

2025赤水河论坛
CHISHUI RIVER FORUM

UNITING THROUGH LIQUOR, CULTURAL INTEGRATION FOR A SHARED FUTURE

— JOINTLY BUILDING A GLOBAL LIQUOR
CULTURE ECOSYSTEM

2025赤水河论坛
CHISHUI RIVER FORUM

以酒为媒襄盛举 文化交融塑未来

— 携手共筑全球酒业文化生态



目 录

CATALOGUE

前 言	01
第一章 促进多元文化交流融合	03
一、创新方式吸引“初体验”	04
二、推进跨界合作“促共鸣”	05
第二章 把握消费群体需求特点	07
一、因地制宜拓展消费客群销售渠道	08
二、多措并举激活新消费多元化需求	09
三、优化设计推广沉浸式新场景体验	13
第三章 追赶产业数智创新浪潮	11
一、AI赋能酒业生产技术革新	12
二、数智化推动酒业生态升级	13
结 语	14

前言

自诞生伊始，人类社会始终都离不开文化的影响与传承。文明多样性是世界的基本特征，也是人类进步的源泉。当第一滴自然酿造的酒液滑入喉间，人类文明的进程便悄然注入了一股力量。这源自大地胎动、凝结智慧的精魂，其诞生本身，已预示了它将在未来的岁月里，如何深刻地参与并塑造人类社会的医疗、经济、艺术与社交网络——一部由发酵罐中升腾而起的、波澜壮阔的文明史诗，就此展开壮丽的画卷，开启了一场跨越时空的史诗远征。其传播的轨迹，不仅在地图上刻下芬芳的印记，更在人类精神的殿堂里，铭刻下多元文化交流的永恒诗篇。

从威士忌、白兰地、伏特加、龙舌兰、金酒、朗姆酒、雪利酒、波特酒到中国白酒，从啤酒、葡萄酒到中国独有的黄酒、露酒，再到日本清酒、韩国烧酒，世界上每一种名酒都承载着浓厚的历史文化底蕴。它们见证着人类文明的进步，记录着一个个文明的故事，架起了连接现代社会与古老文明的桥梁。

面对世界各个国家和地区不同的文化背景，如何定向引导和培养消费者对酒类品牌的认知，是决定品牌能否获得长足发展的关键因素。构建酒业“活态文化”体系，确定“独特价值”内涵，要切实考虑消费者的文化背景和接受习惯，直面文化差异，克服传播障碍，探索融合相通之处，进而达到对酒业品牌和酒文化的认同共鸣。

第一章

促进多元文化交流融合

长期以来，世界各国酒文化依托其历史、地理和酒类工艺特点，形成了具有地域特色的传播路径。例如：法国葡萄酒通过推广其深厚的品鉴文化，将品酒文化融入人们的生活方式，在全球消费者中建立情感共鸣与文化认同；中国酒类品牌则通过共建“一带一路”倡议和中餐“出海”带动文化传播，逐步进入亚洲、欧洲、美洲等市场。

一、创新方式吸引“初体验”

创新消费体验对树立酒类品牌形象至关重要。消费者在选择酒类产品时，若能获得愉悦的口感体验，易对该品牌产生好感和信任。例如，全球高端酒业品牌十分注重线下品鉴会，邀请专业品酒师为消费者讲解酒类知识和品鉴技巧，让消费者深入了解品牌文化和产品特点。这种互动式体验能让消费者真切感受到品牌匠心。

自2020年起，法曼尼国际酒业利用其品鉴中心及多种活动平台，在法国累计举办了200余场品鉴会，主要面向法国消费人群，受邀对象覆盖酿酒师、侍酒师、调酒师、主厨、酒评人等专业群体。数据表明，参加者中约七成表现出愿意接受或喜欢中国白酒，说明国际消费者真正接触并理解白酒的香型与饮用方式后，多数会给出积极反馈，但“接触率”目前仍然偏低。为此，一些致力于吸引国际消费者“初次体验”的积极尝试正在展开。

目前，法中酒业协会正在推动编撰法文版白酒百科全书，通过系统介绍工艺、香型和文化，提升中国白酒国际传播的话语针对性。该协会还开展专业教育，与法国葡萄酒和烈酒院校合作，连续多年为师生提供白酒课程与培训，目标是通过专业人士的影响力来扩大欧洲普通消费者的认知。此外，该协会还与法国专业调酒师协会合作，积极推动将白酒融入鸡尾酒配方与相关教育培训体系。

事实上，建立品牌文化与消费者价值观的连接是促进品牌认同的关键。例如，一些酒类品牌强调健康饮酒的理念，与现代消费者对健康生活的追求相契合。通过传播健康饮酒的知识和文化，让消费者在享受酒文化的同时，也能感受到品牌对人民健康的关怀，进而增强对品牌的认同感。

阿根廷是世界第五大葡萄酒生产国，当地红酒口味温醇，加之当地人以牛肉、奶酪等高蛋白食物为主的饮食习惯，葡萄酒可以更好地中和油脂。

意大利日常餐饮中的“酒精文化”几乎已被葡萄酒、起泡酒、西方传统烈酒等占满。调查显示，在盛产巴罗洛红酒的意大利皮埃蒙特大区，当地人外出就餐时，如时间充裕，会在餐前饮用“开胃酒”，后随餐饮用红葡萄酒或白葡萄酒，在餐后饮用利口酒等“饭后甜酒”。

西方消费者普遍对中国酒类品牌背后代表的文化和故事抱有浓厚兴趣，因此，提供场景式体验，使海外消费者加深对中国白酒文化内涵感受，有助于提升消费者的内心接受度及认同感。

据统计，口碑传播带来的客户转化率往往高于其他营销方式。因此，提升消费体验可以借助消费者的口碑，形成良性的市场传播效应。

在互联网时代，消费者的口碑传播速度极快且影响力巨大。当消费者在购买和饮用过程中获得了超出预期的体验时，他们会更愿意在社交媒体、线下聚会等场合分享自己的感受，正面的口碑传播可以吸引更多潜在消费者的关注。

2024年11月，以“香起东方 干杯莱茵”为主题的威斯巴登“茅台之夜”活动在德国黑森州首府威斯巴登市举行。这一活动主题融合了中国与德国的文化象征，寓意着茅台酒借由丝绸之路从东方走向西方、从中国走向德国市场的崭新旅程，象征着东西方文化与商业的融合共赢。同期，茅台还走进汉堡和柏林，并分别举办了“茅台之夜”品鉴会。

2025年2月，在Wine Paris巴黎国际葡萄酒及烈酒展览会上，来自四川的白酒品牌“组团出海”，五粮液、泸州老窖、剑南春、郎酒、舍得、水井坊等川酒“六朵金花”以及多个区域品牌集中亮相。2月10日晚，由泸州老窖承办的“川酒全球行·巴黎推广周——寻蜀记·赏味川酒”推广活动在巴黎五大餐厅同步启动，以线上+线下的方式与当地消费者互动。此次Wine Paris展会上，茅台和“川酒”还各自举办了大师班推介活动，向国际同行、烈酒经销商介绍产区、白酒酿造工艺等知识。

2025年5月，作为茅台品牌国际化战略的重要一步，“臻品之约·中国茅台 莱茵华章”文化交流活动在德国法兰克福市举办，德国法兰克福茅台体验馆同步开业。德国长江有限责任公司总经理赵秀钗表示，德国客户大多数是与中国有生意来往的高收入群体。在体验馆的一场茅台酒品鉴会上，几十名当地证券、金融界人士对调酒师用43度飞天茅台精心调制的各种鸡尾酒表现出浓厚兴趣。她表示，现在许多德国年轻客户都愿意品尝用茅台调制的鸡尾酒。

与此同时，五粮液在海外开启了“中国签证+白酒文化”联动模式，将在海外50座城市的中国签证申请服务中心构建五粮液品牌文化体验空间，让每一位即将赴华的外国人不但能在“第一触点”感受到酒背后的代表文化，更能在消费的各个环节提供独特而优质的体验，让消费者感受到品牌的独特性，增强了他们与品牌之间的情感联系，从而提高了品牌的客户忠诚度。

