel Group, headquartered in Bordeaux, France. Blessed with sea, sand and sun, the chateau is an integration of winemaking, sightseeing and recreation.

Encircling the chateau is a 135-hectare grape-growing region capable of producing enough grapes to make 3,000 tons of wine. Under the chateau is a 2,700 square meter cellar, where hundreds of oak barrels are lined up.

Stored for at least three years in oak barrels imported from France, the Cabernet Gernischt

wines made at the chateau are colored deep ruby red and taste mellow and soft, giving them a lasting fragrance.

This wine, integrating Chinese and French manufacturing techniques, has drawn interest from hundreds of enterprises and organizations, making it the bestseller among the chateau's wine lineup.

Expansion of chateaus

"The success of Chateau Changyu-Castel has put Changyu on the track of developing chateau wine," said Li Jiming, Changyu's chief engineer, who has a doctorate in viticulture.

To date, Changyu has built six chateaus while expanding its grape farms. Three of the six chateaus are already opera-



Li Jiming, chief engineer of Changyu

tional, and the other three are expected to open in the second half of this year — Chateau Changyu Baron Balboa in Xinjiang Uygur autonomous region, Chateau Changyu Moser XV in Ningxia Hui autonomous region and Chateau Changyu Reina in Shaanxi province.

Li said wines made in the six chateaus have different target markets. Some will be destined for home dinner tables, while others will be served at national banquets, and the finer varieties can be collected as an investment.

These chateau wines are Changyu's most competitive products, boasting an annual average growth of 45 percent in yearly sales since 2008.

However, Li emphasized that not all the chateaus wines can be rated as premium right now. That explains why the company has chosen to team up with the world's most-prestigious chateaus.

In 2007, with the participation of vintners from France, the United States, Italy and Portugal, Changyu spent 500 million yuan (\$78.67 million) to establish the castle of Chateau Changyu AFIP Global in Beijing's Miyun county.

The Gothic castle features classic European-style picturesque scenes. In addition to winemaking, it is also used for sightseeing, training and holding conferences.

The castle is favored by global wine industry elites, such as Robert Tinlot, now the honorary head of the castle and also the honorary president of the International Organization of Vine and Wine, known as OIV for short.

The current president of OIV, Yves Benard, visited the castle in 2009 and said the cabernet sauvignon made there has set an example for international-class chateau wine.

Now, wines made in the castle have been served at national banquets 29 times since 2009, and they are frequently selected as state gifts to foreign guests.

The company, in cooperation with Aurora Icewine Co Ltd, the biggest ice wine company in Canada, founded an ice wine chateau in Liaoning province in 2007.

Intl award winner

The ice wines produced here are substantially up to the standards regulated by Vintner's Quality Alliance, mak-



JU CHUANJIANG / CHINA DAILY

Chateau Changyu AFIP Global in Miyun county, Beijing, is a popular place for film stars, celebrities and business leaders to hold parties and wine appreciation events.

ing Changyu the only Chinese company authorized to use the logo that identifies quality ice wine regions.

In May 2011, Changyu-made ice wine won a prize at the Decanter World Wine Awards, a first for an Asian maker of ice wine. "Benefiting from cooperation with prestigious global wine chateaus, Changyu has achieved more in the past 10 years. The three chateaus scheduled to open in the second half of this year will enable the company to produce more customized chateau wine," Li said.

To sharpen its competitiveness in the high-end wine market, Changyu has been seeking cooperation with prominent wineries overseas and has established an international chateau alliance in 2009, the first of its kind in the world.

Besides the chateaus Changyu operates in China, the alliance involves Changyu Kely Estate of New Zealand, Chateau Liversan and Chateau Philippe-le-Hardi in France as well as Chateau Changyu Pioneer Sicily in Italy, which are all

big names in the industry.

Under the agreements, Changyu is the exclusive Chinese distributor of high-end wines produced by these overseas chateaus, and it permanently owns the wines' brands. The agreements have proven to be win-win, expanding marketing channels to increase sales worldwide and promoting exchanges in winemaking techniques.

As early as 2006, Changyu teamed with Karikari Estate of New Zealand and create a new brand Changyu Kely Estate of New Zealand. The scenic chateau, home to a 100-acre vineyard and a coastal golf course, is targeting upper-class clientele and has a limited supply of vintage wines, including its most popular: Changyu Kely Sauvignon Blanc Dry White Wine.

"The alliance of famed global brands will become a new engine for driving the company's growth, and it will play an important role in promoting Changyu's brand in the international luxury wine market,"

said Sun Jian, deputy general manager of the company.

