



中华草本酒
Chinese Herbal Spirits



劲牌有限公司
JING BRAND CO.,LTD.



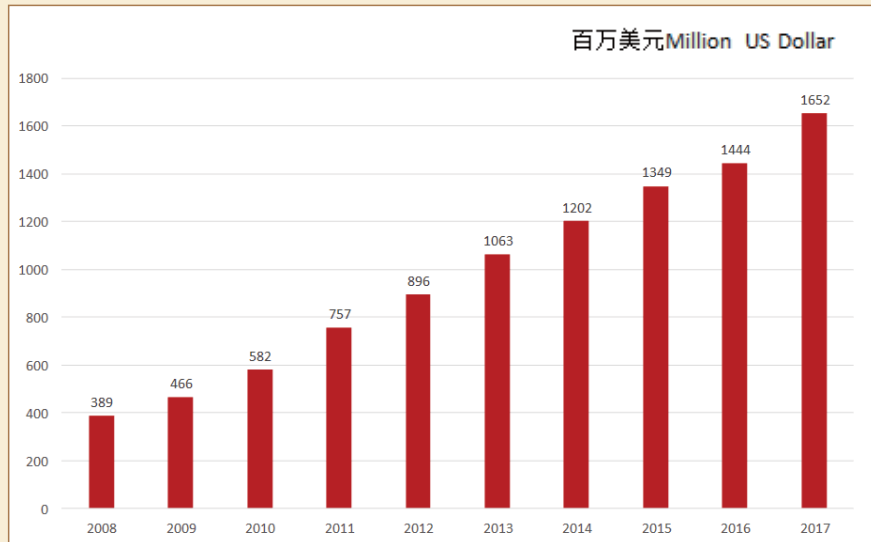
Jing Brand Co., Ltd., founded in 1953, is located in Daye City, Hubei Province, P.R. China. Through more than 60 years of steady development, it has turned into a company specialized in health care foods. As China's top leader in herbal spirits industry, Jing Brand has developed its renowned flagship product "Jing Jiu" and many other product lines. Jing Brand owns three industrial parks, i.e., a 56-acre Herbal Spirits Industrial Park, a 149-acre Base Liquor Ecological Park, and a 176-acre Health Care Food Industrial Park. The production capacity of herbal spirits has reached 180 million liters per year. In 2017, the sales revenue of Jing Brand has achieved over \$1.65 billion dollars with over 800 million bottles of Jing Jiu sold, holding a safe leading position around the world.

劲牌有限公司创建于1953年，位于中国湖北省大冶市，历经六十余年的稳步发展，现已成为一家专业化的健康食品企业。作为中国保健酒行业的领军企业，公司以“中国劲酒”为主导产品，现拥有面积350亩的保健酒工业园、930亩的原生生态园和1100亩的健康产业园，年生产保健酒的综合能力达到18万吨。2017年，劲牌公司销售额突破16.5亿美元。劲酒一年劲销8亿瓶，全球遥遥领先。