二、推进跨界合作“促共鸣”

从全球酒业的创新发展看，跨界合作触达年轻市场已成为主流趋势。特别是与艺术界、音乐界、时尚界的跨界合作，更成为国际酒类品牌与年轻消费者建立链接的有效途径。

百龄坛2024年推出全新威士忌系列“True Music Icon”，首发两款产品分别致敬了近代欧美乐坛相当有代表的两支乐队——AC/DC和皇后，此后又推出了致敬约翰·列侬和Elton John的两款新品。

皇家礼炮与英国设计师Harris Reed携手在2024伦敦时装周期间，推出了“新奢时尚系列”新款限量产品。

格兰菲迪2025年携手法国著名涂鸦艺术家安德列·萨拉华，推出了璀璨珍藏系列迄今为止最高年份酒款“格兰菲迪31年”。

此外，尊尼获加黑牌与《鱿鱼游戏（第2季）》合作，推出了限量版。

在海外高端酒类品牌不断跨界、发力年轻市场的背景下，中国国内酒类品牌跨界尝试也正逐渐多元化。

2025年，贵州习酒知交酒延续与刀郎的深度合作，以独家身份全程总冠军刀郎演唱会。

2025年10月，中国黄酒企业古越龙山与华润啤酒共同研发推出“黄酒+啤酒”跨界联名产品。在此合作框架下，双方将打造出一系列既有传统风味、又符合现代饮用口感偏好与社交场景的“无界”创新产品。

相较于此前多以艺术、创新为主的跨界模式，古越龙山与华润啤酒的此次合作，开创了黄酒与啤酒品牌跨界联名的先河，反映了酒类品牌在文化、技术与市场层面的价值共振。

此外，对于跨界产品，年轻消费群体往往既希望保留传统酒类的独特品质，又要求符合现代消费的性价比逻辑。

2025中秋之际，茅台推出中秋团圆季·德化白瓷茶具套组礼盒，以传承中华优秀传统文化为核心，以千年非遗工艺为根基，深度融合中秋文化与茅台品牌底蕴，为文创市场带来“可品鉴、可收藏、可传世”的全新选择。在文化表达上，茅台礼盒深度呼应“中秋品茗赏月”的千年雅趣，隐喻“事渐圆满”的美好祝愿，完美诠释“器以载道，物以寄情”的传统造物观，通过产品传递东方文化的雅致与温度。

无独有偶，泸州老窖推出了泸州老窖酒心巧克力星球版；五粮液携手咖啡品牌永璞打造了“五两一咖啡馆”，推出了含有五粮液的咖啡产品。

工艺器皿、美食并不是简单的消费商品，而已成为酒类品牌年轻化、时尚化，培育年轻消费者观赏与口感的战略产品。与此类似，通过传统工艺与时尚元素相融合，让文创产品兼顾实用价值、承载民族文化。酒企能够推动品牌下沉接触更多消费者，扩大品牌在年轻群体中的影响力，也能更多了解年轻消费者的消费偏好趋势。

除了跨界联名，酒企还通过融合地域文化吸引更多年轻消费者。

2025年8月19日，贵州茅台推出“黄小西吃晚饭”系列产品，以贵州六大景区为设计灵感，融合地域和茅台酒文化，形成“一景一品”的独特风格，将贵州山水人文与茅台酒传统酿造技艺深度交融，展现多彩贵州文化的极致魅力，让每一瓶酒都成为承载贵州山水灵韵与深厚底蕴的艺术臻品，满足收藏爱好者及追求高品质生活的消费者，对品饮、收藏等多元需求，推动“酒旅融合”，拓展消费场景，传播酒文化。



第二章

把握消费群体需求特点

纵观古今中外，酒类消费历史悠久，产品形态的演变或多或少会折射出消费变迁的轨迹。当下，各地酒企越来越重视掌握目标市场的文化、消费习惯以及目标受众对品牌的期望和偏好，进而制定了清晰而有吸引力的品牌推广策略。

一、因地制宜拓展消费客群销售渠道

尽管进入欧洲时间较早，但中国酒类品牌真正在欧洲市场“崛起”主要出现在近十年。法中酒业协会（AFCBA）会长、法国法曼尼国际酒业董事长王亚青表示，茅台、五粮液、泸州老窖、汾酒、习酒等中国白酒品牌已经进入法国主流市场，青岛啤酒、雪花啤酒以及黄酒、果酒等其他中国酒类产品也在法国有一定市场表现。其中，青岛啤酒进入法国已有30多年历史。整体上，中国酒出口法国已经从单一的零星出口发展成为一个多层次、多品牌的出海潮流。从销售渠道看，尽管对法国主流超市与大型零售商店的覆盖仍有限，但中国酒已进入大批仓储型商超和电商平台，包括易趣、乐天、亚马逊等，法国巴黎好市多（Costco）超市也已开始售卖茅台酒高端产品。

在墨西哥，白酒被描述为“中国酒的重要代表”，强调其“复杂性”“文化历史价值”“香型独特”等。在当地，中国白酒是“异域烈酒”的代表，即被视为异域特色品类，而不是本地烈酒传统的一部分。墨西哥公众和媒体常把白酒与中国节庆、礼仪、传统酿造技术等中国文化联系在一起。

尽管受文化带动，中国酒日益受到海外青睐，但消费群体仍相对单一，尤其是白酒，消费群体仍以华人为主。同时，中国酒在海外市场的销售渠道仍不够丰富，常见渠道包括亚洲超市、中餐馆等。相较之下，国际酒企进入中国市场更活跃，手段更多样，尤其是近年来抓住了中国电商快速发展以及中国线上消费“井喷”的重要机遇。

2018年，日本最大的食品酒水企业三得利在天猫开出第三家店——宾三得利（Beam Suntory），售卖高端威士忌。除天猫旗舰店外，宾三得利还陆续和天猫超市、盒马等阿里旗下的多个零售平台展开全渠道合作。

截至目前，帝亚吉欧、保乐力加、人头马、酩悦轩尼诗、宾三得利等全球五大洋酒集团均已入驻天猫，抢抓中国洋酒市场的发展机遇，纷纷开启新零售，并与中国电商平台在产品数据化定制、线下场景接入等新零售方面展开合作。

作为政府机构，法国奥克西塔尼大区国际经济发展局近年来持续帮助相关企业更好进入中国市场。该机构食品与酒业部门负责人凯瑟琳·马沙贝尔（Catherine Machabert）表示，奥克西塔尼大区是法国第一大葡萄产区，该大区葡萄酒在中国的经销渠道正逐渐扩大，覆盖包括山姆会员店等大型商店、免税店、社区商店以及餐厅、酒馆等。

她介绍，除了积极参加进博会、糖酒会等大型活动外，2024年该机构还在中国发起了“法南小酒馆”主题活动，共有超过80场活动在中国30多个城市举办，让更多经销商和消费者了解南法葡萄酒及生活艺术。该机构还经常组织专题活动，撮合奥克西塔尼地区的葡萄酒生产商与中国进口商洽谈。

此外，国际酒企开拓中国市场过程中十分注重通过文化纽带拉近与中国消费者的心理距离。例如，

2020年适逢尊尼获加品牌诞生200周年，又恰逢中国紫禁城建成600周年，帝亚吉欧携手北京故宫酒文化有限公司联名发布尊尼获加蓝牌“世纪华章”特别版，收获热烈反响。2021年，帝亚吉欧为虎年农历新年献上尊尼获加蓝牌如虎添翼生肖定制版，还推出了“五路财神”等特别版产品，与中国本土市场的文化议题、消费议题等高度契合。

二、多措并举激活新消费多元化需求

全球酒业正朝着多元化方向发展，而年轻一代消费者已逐渐成为酒类消费的新兴力量。为了赢得年轻群体的青睐，各家酒企都在产品设计、口感创新以及营销方式上进行深度变革，多措并举激活酒类新消费多元化需求。

在阿根廷，许多当地人被中国汾酒的青花瓷瓶外表所吸引，甚至有当地消费者问询能否仅仅购买酒瓶。此外，在运输等条件允许的情况下，阿根廷经销商进口汾酒时也会进口一些中国酒杯、酒壶等酒具作为汾酒的市场推广物料，这些具有中国文化特色的酒具，尤其是竹节杯受到了当地年轻民众的欢迎和喜爱。