"Changyu will spare no effort to develop the alliance and look for more cooperation with prominent chateaus to provide consumers various wines from 17 major winemaking centers worldwide," said Zhou.

Wine culture

What sets it apart from others is that the chateau of Changyu is not only a winery but also a resort that provides a blend of services associated with wine. Tourists can help pick the grapes, visit the wine cellar, taste premium wines and train in wine appreciation.

Currently, the company has three 4A-class wine-themed scenic spots in China — the Changyu Castel Chateau, the Chateau Changyu AFIP Global, and the Yantai-based Changyu Wine Culture Museum.

They have become popular tourist destinations for experiencing wine culture, wine culture promotion and convening high-end meetings, with more

than 500,000 visitors annually, which play a viral role in promoting wine culture in China.

In the years to come, Changyu will build four more such places and establish wine culture centers across the country.

"Every chateau serves as a good window to the company's development and allows more people to learn about its time-honored winemaking culture," said Yu Bo, curator of the Changyu wine culture museum.

The Changyu-Castel Chateau provides tourists a place to pick grapes, create wine logos with their own photos and sample fine wines while enjoying its excellent natural views.

Many travel agencies offer tours of the Chateau Changyu AFIP Global. Orders for wine-themed trips to the chateau have been on the rise. It receives thousands of visitors every year, most of whom have taken to drinking the brand and are now loyal consumers of Changyu.

The European-style town was modeled after a French town near the Palace of Versailles and features the first wine-themed art center in China, a luxury restaurant and guestrooms. It has become a favorite place for a large number of film stars, celebrities and business leaders to hold parties and wine-appreciation activities. Guests even have the option of opening a private wine cellar here.

An annual ice wine festival was held at Changyu's ice wine chateau in Liaoning by the local government, which has vowed to make it a new local tourism brand.

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<p>River Garden Villa - 裕京花园</p> <p>ID: 2027 249sqm, 4bedrooms ¥35,000 type C, phase II, detached, nice garden</p>	<p>Rose and Ginkgo - 龙湖地湖山</p> <p>ID: 8933 350sqm, 4bedrooms ¥38,000 detached, big garden, open kitchen</p>	<p>Yosemite - 伏山美地</p> <p>ID: 4495 424sqm, 4bedrooms ¥45,000 type C4, semi-detached, big garden, big terrace</p>	<p>Dragon Bay Villa - 龙湾别墅</p> <p>ID: 2183 357sqm, 3bedrooms ¥30,000 detached, big garden, high ceiling living room</p>

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Star River - 星河湾

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Palm Springs : 3Br 2Ba 188sqm ¥26,000 ID:6974
This fully furnished spacious apartment on the 28th floor has wooden flooring throughout, and stunning south facing views of the compounds beautiful roman style gardens.

Upper East Side: 3Br 3Ba 196sqm ¥25,000 ID:7174
This newly decorated fully furnished apartment has spacious rooms including a big kitchen, high windows, good natural light, wooden flooring, and great views of the river flowing below.

Global Trade Mansion : 3Br 2Ba 258sqm ¥29,000 ID:3078
Large apartment with wooden flooring, beautiful south facing views of the garden and surrounding area, ornate fireplace, great for families with Eton International school 5 mins away.

Victoria Gardens : 3Br 2Ba 167sqm ¥23,000 ID:7527
Fully furnished apartment, two large balconies, kitchen with cooker and dishwasher, wooden flooring with under floor heating, quiet compound near convenience stores, restaurants and Chaoyang Park.

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¥ 35,000

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Huangpu Apt.

¥ 65,000

Old House on Huaihai M. Rd
 Huangpu: 4Brs/350sqm LFHH0012

Pudong Apt.

¥ 55,000

Old Apt on Wuxing Rd
 Xuhui: 4Brs/226sqm WXR0005

Villa

¥ 24,000

Baccarat Residences
 1Brs/108sqm LBK0004

¥ 16,000

Skyline Mansion
 Pudong: 2Brs/170sqm SDJP0076

¥ 45,000

Rancho Santa Fe
 Minhang: 4Brs/285sqm LQ0088

¥ 45,000

Lakeville
 3+1Brs/281sqm LCR0006

¥ 25,000

Tomson Golf Apartments
 Pudong: 4Brs/258sqm TCG0027

¥ 55,000

Forest Manor
 Minhang: 4Brs/380sqm XJZY0011

¥ 48,000

Lanson Place
 3Brs/191sqm LCR0006

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Dawn Garden
 3Brs/180sqm XV0048