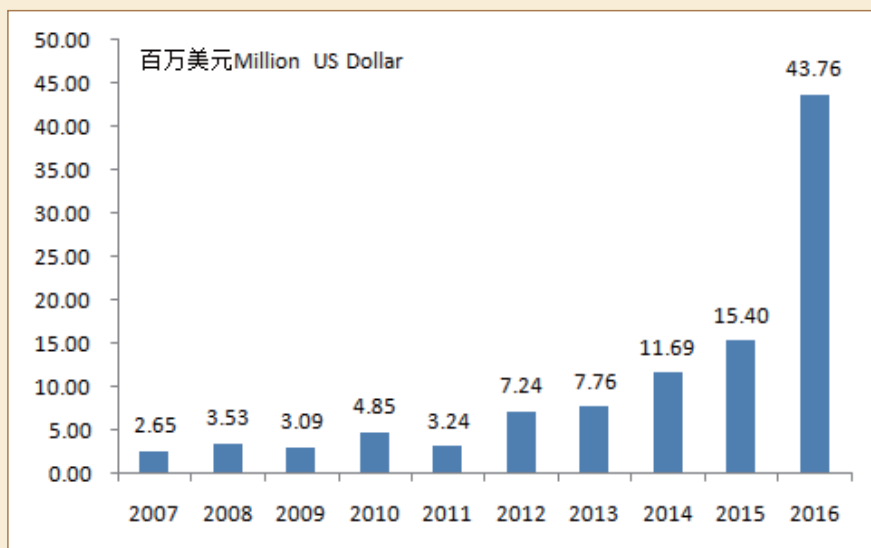
2008-2017 Sale Revenue

近 10 年销售额



2007-2016 Charity Donation

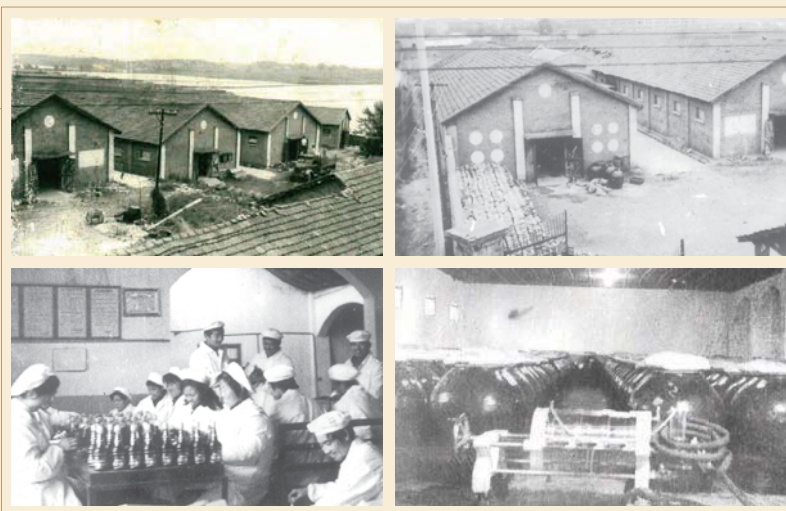
近 10 年慈善捐赠



Company History

发展历程

Found in 1953
1953 年建厂



Jing Jiu successfully
developed in 1989
1989 年劲酒研发成功



Jing Brand Today
今日劲牌



International Businesses of Jing Brand 劲牌国际业务

The international businesses of Jing Brand Company launched in 2016. Presently, “Jing Jiu” has been exported to more than 20 countries and regions including Hong Kong, Macau, Korea, Southeast Asian, European, North American and African countries with rapid growth. Our products receive recognition with high appraisal from consumers all over the world.

劲牌公司国际业务始于 2016 年，现已销往港澳、东南亚、韩国、欧洲、北美、非洲等 20 多个国家和地区，深受消费者的喜爱。



Products

产品展示



125ml 35%vol Jing Jiu (1*24)
125ml35 度中国劲酒



520ml 35%vol Jing Jiu (1*12)
520ml35 度中国劲酒



520ml 35%vol Jing Jiu (1*6)
520ml35 度盒装中国劲酒



700ml 35%vol Jing Jiu (1*6)
700ml35 度盒装中国劲酒

Product Introduction

产品介绍

[Product Name]:Jing Jiu

[Alcohol Content]:35% vol

[Specification]:125ml, 200ml, 520ml, 700ml

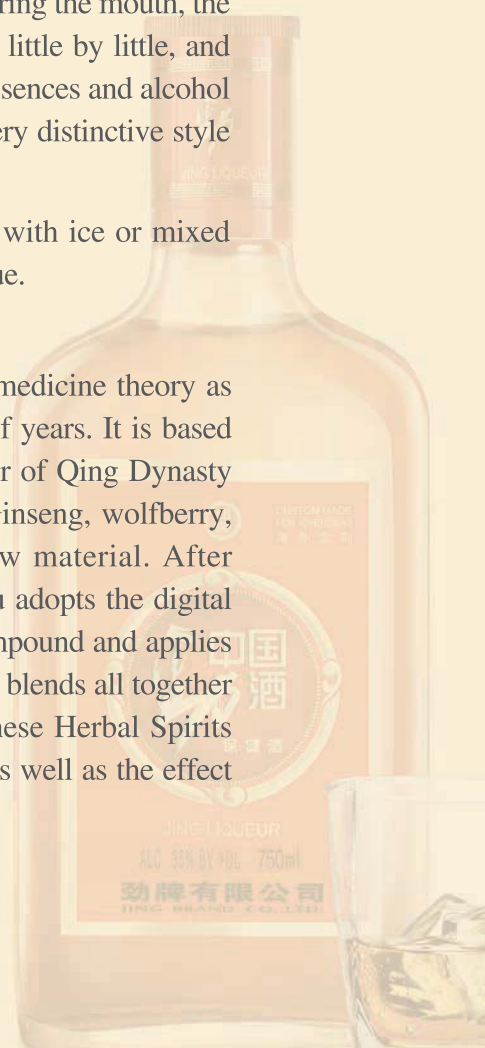
[Color]:Amber, crystal clear

[Fragrance Description]:Possessing the aroma of Chinese spirits and its aging fragrance, plus rich blended herbal flavor of angelica, cinnamon, clove and mint, etc., mingled with fruity smell, and some smoky incense that was brought into during drying process of herbs can be detected with attentive smelling. As the storage age of liquor body grows, the smell of pine wood would be more increasingly obvious.