由于鸡尾酒文化在阿根廷尤其是首都布宜诺斯艾利斯地区较为流行，当地白酒经销商常聘请调酒师，以白酒为基酒探索不同口味的鸡尾酒酒单，为每款酒确定一个具有东方文化特色的西语名称，并与当地的中餐馆合作，举办鸡尾酒之夜，用餐的客人可免费品尝用白酒调制的鸡尾酒，了解到中国酒文化的历史、特点等，取得了良好效果。

针对中国年轻消费群体，2022年帝亚吉欧集团针对旗下各个威士忌品牌推出专属原创威士忌神兽宇宙IP，还联合天猫推出了威士忌神兽宇宙系列数字藏品。与此同时，结合中国年轻群体中的“航天热”，帝亚吉欧旗下尊尼获加携手航天文创（CASC）推出了寰宇远行特别版。

值得注意的是，借助社交媒体、短视频平台等新兴传播渠道开展互动性强、趣味性高的营销活动，触达广大年轻消费者，已成为酒企的普遍选择。

茅台、五粮液等中国白酒品牌均已开设多个海外社交媒体账号。例如，Moutai Italia的脸书账号更新频率约为三天一次，内容基本上为对茅台酒的介绍和推广。意大利专注于烈酒研究的ilGin网站创始人兼总编瓦妮莎·皮罗马洛（Vanessa Piromallo）还曾公开在社交媒体上表示，贵州茅台是著名的烈酒品牌，属于采用古老的传统工艺酿造的“酱香型”烈酒，曾在中国外交宴会上招待过多国政要。

五粮液在海外社交媒体脸书、Instagram、X开设了“wuliangye global”官方账号，建立了海外社交媒体传播矩阵，以统一鲜明的品牌形象进行全球宣传。自启动以来，五粮液通过海外社交媒体，以扎实稳健的运营思路，全方位地展示五粮液的产品、文化和品牌形象，融入海外传播环境，创新和美文化的国际化表达方式。

三、因地制宜拓展消费客群销售渠道

中国白酒口感、酒精度、风味特点与欧美流行的威士忌、伏特加等烈酒存在很大差异，消费场景也有所不同。白酒的“高酒精度”“复合香气”特点，与西方烈酒的“低度数适配调酒、纯饮场景”存在差异，并且东方传统佐餐习惯，如配中餐，与西方餐酒搭配逻辑，如威士忌配牛排、伏特加配海鲜等也存在差异。业内人士指出，针对性的场景设计是跨文化传播、突破固有餐饮文化习惯的有效手段。

2025年6月，在德国法兰克福举行的“2025德国米其林指南发布庆典”上，五粮液特别推出的五粮液冰淇淋融合大溪地香草荚与五粮液白酒，口感绵密醇厚，酒香悠长，引得现场嘉宾纷纷驻足询问购买渠道。特调鸡尾酒“五谷罗尼”凭借独特的东方风味与精湛调酒技艺，成为现场热议话题，多位主厨详细询问基酒配方与调配工艺，希望将其融入餐厅创意菜单。

米其林星级餐厅主厨表示，相比传统高度白酒，低度款口感柔和、绵甜净爽，更符合欧洲人偏好清淡、易饮的饮酒习惯，更易搭配精致菜肴，尤其适合搭配海鲜和轻食，并希望尝试将其与威士忌调制结合，探索更多创新可能。

在法国巴黎，调酒师们正与新派餐厅尝试通过低度化、鸡尾酒化和跨菜系搭配，让白酒更易被接受。

法国巴黎文华东方卢泰西亚酒店调酒师安杰洛·福特（Angelo Forte）表示，调酒需要新产品，以开辟新的视野。白酒增加了复杂度。这位来自意大利的调酒师提供了两款融合中国白酒的配方，一款融合了黄查特酒（Chartreuse，或译作夏翠丝酒）、苹果和柚子，另一款融合了绿茶和杏仁利口酒。他表示，中国白酒让他回忆起意大利国民烈酒格拉帕酒（Grappa），二者在香气上有相似之处。

巴黎半岛酒店的调酒师弗雷德里克·韦尔迪埃（Frédéric Verdiere）认为，目前，想尝试直饮加冰白酒的顾客不会很多，但鸡尾酒是了解白酒这种产品的良好途径。

据法中酒业协会统计，大巴黎地区目前已有300多家中餐厅、40多家亚洲超市和10余家酒行销售白酒。“中餐搭配中国酒是传统习惯”，业内人士表示，白酒在海外的发展与市场扩张高度依赖“饮用场景”。





第三章 追赶产业数智创新浪潮

数智化不是替代传统渠道，而是构建以消费者为中心的生态闭环。在这进程中，科技创新通过重塑研发、生产与营销的全链路，成为驱动产业升级的核心引擎，进而推动酒类产业高质量发展。当前，全球酒业生态正迎来历史性发展机遇，这不再是一场简单的市场份额争夺，而是数智赋能文化交融之下的价值重构。

一、AI赋能酒业生产技术创新

人工智能（AI）对酒业的影响由来已久。人工智能与酿酒工艺融合正在悄然改变这个千年行业的运行规则。“AI大模型”概念最早来自国际市场，将AI引用于酿酒最早也源于国际市场。事实上，全球酒业的人工智能实践已开展近十年。

2017年，伦敦的Intelligent Layer公司推出世界首款由AI酿造的啤酒——IntelligentX。该公司使用一种名为“自动酿造智能”的AI算法，通过人工智能和机器学习来了解用户的口味偏好，从而调整酿酒原料。同年，嘉士伯也推出了“啤酒指纹”项目，借助AI感应啤酒中的微妙风味和气味差异，在新品研发和质量检测上取得了更高的精度。

除了啤酒，AI在威士忌酿造领域的应用也起步较早。2019年，瑞典的威士忌品牌Mackmyra Whiskey与微软以及Fourkind合作，运用AI分析历史配方和消费者数据，推出了世界首款由AI开发的威士忌。美国的Osmo公司则突破了传统嗅觉的限制，利用AI数字化气味，精准识别美国、苏格兰威士忌的风味，提升了酒品气味识别的稳定性和准确性。帝亚吉欧则将AI应用于酒瓶定制领域，提升了旗下产品的个性化风格。

此外，AI也应用于其他酒类的酿造中，如奥地利的葡萄酒酒庄Muster采用AI来辅助葡萄分拣；日本的清酒酒厂“久保田”用AI分析用户口味；波兰的朗姆酒品牌Dictador更是大胆创新，直接聘请AI机器人“米卡”担任CEO，探索更智能化的决策方式。

酿酒现代化的标志是基于传统工艺让工具更现代。AI技术在数据分析、效率提升、品质控制、市场营销等方面正在深刻改变酿酒企业。

《中国酒业“十四五”发展指导意见》指出，要“以智能酿造推动创新发展”，强调关键工序智能化、生产控制自动化和供应链优化，以促进产业全面升级。

茅台全面深化传统酿造工法的数智化探索，于2025年结题的项目——“茅台制酒酿造技艺机器学习系统”，锚定“以数字技术服务传统工法”的核心目标，历经近4年攻关，实现了制酒生产全链条“数据采集—存储—分析—应用”闭环。

洋河实施了智能工厂项目，覆盖制曲、酿酒到成品包装全过程，构建了一个协同上下游供应链的全新智能化体系，标志着洋河在自动化、数字化、网络化及智能化方面的跨越，力求在提升生产效率的同时，进一步提高产品的质量控制能力。

泸州老窖实施了智能化包装中心技改项目，借助AI、云计算、物联网等先进技术，成功整合了生产控制、采购管理、物流管理等六大信息系统，大幅提高生产效率，推动企业数字化升级。

古井贡酒募资50亿元进行智能化技术改造，通过引进先进生产设备，实现全流程自动化作业和智

控制,从而提高生产管理水平,降低运营成本,其车间人均产能约为传统酿造车间的10倍以上。

此外,口子窖的智慧工厂通过智能酿造机器人、全自动控制系统、自动化包装生产线等设备,替代传统人工操作,提高了生产效率;今世缘智能化酿酒车间单条生产线的用工效率已达原来的6.4倍,年产量提升2.6倍。