¥ 40,000

Sunny Garden
 Changning: 4+1Brs/320sqm SG0005

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Ascott Huai Hai Road
 1Brs/110sqm YSG0002

¥ 28,000

Shimao Riviera Garden
 3Brs/232sqm SMBJ0152

¥ 59,000

Vizcaya Villa
 Pudong: 4+1Brs/450sqm WS0038

Downtown

Casa Lakeville 翠湖嘉苑 (phase II) (Apt.)	2Brs 135sqm ¥ 23,000	3Brs 183sqm ¥ 28,000	3Brs 238sqm ¥ 52,000	4Brs 324sqm ¥ 60,000
Lakeville 翠湖天地 (Apt.)	2Brs 110sqm ¥ 12,000	3Brs 190sqm ¥ 26,000	4Brs 322sqm ¥ 58,000	
Lakeville Regency 翠湖御府 (Apt.)	2Brs 140sqm ¥ 24,000	2Brs 188sqm ¥ 29,000	3Brs 150sqm ¥ 25,000	3Brs 390sqm ¥ 80,000
4Brs 260sqm ¥ 50,000	4Brs 324sqm ¥ 68,000			
One Park Avenue 静安枫尚 (Apt.)	2+1Brs 165sqm ¥ 10,000	4Brs 154sqm ¥ 13,000	4Brs 175sqm ¥ 15,000	4Brs 245sqm ¥ 23,000
8 Park Avenue 静安萃景 (Apt.)	2Brs 117sqm ¥ 13,000	3Brs 143sqm ¥ 18,000	4Brs 165sqm ¥ 22,000	4Brs 194sqm ¥ 21,000
Jingnan four seasons 静安四季 (Apt.)	1Br 53sqm ¥ 14,000	2Brs 123sqm ¥ 11,000	3Brs 156sqm ¥ 20,000	4Brs 179sqm ¥ 23,000
3+1Brs 409sqm ¥ 60,000				
Top Of City 中航城市之光 (Apt.)	2Brs 103sqm ¥ 10,000	3Brs 163sqm ¥ 18,000	3Brs 180sqm ¥ 20,000	4Brs 250sqm ¥ 32,000
Central Residence 嘉里华庭 (Apt.)	2Brs 131sqm ¥ 15,000	3Brs 175sqm ¥ 22,000	5Brs 333sqm ¥ 50,000	
Jin Lin Tian Di 锦麟天地 (Apt.)	1Br 266sqm ¥ 40,000	3+1Brs 279sqm ¥ 43,000		
Ladoll Int'l I City 国际丽晶 (Apt.)	3Brs 135sqm ¥ 13,000	3Brs 156sqm ¥ 16,000	3Brs 173sqm ¥ 20,000	3+1Brs 252sqm ¥ 30,000
6Brs 350sqm ¥ 40,000				
Crystal Pavilion 经典名宅 (Apt.)	2Brs 129sqm ¥ 19,000	3Brs 135sqm ¥ 14,000	3Brs 180sqm ¥ 23,000	4Brs 240sqm ¥ 23,000
3Brs 190sqm ¥ 31,000				
Oriental Manhattan 东方曼哈顿 (Apt.)	3Brs 150sqm ¥ 10,000	3+1Brs 163sqm ¥ 18,000	4Brs 245sqm ¥ 24,000	
Richgate 华府天地 (Apt.)	3Brs 276sqm ¥ 40,000	3+1Brs 301sqm ¥ 56,000		
City Castle 远中风华 (Apt.)	2Brs 101sqm ¥ 14,000	2Brs 120sqm ¥ 15,000	3Brs 160sqm ¥ 16,000	
Central Park 淮海晶华苑 (Apt.)	2+1Brs 170sqm ¥ 17,000	3Brs 210sqm ¥ 18,000	4Brs 295sqm ¥ 30,000	5Brs 354sqm ¥ 38,000
The Summit 汇贤居 (Apt.)	3Brs 147sqm ¥ 18,000	3Brs 161sqm ¥ 20,000	3Brs 280sqm ¥ 40,000	5Brs 302sqm ¥ 50,000