[Taste Description]:Tasting pure, sweet and smooth after entering the mouth, the taste buds are covered with rich and emanative spices flavor little by little, and then occupied by a special and slightly bitter taste of herbal essences and alcohol stimulation, which lasts and stands very long and enjoys a very distinctive style of its own.

[Drinking Method]:Drink directly, or after cold storage, or with ice or mixed with other beverages, which taste much better and fairly unique.

Jing Jiu has inherited and regarded the traditional Chinese medicine theory as the guiding principle, which enjoys a history of thousands of years. It is based upon the foundation of the secret recipe of the Royal Liquor of Qing Dynasty and takes a score of genuine herbal medicines, including Ginseng, wolfberry, angelica, yam, epimedium and astragalus root, as its raw material. After scientific research on their compound compatibility, Jing Jiu adopts the digital extraction process to extract the herbal essences from the compound and applies the ageing mild flavor Chinese spirits as base liquor, and then blends all together with another ageing process and finally produces this Chinese Herbal Spirits with unique and distinctive fragrance, appearance and taste as well as the effect of nourishing the body.



【产品名称】：中国劲酒

【酒精含量】：35 度

【产品规格】：125mL, 200mL, 520mL, 700ml

【色 泽】：琥珀色，晶莹剔透。

【香气描述】：具有中国白酒的酒香及陈酿香，加之馥郁的当归、肉桂、丁香及薄荷等香料的复合香气，夹杂着柑桔、柠檬的果香，细细品闻，还可以感受到草本烘干过程中带入的些许烟熏香气。随着酒体年份的增加，松木的气息也会越加明显。

【味道描述】：入口醇甜顺滑、味蕾逐渐布满浓郁而发散的香料气息，进而被草本精华特有的微苦及白酒的酒精刺激所占据，久久绵延，别具一格。

【饮用方法】：可纯饮，冷藏饮用、加冰或与其他饮料调兑饮用，口感独特，风味更佳。

传承千年中华国医文化，劲酒以传统中医理论为指导，以清代宫廷御酒秘方为基础，以人参、枸杞、当归、山药、淫羊藿、黄芪等十余种道地中草药为原料，经科学配伍，采用数字化提取工艺，萃取组方中的草本精华成分，以多年陈酿的中国清香型白酒为基酒，混合调配再陈酿而成的中华草本酒。具有独特的香气、色泽、口感和健康作用。