二、数智化推动酒业生态升级

传统产业数字化转型是大势所趋,智慧酿造无疑将成为酒行发展的前沿潮流。中国酒业协会正大力推广AI等数字技术,建设中国国家级酒文化与产品贸易推广平台,打造酒类“1+N”国际传播模式等。

通过数字营销创新,酒企得以高效开拓海内外市场。雪花啤酒通过AI设计的X-code系列包装,精准迎合了市场上对个性化产品的需求,成功提升了品牌差异化竞争力。雪花、习酒等酒企还通过虚拟AI形象进行品牌代言,AI主播的引入不仅加强了与消费者的互动,还提升了品牌活力,受到年轻一代消费者青睐。

与此同时,酒类的风味进化,是传统酿造技艺与当代消费需求的动态互动,同时也是科学构建与科学表达的深度融合。业内专家认为,科技是传统酿酒技艺的助力者,而非颠覆者,关键在于如何平衡创新与传统。因此,需要牢牢抓住“传统技艺与现代科技相结合”的原则,让酒类在科技的加持下,既能保持原有的风味和文化根基,又能适应现代消费需求。

现代科技的介入不会削弱传统酿造技艺的核心价值,反而能够放大其优势并提升其表达方式。通过风味数据库、微生物研究等技术手段,酒企能精准解析风味物质的形成与变化,实现品质的可视化与稳定化表达,也能够将风味密码和品质价值,进一步传递给消费者。

此外,在信息技术迅猛发展的今天,各类酒企需积极推进数字化与智能化管理,提高行业自律。通过大数据、区块链等技术,实现从生产到销售的全流程数字化管理,实现产品的溯源管理,增强全球消费者对产品质量和品牌的信任。



结 语

世界酒文化交融是一场跨越时空的双向奔赴与深度互构,它始于技艺的破壁,成于风物的流转,升华于精神的共鸣,它承载着工匠精神和民族历史文化,浓缩了文明的精神标识和文化精髓。

天地位育,万象同源。美酒,是文化的容器,盛放着人类文明历史文化的民族性情,映照人类文明交流互鉴的壮阔图景。东西酒魂的深度对话,以其芬芳与醇厚证明:真正的文化生命力,不在于固守藩篱,而在于以开放之姿,在碰撞中理解,在交融中创新,共同酿就属于全人类的、愈久弥香的文明佳酿。

从全球酒业合作的非凡历程中展望未来,在全球化、数字化、智能化浪潮下,加强酒文化交流、共塑开放合作共赢生态,符合全球酒类企业在传承中发展壮大的客观需要。

全球酒业携手共进,不仅是产业发展的需要,更是东西智慧与经验的伟大实践。面向未来,只有通过不断研究和持续探索,才能更好地建设开放包容、共建共享、合作共赢的全球酒业文化生态。



目 录

CATALOGUE

Preface	01
Chapter 1	
Promoting the Exchanges and Integration of Diverse Cultures	03
1. Innovating Approaches to Attract "First-Time Experiences"	04
2. Promoting Cross-border Collaboration to "Foster Resonance"	05
Chapter 2	
Understanding the Characteristics of Consumers' Demands	07
1. Expanding Consumer Base and Sales Channels According to Local Conditions	08
2. Adopting a Multipronged Approach to Activate Diversified Demands of New Consumption	09
3. Optimize Designs to Popularize Immersive New Scenario Experiences	13
Chapter 3	
Catching the Wave of Industrial Digital and Intelligent Innovation	11
1. AI Empowers Technological Innovation in Wine Production	12
2. Digitalization and Intelligence Drive the Upgrade of the Wine Industry Ecosystem	13
Concluding Remarks	14

Preface

Since its inception, human society has always been inseparable from the influence and inheritance of culture. Cultural diversity is not only a fundamental feature of the world but also a source of human progress. When the first drop of naturally brewed liquor slid down the throat, a new force was injected into the course of human civilization. The liquor, born from the earth's vitality and brewed by human wisdom, foretold how it would profoundly participate in and shape human society's medical practices, economy, arts, and social networks in the years to come -- a magnificent epic of civilization rising from fermentation vessels unfolded, embarking on a timeless journey. Its dissemination not only left fragrant marks on the map but also engraved eternal poems of diverse cultural exchanges.

From whiskey, brandy, vodka, tequila, gin, rum, sherry, port wine to Chinese baijiu, from beer and wine to China's unique Huangjiu and Lujiu, as well as Japanese sake and Korean soju, every world-renowned liquor carries profound historical and cultural heritage. They witness the progress of human civilization, record stories of various cultures, and build bridges connecting modern society with ancient civilizations.

Facing different cultural backgrounds across countries and regions worldwide, how to strategically guide and cultivate consumers' perception of liquor brands is crucial for determining a brand's sustainable development. To build a "living culture" system for the liquor industry and define the connotation of its "unique value", it is essential to consider consumers' cultural backgrounds and acceptance habits, address cultural differences, overcome communication barriers, explore common ground for integration, and ultimately achieve resonance with liquor brands and culture.

Chapter 1

Promoting the Exchanges and Integration of Diverse Cultures

For centuries, wine cultures worldwide have developed regionally distinctive dissemination paths based on their history, geography, and brewing techniques. For example, French wine has integrated its profound tasting culture into people's lifestyles, fostering emotional resonance and cultural recognition among global consumers; Chinese liquor brands, leveraging the Belt and Road Initiative and the global expansion of Chinese cuisine, have gradually entered markets in Asia, Europe, the Americas, etc.

1. Innovating Approaches to Attract "First-Time Experiences"

Innovative consumption experiences are crucial for building a liquor brand image. When consumers enjoy a pleasant taste experience while choosing a liquor product, they are likely to develop goodwill and trust towards the brand. For example, global high-end liquor brands place great emphasis on offline tasting events, inviting professional sommeliers to explain liquor knowledge and tasting techniques to consumers, allowing them to deeply understand brand culture and product features. Such interactive experiences enable consumers to genuinely feel the brand's craftsmanship.

Since 2020, Groupe Famanni International has hosted over 200 tasting events in France through its tasting centers and various event platforms, primarily targeting French consumers, with invitees covering professional groups such as winemakers, sommeliers, bartenders, chefs, and wine critics. Data show that approximately 70% of participants expressed willingness to accept or fondness for Chinese baijiu. This indicates that most international consumers give positive feedback after truly experiencing and understanding baijiu's aromas and drinking methods, but the "exposure rate" remains relatively low. To address this, some active efforts aimed at attracting international consumers for "first-time experiences" are underway.

Currently, the Association Franco-Chinoise Vinophile de Bordeaux is promoting the compilation of a French-version encyclopedia of baijiu, systematically introducing its craftsmanship, aromas, and culture to enhance the discourse pertinence of international communication of Chinese baijiu. The Association also conducts professional education. It has collaborated with French wine and spirits institutions for several consecutive years to provide baijiu courses and training for teachers and students, aiming to expand awareness among European consumers through the influence of professionals. In addition, the Association cooperates with the Association des Barmen de France to actively promote the integration of baijiu into cocktail recipes and related education and training systems.

In fact, connecting brand culture with consumers' values is key to promoting brand recognition. For example, some liquor brands emphasize the concept of healthy drinking, which aligns with modern consumers' pursuit of a healthy lifestyle. By promoting knowledge and culture about healthy drinking, these brands allow consumers to enjoy the liquor culture while feeling their care for people's health, thereby strengthening brand recognition.

Argentina, the world's fifth-largest wine producer, is known for its mellow red wines. Given the local diet rich in high-protein foods like beef and cheese, wine can effectively neutralize grease.

In Italy, the "alcohol culture" in daily dining is dominated by wine, sparkling wine, and traditional Western spirits. Surveys show that in Piemonte, Italy - a region famous for Barolo wine - locals, if time permits, often drink an "aperitif" before meals when dining out, pair red or white wine with food, and enjoy "digestif" like liqueurs after meals.