Qingpu & Minhang

SH Racquet Club 上海网球俱乐部公寓 (Apt.)	3Brs 250sqm ¥ 28,000	4Brs 284sqm ¥ 28,000	4Brs 299sqm ¥ 30,000
Lakeside Villa 湖畔佳苑 (Villa & Apt.)	3Brs 220sqm ¥ 15,000	3Brs 271sqm ¥ 25,000	4Brs 374sqm ¥ 25,000
6Brs 428sqm ¥ 38,000	6Brs 600sqm ¥ 55,000		
Modern Villa 居礼 (Villa)	310sqm ¥ 28,000	3Brs 380sqm ¥ 32,000	5Brs 500sqm ¥ 52,000
350sqm ¥ 30,000	350sqm ¥ 35,000	4Brs 400sqm ¥ 25,000	
Violet Country Villa 西郊别墅 (Villa)	5Brs 315sqm ¥ 40,000	4+1Brs 380sqm ¥ 35,000	5Brs 350sqm ¥ 25,000
7Brs 400sqm ¥ 25,000			
Rancho Santa Fe 兰乔圣菲 (Villa)	3Brs Apt. 170sqm ¥ 15,000	4Brs 250sqm ¥ 30,000	5Brs 304sqm ¥ 40,000
3Brs 350sqm ¥ 45,000	5Brs 350sqm ¥ 45,000	5+1Brs 500sqm ¥ 50,000	6Brs 600sqm ¥ 58,000
Contemporary Spirits 当代艺墅 (Villa)	3+1Brs 300sqm ¥ 28,000		
Stratford 万科红郡 (Villa)	3Brs 250sqm ¥ 17,000	4Brs 271sqm ¥ 20,000	4Brs 320sqm ¥ 28,000

Hongqiao & Gubei

Yanlord Riverside Garden 仁恒河滨花园 (Apt.)	4Brs 163sqm ¥ 16,000	3Brs 180sqm ¥ 23,000	4Brs 242sqm ¥ 30,000
Masion Des Artistes 御景华庭 (Apt.)	2Brs 167sqm ¥ 15,000	3Brs 140sqm ¥ 13,000	4Brs 151sqm ¥ 15,000
Gubei Central Apartment 古北中央花园 (Apt.)	3Brs 151sqm ¥ 15,000	5Brs 298sqm ¥ 25,000	
City Condo 虹桥豪苑 (Apt.)	3Brs 103sqm ¥ 13,000	3Brs 155sqm ¥ 14,000	3Brs 178sqm ¥ 15,000
3Brs 210sqm ¥ 20,000	3Brs 270sqm ¥ 25,000		
Belgravia Place 华山丽苑 (Apt.)	3Brs 229sqm ¥ 34,000	4Brs 260sqm ¥ 50,000	

Gubei Qiangsheng Palace 古北强生 (Apt.)	4Brs 160sqm ¥ 18,000	3+1Brs 290sqm ¥ 30,000
Rich Garden 瑞士花园 (Apt.)	3Brs 120sqm ¥ 15,000	3Brs 175sqm ¥ 20,000
4Brs 230sqm ¥ 30,000	5Brs 390sqm ¥ 58,000	
Golden Troops 金色贝拉维 (Apt.)	2Brs 117sqm ¥ 15,000	3Brs 170sqm ¥ 16,000
3+1Brs 190sqm ¥ 25,000		
Sifang Xijiao Garden Villas 四方西郊花园 (Villa)	4+1Brs 300sqm ¥ 28,000	6Brs 400sqm ¥ 40,000
Hongqiao Golf 虹桥高尔夫别墅 (Villa)	5Brs 445sqm ¥ 35,000	5Brs 445sqm ¥ 35,000
6Brs 450sqm ¥ 26,000		
Elegant Garden 明苑 (Villa)	4Brs 320sqm ¥ 40,000	4Brs 360sqm ¥ 40,000
4+1Brs 600sqm ¥ 68,000	6Brs 326sqm ¥ 55,000	
China Garden Villa 虹桥中领馆 (Villa)	4Brs 210sqm ¥ 25,000	4Brs 228sqm ¥ 23,000
4Brs 280sqm ¥ 20,000		
Elite Garden 富虹花园 (Villa)	200sqm ¥ 20,000	3Brs 310sqm ¥ 25,000
4Brs 390sqm ¥ 45,000		
HongMei Villa 虹梅别墅 (Villa)	5Brs 270sqm ¥ 30,000	4Brs 354sqm ¥ 38,000
4Brs 400sqm ¥ 50,000		
Sunny Garden 新绿花园 (Villa)	4Brs 280sqm ¥ 36,000	5Brs 300sqm ¥ 38,000
5Brs 380sqm ¥ 40,000		

Le Chambord 圣堡别墅 (Villa)