Reviews from International Magazines

国际酒类排名

IWSR magazine July 2017/15

spirits review

The Real 100 Spirits Brands Worldwide

Rank 2016	Rank 2015	Brand	Category	Owner	Volume 2012	Volume 2015	Volume 2016	% Change 2015-'16	% CAGR 2011-'16
1	1	Jinro	Soju	Hite-Jinro	67,737.1	65,363.0	65,850.8	0.7	0.4
2	2	Officer's Choice	Indian Whisky	ABO	18,705.3	34,072.5	32,326.7	-5.1	13.5
3	3	Ruang Kao	Other Spirits	Thai Beverage	31,500.0	31,800.0	31,200.0	-1.9	0.2
4	4	Emperador	Brandy	Emperador	30,000.0	30,646.5	29,645.9	-3.3	9.3
5	7	Cham Churum	Soju	Lotte	21,273.0	25,900.0	26,171.0	1.0	5.1
6	6	McDowell's Whisky	Indian Whisky	Diageo	19,573.3	26,242.0	25,637.8	-2.3	8.7
7	5	Snilnoff	Vodka	Diageo	26,083.7	26,001.4	25,548.0	-1.7	0.1
8	8	Hong Tong	Other Spirits	Thai Beverage	16,375.0	19,900.0	20,700.0	4.0	13.9
9	9	Good Day	Soju	Muhak	16,800.0	19,200.0	19,090.0	-0.6	3.5
10	12	Imperial Blue	Indian Whisky	Pernod Ricard	8,840.0	17,511.5	18,019.6	2.9	20.2
11	10	Johannie Walker	Scotch Whisky	Diageo	18,505.0	18,131.9	17,872.8	-1.4	0.5
12	14	Royal Stag	Indian Whisky	Pernod Ricard	13,882.3	16,577.0	17,142.2	3.4	6.4
13	13	Bacardi	Rum	Bacardi	18,407.4	17,064.8	16,635.0	-2.5	-1.7
14	11	McDowell's No.1 (Celebration) Rum Dark	Rum	Diageo	17,656.3	17,827.0	16,157.0	-9.4	0.8
15	15	Cachaça 51	Cachaça	Muller	18,639.4	15,624.6	15,457.5	-1.1	-3.8
16	16	Jack Daniel's	US Whiskey	Brown-Forman	12,264.8	14,778.3	15,230.5	3.1	6.2
17	18	Tanduay	Rum	Tanduay	14,130.0	13,615.0	13,895.0	2.1	-1.6
18	17	Charm	Soju	Kumboku	11,000.0	12,580.0	12,070.0	-4.1	2.7
19	28	San Miguel	Gin	San Miguel	10,350.0	10,501.1	11,301.1	7.6	0.5
20	19	Old Tater	Indian Whisky	Diageo	11,610.0	11,725.0	11,180.0	-4.9	0.2
21	*27	Jing	Baiju	Jing Brand	5,000.0	10,000.0	11,100.0	11.0	N/A
22	27	Kirishima Otsu	Shochu	Kirishima Shuzo	8,437.0	9,940.0	11,000.0	10.7	9.7
23	20	Absolut	Vodka	Pernod Ricard	11,271.7	10,859.3	10,909.6	0.5	-0.3
24	21	Captain Morgan	Rum	Diageo	9,900.7	10,880.7	10,896.9	0.1	3.2

Rank NO.21 of The Real 100 Spirits Brands Worldwide 2017
2017 年国际烈酒品牌 TOP100 排名第 21 位

Top 25 Growth Brands

Rank	Brand	Category	Owner	Volume 2015	Volume 2016	Alco Chg Volume 2015-'16	Leading Market	% Vol '16
1	Khortytva	Vodka	Global Spirits	5,101.6	7,485.7	2,384.1	Russia	48.7
2	Tito's	Vodka	Tito's	4,400.8	6,055.5	1,654.8	US	97.9
3	BPM	Indian Whisky	Radico Khattan	4,343.7	5,856.4	1,512.7	India	96.3
4	Jing	Baiju	Jing Brand	10,000.0	11,100.0	1,100.0	China	100.0
5	Kirishima Otsu	Shochu	Kirishima Shuzo	9,940.0	11,000.0	1,060.0	Japan	100.0
6	Royal Challenge	Indian Whisky	Diageo	3,775.0	4,760.0	985.0	India	99.7
7	Bangalore Malt	Indian Whisky	John Distilleries	1,100.0	2,060.0	960.0	India	100.0
8	Rancho Escondido	Cane	Grupo Corona	3,750.0	4,707.5	957.5	Mexico	99.8
9	Hennessy	Cognac	LVMH	5,781.1	6,675.8	894.7	US	53.1
10	Haywards	Indian Whisky	Diageo	7,995.0	8,865.0	870.0	India	100.0
11	Hong Tong 'Liquor'	Other Spirits	Thai Beverage	19,800.0	20,700.0	900.0	Thailand	100.0
12	San Miguel	Gin	San Miguel	10,501.1	11,301.1	800.0	Philippines	100.0
13	Grand Royal	Burmese Whisky	International Beverages Trading	5,430.0	6,207.0	777.0	Burma	100.0
14	Best	Scotch Whisky	Westside	1,297.0	2,056.8	759.8	Angola	97.2
15	Jin Beam	US Whiskey	Beam Suntory	7,558.5	8,212.7	654.2	US	57.3
16	Moutai	Baiju	Kweichow Moutai	3,430.0	4,080.0	650.0	China	100.0
17	Tory's	Japanese Whisky	Beam Suntory	951.5	1,601.5	650.0	Japan	100.0
18	Jameson	Irish Whisky	Pernod Ricard	5,232.0	5,880.4	648.4	US	48.1
19	Fireball	Canadian Whisky	Sazerac	3,175.1	3,791.7	616.5	US	94.3
20	Blender's Pride	Indian Whisky	Pernod Ricard	5,514.2	6,121.9	607.7	India	93.7
21	Croc	Vodka	Diageo	1,776.9	2,380.5	603.6	US	79.8
22	Sygroup Others	Vodka	Sygroup	2,411.2	2,984.0	572.8	Russia	100.0
23	Gosudarstven Zakaz	Vodka	Sygroup	1,802.1	2,368.2	566.2	Russia	99.9
24	Royal Stag	Indian Whisky	Pernod Ricard	16,577.0	17,142.2	565.2	India	96.3
25	Director's Special	Indian Whisky	Diageo	6,101.0	6,656.7	555.6	India	99.2