Western consumers generally show a strong interest in the culture and stories behind Chinese alcohol brands. Therefore, providing contextual experiences to deepen overseas consumers' understanding of the cultural connotations of Chinese baijiu can enhance their acceptance and recognition.

According to statistics, word-of-mouth communication often results in higher customer conversion rates than other marketing methods. Therefore, enhancing consumer experience can leverage word-of-mouth to create a positive market communication effect.

In the internet era, consumer word-of-mouth spreads rapidly and exerts tremendous influence. When consumers have an experience that exceeds their expectations during purchase and consumption, they are more willing to share their feelings on social media, offline gatherings, and other occasions. Positive word-of-mouth communication can attract more potential consumers.

In November 2024, the "Moutai Night" event with the theme "East Bouquet - A Toast to the Rhine" was held in Wiesbaden, the capital of Hesse, Germany. This theme integrated cultural symbols of China and Germany, symbolizing Moutai's new journey from the East to the West via the Silk Road and its entry into

the German market, representing the win-win integration of Eastern and Western cultures and commerce. During the same period, Moutai also held "Moutai Night" tasting events in Hamburg and Berlin.

In February 2025, at the Wine Paris 2025, the world's leading wine and spirits exhibition, Sichuan baijiu brands went global as a group. The "Six Golden Flowers of Sichuan baijiu" - Wuliangye, Luzhou Laojiao, Jiannanchun, Langjiu, Shede, and Shuijingfang - and several regional brands showcased their products collectively. On the evening of February 10, the "Sichuan baijiu Global Tour • Paris Promotion Week - Journey to Sichuan • Taste Sichuan baijiu" promotion event organized by Luzhou Laojiao was simultaneously launched in five major restaurants in Paris, interacting with local consumers online and offline. At this Wine Paris exhibition, Moutai and Sichuan baijiu also held masterclasses to introduce the knowledge about their production regions and brewing techniques to international peers and spirits distributors.

In May 2025, as an important step in Moutai's internationalization strategy, the cultural exchange event "Gathering of Premiums • Moutai, Rhine Chapter" was held in Frankfurt, Germany, alongside the opening of the Frankfurt Moutai Experience Center. Zhao Xiuchai, General Manager of Yangtse GmbH, stated that most German clients are high-income groups with business connections to China. At a Moutai tasting event in the experience center, dozens of local professionals from the securities and finance industries showed strong interest in various cocktails prepared by bartenders using 43% Moutai Flying Fairy. She mentioned that many young German customers are now willing to try cocktails made with Moutai.

Meanwhile, Wuliangye has launched a "Chinese visa + baijiu culture" linkage model overseas, establishing Wuliangye brand cultural experience spaces in Chinese visa application service centers across 50 overseas cities. This allows foreigners planning to visit China to not only experience the representative culture behind the liquor at the "first point of contact" but also receive unique and high-quality experiences throughout all consumption stages, enabling consumers to feel the brand's uniqueness, strengthening their emotional connection with the brand, and thereby enhancing brand loyalty.

2. Promoting Cross-border Collaboration to "Foster Resonance"

Given the innovative development of the global liquor industry, cross-border collaboration has become a mainstream trend to reach young markets. Particularly, collaborations with the art, music, and fashion industries have become effective ways for international liquor brands to connect with young consumers.

In 2024, Ballantine has launched the new whisky series "True Music Icon", with the first two products paying tribute to two highly representative bands in modern Western music - AC/DC and Queen, followed by new releases honoring John Lennon and Elton John.

Royal Salute collaborated with British designer Harris Reed to launch a new bespoke limited edition into its avant-garde Fashion Collection at the 2024 London Fashion Week.

In 2025, Glenfiddich collaborated with renowned French graffiti artist Andre Saraiva to launch the highest-aged expression in its Grand Series to date – "Glenfiddich aged 31 Years".

Additionally, Johnnie Walker Black Label partnered with Squid Game (Season 2) to launch a limited edition.

Against the backdrop of overseas high-end alcohol brands' growing cross-border efforts to target young markets, Chinese domestic liquor brands are also exploring increasingly diverse cross-border initiatives.

In 2025, Guizhou Xijiu Zhijiao continued its deep collaboration with Dao Lang, serving as the exclusive title sponsor of Dao Lang's concert tour.

In October 2025, Chinese Huangjiu enterprise Zhejiang Gu Yue Long Shan Shaoxing Wine Co., Ltd. and China Resources Beer (Holdings) Company Limited jointly developed and launched a crossover co-branded product of "Huangjiu + beer". Under this cooperation framework, both parties will create a series of "boundaryless" innovative products that preserve traditional flavors while satisfying modern drinking taste preferences and social scenarios.

Compared to previous cross-border models primarily focusing on art and innovation, this collaboration between Gu Yue Long Shan and China Resources Beer pioneers the cross-border co-branding of Huangjiu and beer brands, reflecting the value resonance of liquor brands in culture, technology, and market.

Furthermore, for crossover products, younger consumers often expect the products to retain the unique qualities of traditional alcoholic beverages while sold at a price that fits the modern consumption logic of cost-effectiveness.

During the 2025 Mid-Autumn Festival, Moutai launched Mid-Autumn Reunion Season • Dehua White Porcelain Tea Set Gift Box. This gift set is centered on inheriting Chinese traditional culture, rooted in millennium-old intangible cultural heritage craftsmanship, and deeply integrates Mid-Autumn culture with Moutai's brand heritage, bringing a new "tastable, collectible, heritable" option to the cultural creative market. In terms of cultural expression, the gift box deeply echoes the millennium-old elegance of "tasting tea and admiring the moon during Mid-Autumn", implying the good wish of "gradual perfection" and perfectly interpreting the traditional philosophy of "apparatuses embody principles, objects convey emotions" to deliver the elegance and warmth of the Eastern culture through the product.

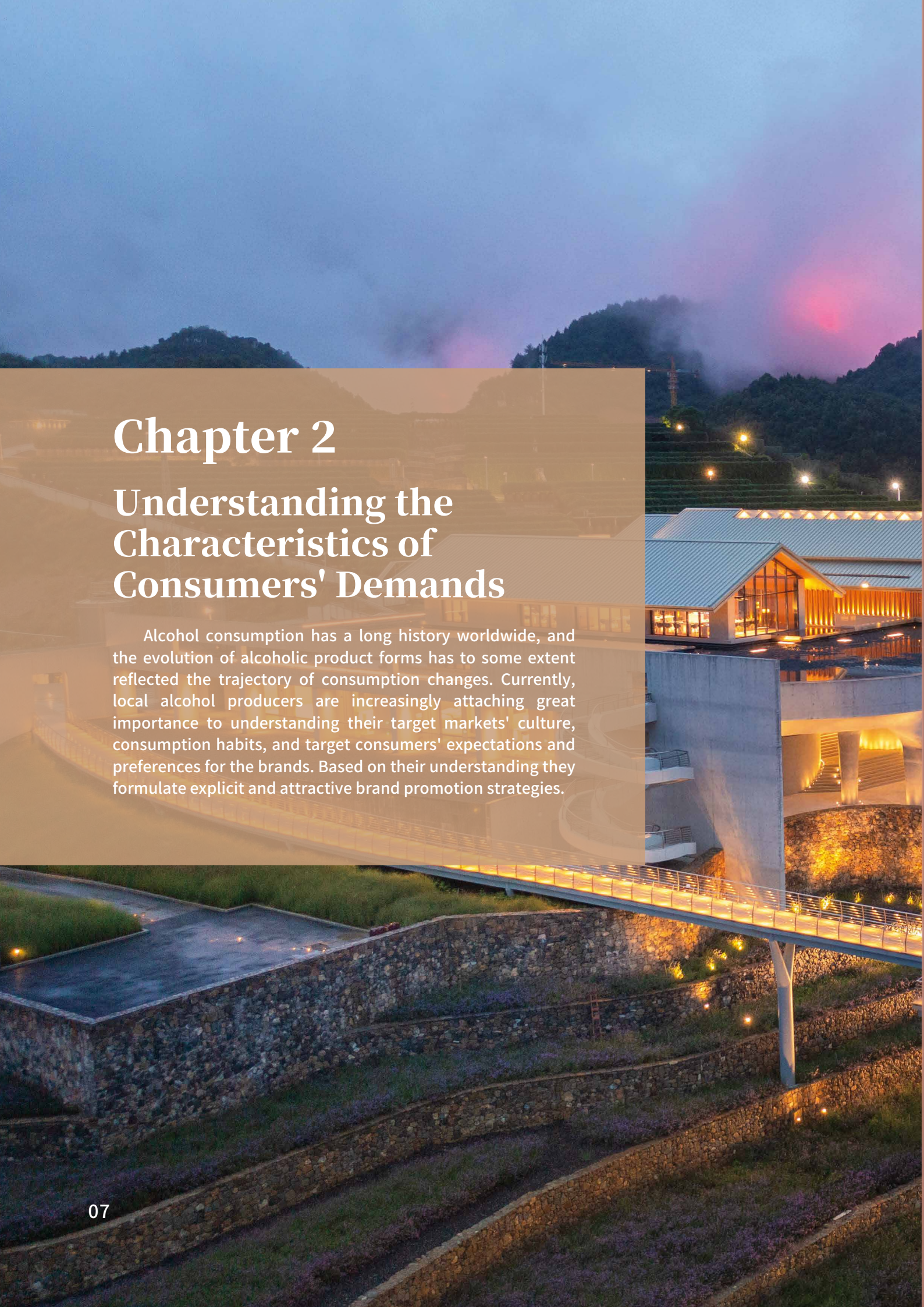
Similarly, Luzhou Laojiao launched the Luzhou Laojiao Liquor-Flavored Chocolate Planet Edition; Wuliangye collaborated with Yongpu Coffee to create the "Wuliangyi Coffee-Liquor Bar", launching coffee products containing Wuliangye liquor.