5Brs 324sqm ¥ 30,000	5Brs 360sqm ¥ 40,000	5+1Brs 450sqm ¥ 45,000
Villa Riviera 沁风雅苑 (Villa)	3Brs 350sqm ¥ 35,000	4Brs 400sqm ¥ 55,000
6Brs 523sqm ¥ 40,000		
Dream House 观庭 (Villa)	4Brs 365sqm ¥ 25,000	4Brs 476sqm ¥ 55,000
5Brs 500sqm ¥ 35,000		

Pudong

Shimao Riviera Garden 世茂滨江花园 (Apt.)	2Brs 147sqm ¥ 13,000	3Brs 232sqm ¥ 18,000	4Brs 278sqm ¥ 21,000
4Brs 330sqm ¥ 27,000	4Brs 330sqm ¥ 27,000	5Brs 502sqm ¥ 65,000	
Yanlord Town 仁恒河滨城 (Apt.)	2Brs 138sqm ¥ 10,000	3Brs 151sqm ¥ 12,000	4Brs 207sqm ¥ 22,000
4Brs phase III 320sqm ¥ 35,000	4Brs phase III 320sqm ¥ 35,000	4Brs 360sqm ¥ 38,000	
Yanlord Garden 仁恒滨江花园 (Apt.)	2Brs 168sqm ¥ 12,000	3Brs 168sqm ¥ 13,000	4Brs 218sqm ¥ 15,000
3Brs 206sqm ¥ 20,000	3Brs 206sqm ¥ 20,000	3+1Brs 303sqm ¥ 32,000	
IFC Residences 国金汇 (Apt.)	2Brs 150sqm ¥ 42,000	3Brs 213sqm ¥ 65,000	4Brs 266sqm ¥ 64,000
Fortune Residence 财富湾 (Apt.)	2Brs 250sqm ¥ 28,000	2+1Brs 253sqm ¥ 28,000	3+1Brs 340sqm ¥ 40,000
3+1Brs 376sqm ¥ 50,000			
Dawn Garden 碧云晓园 (Apt.)	3Brs 210sqm ¥ 22,000	3Brs 180sqm ¥ 18,000	4Brs 380sqm ¥ 58,000
4Brs 400sqm ¥ 58,000			
Green Court 碧云花园 (Apt.)	3Brs 175sqm ¥ 22,000	4Brs 262sqm ¥ 24,000	4+1Brs 270sqm ¥ 28,000
San Marino Bridge 圣玛利亚桥 (Villa)	4Brs 350sqm ¥ 30,000	4Brs 381sqm ¥ 35,000	5+1Brs 449sqm ¥ 40,000
Vizcaya Villa 维诗凯亚 (Villa)	4Brs 414sqm ¥ 60,000	5Brs 455sqm ¥ 58,000	5Brs 500sqm ¥ 55,000
The Emerald 绿宝园 (Villa)	3Brs 200sqm ¥ 30,000	3Brs 288sqm ¥ 35,000	4Brs 381sqm ¥ 43,000
5Brs 500sqm ¥ 60,000			
The Greenhills 云间绿大地 (Villa)	3Brs 175sqm ¥ 15,000	5Brs 240sqm ¥ 32,000	4Brs 360sqm ¥ 50,000
4Brs 450sqm ¥ 55,000	5+1Brs 450sqm ¥ 55,000	7Brs 519sqm ¥ 66,000	
Season Villas 四季雅苑 (Villa)	4Brs 224sqm ¥ 49,000	4Brs 336sqm ¥ 49,000	
Tiziano Villa 提普别墅 (Villa)	4Brs 400sqm ¥ 45,000	5Brs 375sqm ¥ 42,000	5Brs 515sqm ¥ 35,000
Shimao Lakeside Garden 世茂湖滨 (Villa)	3Brs 290sqm ¥ 33,000	4Brs 382sqm ¥ 35,000	5Brs 405sqm ¥ 38,000
Tomson Riviera Garden 汤臣湖庭花园 (Villa)	4Brs 382sqm ¥ 48,000	5Brs 398sqm ¥ 55,000	6Brs 400sqm ¥ 50,000
Regency Park 御翠园 (Villa)	4Brs 350sqm ¥ 50,000	4+1Brs 450sqm ¥ 55,000	5Brs 667sqm ¥ 60,000
Tomson Golf Villas 汤臣高尔夫 (Villa)	5Brs 430sqm ¥ 30,000	7Brs 500sqm ¥ 45,000	5+2Brs 700sqm ¥ 65,000