*000s of nine-litre cases Source: The IWSR

12/August 2017 IWSR magazine

Rank NO.4 of The Top 25 Growth Brands 2017
2017 年国际酒类品牌增长 TOP25 排名第 4 位

/ 1 /

Awards

获得的奖项



National Brand Plan in China
入选 CCTV 国家品牌计划



Spirits Selection by Concours Mondial de
Bruxelles
布鲁塞尔国际烈酒大奖赛金奖



The International Wine & Spirit
Competition, San Francisco
旧金山国际葡萄酒烈酒大赛银奖

/ 2 /

Certification of International Standards

国际标准认证



山泉水酿造
Spring Water For Brewing



Unpolluted natural environment and the quality spring water which contains 33 kinds of minerals ensures the quality of base liquor.

天然无污染的自然环境，富含 33 种矿物质的优质泉水保证了所酿原酒的质量。



Raw Herbal Materials for Jing Jiu

原料药材



EPIMEDIUM

淫羊藿



Applied to improve neurasthenia, impotence and waist- and knee- aches.

适用于腰膝疼痛、神经衰弱、阳痿。



YAM

山药



Applied to improve anorexia, cough of lung deficiency and frequent micturition. Also has the benefits of strengthening spleen and stomach, invigorating Qi and lung.

针对厌食、肺虚咳嗽和尿频，具有健脾养胃、补气益肺之效。



WOLFBERRY

枸杞子



Applied to enhance sexual capability, improve premature ejaculation, spermatorrhea and diabetes. Has the benefits to nourish blood, liver and eyes.

适用于性功能衰弱、遗精早泄、糖尿病，具有补血益精，养肝明目之效。



CINNAMON

肉桂



Applied to treat waist-ache, kidney deficiency and early wheezing syndromes. Has the benefits to warm the kidney, enhance Yang, dispel cold and relief pains.

针对腰痛、肾虚、轻度哮喘，具有补火助阳，祛寒止痛之效。



CLOVE

丁香



Applied to treat the deficient cold of spleen and stomach, relieving cold and pains of heart and abdomen. Has the benefits to warm kidney and enhance Yang.

针对脾胃虚寒、心腹冷痛，具有温肾助阳之效。



ANGELICA

当归



Applied to treat the pains and numbness in arthritis. Has the benefits of promoting blood circulation to remove blood stasis and regulate the kidney functions.

针对风湿痹痛，具有活血化瘀，调节肾功能之效。



ASTRAGALUS

黄芪



Has the benefits to replenish Qi, enhance Yang, nourish defensive Qi, induce diuresis and alleviate edema.

具有补气升阳、益卫固表、利水消肿的功效。

Production Technology

生产技术



Digital Extraction Workshop
数字化提取



Information-Based Control
信息化控制



Automatic Production Line
自动化生产



Mechanized Operation
机械化操作



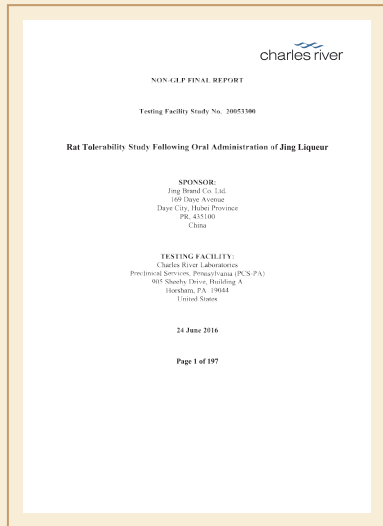
Smart Brewing
现代化智能酿造



Pithos Aging
陶缸陈酿

Quality control

质量控制



Charles River Laboratories testing report in America
美国查尔斯河实验室检测报告



Systembolagets Laboratory testing report in Sweden
瑞典Systembolagets实验室检测报告



质量监控
quality monitoring



中药指纹图谱技术
Fingerprint Chromatography
of Chinese herbal medicine



无菌灌装
Aseptic Bottling