Craftware and food are not simply consumer goods, but have become strategic products for alcohol brands to embrace youthfulness and fashion while cultivating young consumers' appreciation and taste preferences. Similarly, by merging traditional craftsmanship with trendy elements, cultural and creative products can combine practical value while carrying ethnic culture. This allows alcohol enterprises to make their brands well-known to more people, expand their brand influence among younger consumers, and facilitate a better understanding of the preferences of the younger consumers.

Apart from cross-industry collaborations, alcoholic enterprises also attract young consumers by integrating regional culture.

On August 19, 2025, Kweichow Moutai launched the "Huang Xiaoxi Eats Dinner" series, inspired by six major scenic spots in Guizhou, integrating regional and Moutai liquor culture to form a unique "one scenic, one product" style. This deeply integrates Guizhou's landscape and cultural elements with Moutai's traditional brewing techniques, showcasing the ultimate charm of Guizhou's multi-colored culture, making each bottle of liquor an artistic masterpiece carrying the essence of Guizhou's landscape and profound heritage. It satisfies the diverse needs of collectors and consumers pursuing high-quality lifestyles and promotes the integration of "liquor and tourism", expands consumption scenarios, and spreads liquor culture.





Chapter 2

Understanding the Characteristics of Consumers' Demands

Alcohol consumption has a long history worldwide, and the evolution of alcoholic product forms has to some extent reflected the trajectory of consumption changes. Currently, local alcohol producers are increasingly attaching great importance to understanding their target markets' culture, consumption habits, and target consumers' expectations and preferences for the brands. Based on their understanding they formulate explicit and attractive brand promotion strategies.

1. Expanding Consumer Base and Sales Channels According to Local Conditions

Although Chinese alcoholic brands entered the European market early, their real rise has basically occurred in the past decade. Wang Yaqing, president of AFCBA, a French-Chinese wine association, and chairman of Groupe Famanni International, said that Chinese liquor brands like Moutai, Wuliangye, Luzhou Laojiao, Fenjiu and Xijiu have entered the mainstream market in France, while other types of Chinese-brand alcoholic beverages including Tsingtao Beer, Snow Beer, rice wine and fruit wine also have a presence in the French market. Qingdao Beer, for instance, has been in France for more than 30 years. Generally, the export of made-in-China alcohol products to France has evolved from sporadic exports to a multi-level and multi-brand trend. In terms of sales channels, although coverage in French mainstream supermarkets and large retail stores remains limited, Chinese alcohol products have gained access to a large number of warehouse-type supermarkets and e-commerce platforms, including eBay, Rakuten and Amazon. Costco stores in Paris have also started selling high-end Chinese products such as Moutai.

In Mexico, baijiu is described as "an important representative of Chinese alcoholic beverages", emphasizing its "complexity", "cultural and historical value" and "unique aroma". In Mexican markets, Chinese baijiu is a representative of "foreign spirits" -- that is, a foreign specialty rather than part of the local spirits tradition. The Mexican people and media often associate baijiu with Chinese festivals, etiquettes, traditional distilling techniques, and other Chinese cultural elements.

Although Chinese alcohol has become increasingly popular overseas driven by culture, its consumer base remains relatively narrow, with overseas Chinese being the main consumers for baijiu. Meanwhile, sales channels for Chinese alcohol in overseas markets are still limited, and the common channels include Asian supermarkets and Chinese restaurants. In contrast, international alcohol enterprises are more active in entering the Chinese market and use more diverse methods. In recent years in particular, they have successfully seized the key opportunities presented by the dramatic development of China's e-commerce, and the explosive growth of online consumption in China.

In 2018, Suntory, Japan's largest food and beverage company, launched its third store on Tmall -- Beam Suntory, selling high-end whisky. In addition to the Tmall flagship store, Beam Suntory has also conducted omni-channel cooperation with a number of retail platforms under Alibaba, including Tmall Supermarket and Hema.

To date, the five spirits giants in the world, namely Diageo, Pernod Ricard, Remy Cointreau, Moët Hennessy, and Beam Suntory have all settled in Tmall to seize the development opportunities in China's imported spirits market. They have launched new retail formats and partnered with Chinese e-commerce platforms in areas such as product data customization and offline scenario integration.

As a government agency, AD'OCC, the International Economic Development Agency of Occitanie, has been continuously helping relevant enterprises gain better access to the Chinese market in recent years. Catherine Machabert, head of the food and alcohol department of AD'OCC, said that Occitanie is the largest grape-producing region in France, and the region's distribution channels for its wines in China keep expanding, with coverage of large stores like Sam's Club, duty-free shops, community stores, restaurants and bars.

She noted that in addition to actively participating in large-scale events including the China International Import Expo and the China Food & Drinks Fair, the agency also launched the "Sud de France" themed campaign in 2024, with over 80 events held across more than 30 Chinese cities, allowing more distributors and consumers to learn about the Sud de France wines and lifestyle. The agency has also frequently organized special activities to facilitate negotiations between wine producers in the Occitanie region and Chinese importers.

Moreover, international spirits enterprises have placed great emphasis on using cultural ties to bridge the psychological gap with Chinese consumers during their market exploration in China. For instance, the year 2020 marked the 200th anniversary of the Johnnie Walker brand, and the 600th

anniversary of the Forbidden City in China. Diageo collaborated with Beijing Forbidden City Wine Culture Co., Ltd. to jointly release the Johnnie Walker Blue Label Heritage Celebration Limited Edition, receiving a warm response. In 2021, Diageo released the Johnnie Walker Blue Label Year of The Tiger Limited Edition to celebrate the Chinese New Year of Tiger, along with other special editions such as "Five Gods of Wealth", which were highly aligned with cultural and consumption topics in the Chinese domestic market.

2. Adopting a Multipronged Approach to Activate Diversified Demands of New Consumption

The global liquor industry is evolving towards diversification, with young consumers gradually emerging to be a new driving force in alcohol consumption. To capture the favor of this customer group, alcohol enterprises worldwide are undertaking in-depth transformations in product design, taste innovation and marketing strategies, adopting a range of measures to activate the diversified demands of the new alcohol consumption trend.

In Argentina, many locals are captivated by the blue-and-white porcelain bottles of Fenjiu from China, and some have even inquired about purchasing the bottles alone. Additionally, when transportation and other logistical conditions permit, Argentine distributors import Chinese wine accessories such as cups and flagons alongside Fenjiu for promotional purposes. These culturally distinctive items, particularly the bamboo-jointed cups, have gained considerable popularity among local young people.

Given the widespread popularity of cocktail culture in Argentina, especially in the capital city of Buenos Aires, local baijiu distributors often hire bartenders to develop versatile cocktail menus using baijiu as the base spirit. Each cocktail is given a Spanish name infused with Oriental cultural elements. They also collaborate with local Chinese restaurants to host "Cocktail Nights," where diners can enjoy complimentary baijiu-based cocktails while learning about the history and unique characteristics of Chinese alcohol culture. These efforts have yielded satisfactory results.

Targeting young Chinese consumers, in 2022 Diageo launched an inclusive original IP of Whisky Beasts for its various whisky brands, and partnered with Tmall to release the serial digital collectibles of Whisky Beasts. In addition, tapping into the "aerospace craze" among Chinese youth, Johnnie Walker of Diageo worked with China Aerospace Science and Cultural Innovation (CASI) to launch a special edition.

Notably, it has become a prevalent strategy for alcohol enterprises to organize interactive and funny marketing activities by leveraging emerging communication channels such as social media and short video platforms, thereby reaching a broad base of young consumers.

At present, Chinese baijiu brands such as Moutai and Wuliangye have established multiple official accounts on overseas social media. For instance, the Facebook account of Moutai Italia is updated approximately every three days, with content primarily introducing and promoting the famous liquor. Vanessa Piromallo, founder and editor-in-chief of ilGin, an Italian website dedicated to spirits research, has publicly stated on social media that Moutai is a well-known spirit brand, and falls into the scope of sauce-flavored liquor brewed with ancient traditional techniques, which has been served to numerous foreign dignitaries at Chinese diplomatic banquets.

Wuliangye has opened its official account "wuliangye global" on overseas social media Facebook, Instagram and X, establishing an overseas social media communication matrix, and conducting global publicity with a unified and distinct brand image. Since the commencement of global communication campaign on overseas social media under a pragmatic and surefooted operation philosophy, the company has comprehensively showcased its products, culture and brand image, integrated into the overseas communication environment, and developed the innovative international expression of the "harmony and beauty" culture.

3. Optimize Designs to Popularize Immersive New Scenario Experiences

Chinese baijiu differs significant from popular Western spirits such as whisky and vodka in terms of taste, alcohol content, flavor characteristics, and consumption scenarios. baijiu's traits of "high alcohol content" and "complex aroma" stand in contrast to Western spirits, which are "lower in alcohol and suitable for mixing into cocktails or drinking neat". Furthermore, traditional Eastern food and wine pairing habits -- such as serving baijiu with Chinese cuisine -- differ from Western logic, like pairing whisky with steak and vodka with seafood. Industry insiders point out that targeted scenario design is an effective approach for cross-cultural communication and breaking through ingrained dining and drinking traditions.

In June 2025, at the "Michelin Guide Ceremony 2025" held in Frankfurt, Germany, Wuliangye launched a special edition of ice cream with compound flavors of Tahitian vanilla pods and Wuliangye baijiu. Its rich and creamy texture with a lingering aroma of liquor attracted many guests to stop and inquire about the purchase channels. The specially crafted cocktail Wugroni became a hot topic on the site due to its unique Eastern flavor and exquisite mixing techniques. Many chefs asked in detail about the base spirit formula and mixing process, hoping to incorporate it into their restaurants' creative menus.

A chef from a Michelin-starred restaurant stated that compared to traditional high-alcohol baijiu, low-alcohol baijiu has a milder, sweeter, and cleaner taste, which better aligns with Europeans' preference for light and easy-to-drink beverages. It also pairs more easily with delicate dishes, especially seafood and light meals. He expressed a desire to try combining it with whisky to explore more innovative possibilities.

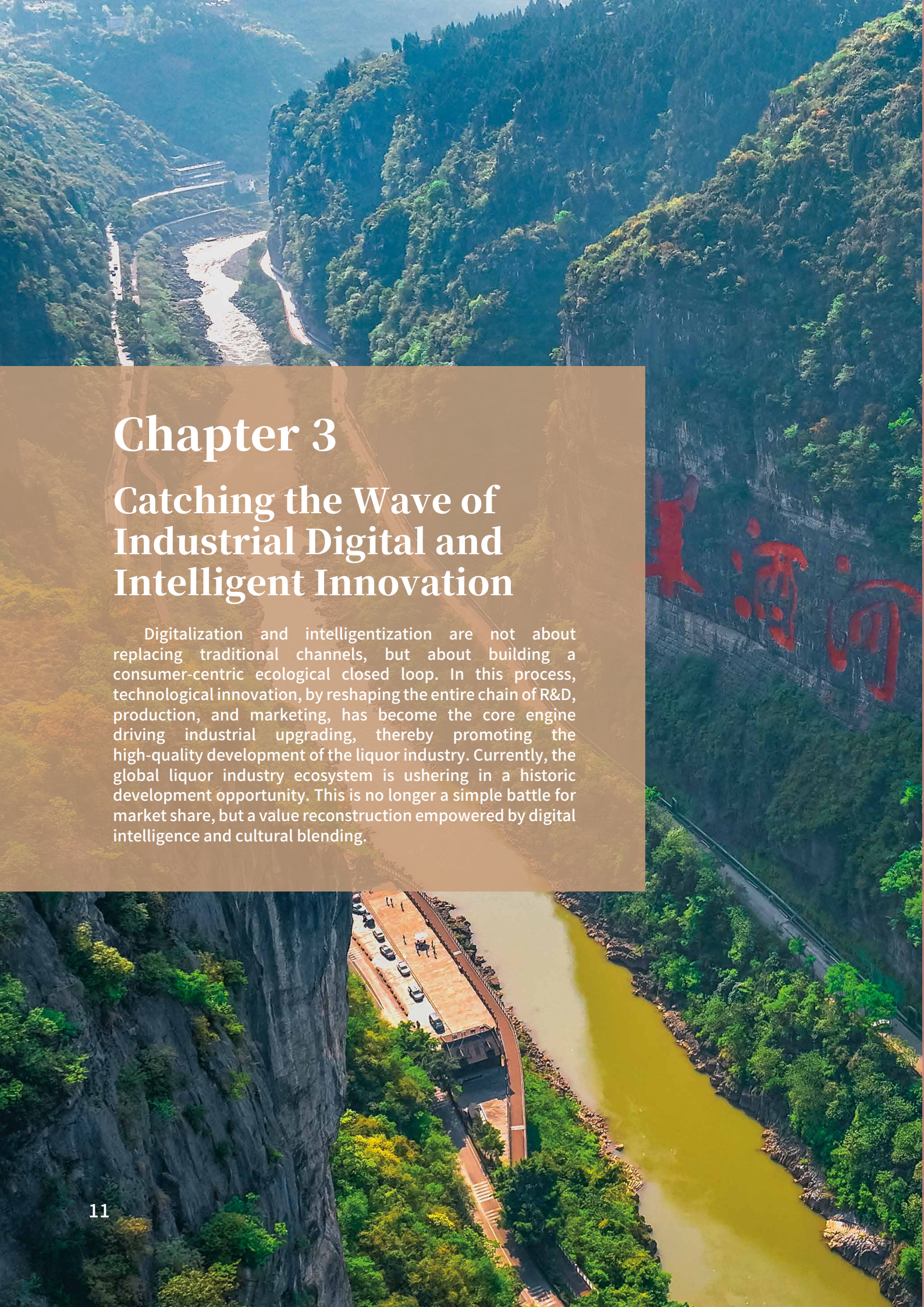
In Paris, bartenders are collaborating with new-style restaurants to enhance baijiu's accessibility through low-alcohol variations, cocktail adaptations, and cross-cuisine pairings.

Angelo Forte, a bartender at the Mandarin Oriental Lutetia in Paris, noted that bartending requires new products to broaden horizons -- and baijiu adds a layer of complexity. The Italian bartender shared two recipes incorporating Chinese baijiu: one blending Chartreuse, apple, and grapefruit, and the other combining green tea and almond liqueur. He mentioned that Chinese baijiu reminds him of Grappa, Italy's national spirit, as the two share similarities in aroma.

Frédéric Verdier, a bartender at The Peninsula Paris, believed that currently, not many customers are inclined to try baijiu straight on the rocks, but cocktails serve as an excellent gateway to introducing this product.

According to AFCBA's statistics, Chinese baijiu is currently available in 300+ Chinese restaurants, 40+ Asian supermarkets, and 10+ alcohol shops in the Greater Paris region. "Pairing Chinese food with Chinese liquor is a traditional custom," an industry insider said. "The overseas development and market expansion of baijiu are highly dependent on drinking scenarios."





Chapter 3

Catching the Wave of Industrial Digital and Intelligent Innovation

Digitalization and intelligentization are not about replacing traditional channels, but about building a consumer-centric ecological closed loop. In this process, technological innovation, by reshaping the entire chain of R&D, production, and marketing, has become the core engine driving industrial upgrading, thereby promoting the high-quality development of the liquor industry. Currently, the global liquor industry ecosystem is ushering in a historic development opportunity. This is no longer a simple battle for market share, but a value reconstruction empowered by digital intelligence and cultural blending.

1.AI Empowers Technological Innovation in Wine Production

The impact of Artificial Intelligence (AI) on the wine industry has a long history. The integration of AI and winemaking craftsmanship is quietly changing the operating rules of this millennia-old industry. The concept of "AI large language models" originally came from the international market, and the earliest application of AI in brewing also originated internationally. In fact, global AI practices in the wine industry have been underway for nearly a decade.

In 2017, London-based Intelligent Layer launched the world's first beer brewed by AI – IntelligentX. The company used an AI algorithm called "Automated Brewing Intelligence," leveraging artificial intelligence and machine learning to understand user taste preferences and adjust brewing ingredients accordingly. In the same year, Carlsberg launched its "Beer Fingerprinting Project", using AI to detect subtle differences in beer flavor and aroma, achieving higher precision in new product development and quality detection.

Beyond beer, AI applications in whisky brewing also started relatively early. In 2019, Swedish whisky brand Mackmyra Whiskey collaborated with Microsoft and Fourkind, using AI to analyze historical recipes and consumer data to launch the world's first whisky developed by AI. US-based Osmo broke through the limitations of traditional olfaction by using AI to digitize scents, accurately identifying the flavors of American and Scotch whiskies, thereby improving the stability and accuracy of beverage odor identification. Diageo applied AI in the field of custom bottle design, enhancing the personalized style of its products.

Furthermore, AI is also being applied in the brewing of other alcoholic beverages. For instance, Austria's Muster winery uses AI to assist with grape sorting; Japan's Kubota sake brewery uses AI to analyze user tastes; Poland's rum brand Dictador made a bolder innovation by directly appointing an AI robot, "Mika," as its CEO to explore smarter decision-making methods.

The hallmark of modernized brewing is making tools more modern based on traditional craftsmanship. AI technology is profoundly changing winemaking enterprises in areas such as data analysis, efficiency improvement, quality control, and marketing.

The China Alcoholic Drinks Industry 14th Five-Year Plan Development Guidance Opinions points out the need to "promote innovative development through intelligent brewing," emphasizing the intellectualization of key processes, automation of production control, and optimization of supply chains to facilitate comprehensive industrial upgrading.

Moutai has comprehensively deepened the digital and intelligent exploration of traditional brewing methods. The project concluded in 2025 – the "Moutai Liquor Making Brewing Craft Machine Learning System" – anchored the core goal of "using digital technology to serve traditional craftsmanship." After nearly four years of intensive effort, it achieved a closed loop of "data collection - storage - analysis - application" across the entire liquor production chain.

Yanghe implemented an intelligent factory project covering the entire process from Qu-making and brewing to finished product packaging, constructing a new intelligent system that coordinates the upstream and downstream supply chain. This marks a leap for Yanghe in automation, digitalization, networking, and intelligentization, striving to further improve product quality control capabilities while enhancing production efficiency.

Luzhou Laojiao implemented a technical transformation project for its intelligent packaging center. Leveraging advanced technologies such as AI, cloud computing, and the Internet of Things, it successfully integrated six major information systems including production control, procurement management, and logistics management, significantly improving production efficiency and driving the company's digital upgrade.

Gujing Group raised 5 billion RMB for intelligent technical transformation. By introducing advanced production equipment, it achieved fully automated operation and intelligent control throughout the

process, thereby improving production management levels and reducing operating costs. Its workshop per capita productivity is approximately 10 times that of traditional brewing workshops.

Additionally, Kouzijiao's intellectual factory uses equipment like intelligent brewing robots, fully automatic control systems, and automated packaging production lines to replace traditional manual operations, improving production efficiency. The labor efficiency of a single production line in King's Luck's intelligent brewing workshop has reached 6.4 times the original level, with annual output increasing by 2.6 times.

2.Digitalization and Intelligence Drive the Upgrade of the Wine Industry Ecosystem

The digital transformation of traditional industries is an inevitable trend, and smart brewing will undoubtedly become the forefront of the alcoholic beverage industry's development. The China Alcoholic Drinks Association is vigorously promoting digital technologies like AI, building a national-level platform for promoting Chinese wine culture and product trade, and creating a "1+N" international communication model for alcoholic beverages.

Through digital marketing innovation, wine companies can efficiently explore domestic and international markets. Snow Beer's X-code series packaging, designed by AI, accurately catered to market demand for personalized products, successfully enhancing the brand's differentiated competitiveness. Companies like CR Beer and Xijiu also use virtual AI personas for brand endorsement. The introduction of AI hosts not only strengthens interaction with consumers, but also enhances brand vitality, winning favor among the younger generation of consumers.

Meanwhile, the flavor evolution of alcoholic beverages is a dynamic interaction between traditional brewing techniques and contemporary consumer demands, as well as a deep integration of scientific construction and scientific expression. Industry experts believe that technology is an enabler, not a disruptor, of traditional brewing skills; the key lies in how to balance innovation and tradition. Therefore, it is essential to firmly adhere to the principle of "combining traditional craftsmanship with modern technology," allowing alcoholic beverages, empowered by technology, to both maintain their original flavor and cultural roots, and adapt to modern consumption needs.

The intervention of modern technology will not weaken the core value of traditional brewing techniques; instead, it can amplify their advantages and enhance their expression. Through technical means such as flavor databases and microbiological research, winemakers can precisely analyze the formation and changes of flavor substances, achieve visual and stable expression of quality, and further communicate the flavor code and quality value to consumers.

Furthermore, in this rapidly developing information technology era, various wine enterprises need to actively promote digital and intelligent management to enhance industry self-discipline. By utilizing technologies like big data and blockchain, they can achieve full-process digital management from production to sales, implement product traceability management, and strengthen global consumers' trust in product quality and brands.



Concluding Remarks

The blending of global wine cultures is a transcendent, two-way journey and a process of deep mutual construction across time and space. It begins with the breaking down of technical barriers, matures through the exchange of customs and products, and is elevated through spiritual resonance. It carries the spirit of craftsmanship and national history and culture, encapsulating the spiritual identity and cultural essence of civilizations.

Heaven and Earth nurture all things, all phenomena share a common origin. Fine wine, as a vessel of culture, contains the national character of human civilization's history and culture, reflecting the grand panorama of exchanges and learning among civilizations. The profound dialogue between the Eastern and Western souls of wine, with its aroma and mellowness, proves that the true vitality of culture lies not in clinging to barriers, but in embracing openness -- fostering understanding through collision and innovation through integration -- jointly brewing a civilized nectar for all humanity that grows richer with time.

Looking forward from the extraordinary journey of global wine industry cooperation, amidst the tides of globalization, digitalization, and intelligentization, strengthening wine cultural exchanges and jointly shaping an open, cooperative, and win-win ecosystem aligns with the objective needs of global wine enterprises to develop and thrive through inheritance.

Joining hands for progress in the global wine industry is not merely a requirement for industrial development; it is a great practice of integrating Eastern and Western wisdom and experience. Facing the future, only through continuous research and persistent exploration can we better construct a global wine industry cultural ecosystem that is open and inclusive, built and shared by all, and characterized by cooperation and mutual benefit.

