



Global ganbei! Twenty cities slated for fourth annual World Baijiu Day as one-month countdown starts

- Event boosts baijiu as a category in face of slow overseas sales
- Newcomers in Bangkok, New York and Singapore to join veteran participants from Melbourne, London and Los Angeles
- Focus remains on baijiu-themed cocktails, infusions, flights and foods

Beijing, July 9, 2018—From Beijing to Buenos Aires, London to Los Angeles and Milan to Melbourne, bars and restaurants in 20 cities are set to mark the fourth annual World Baijiu Day. The event is held each August 9—the Chinese numbers for that date sound like "baijiu"—to promote the planet's most popular spirit. An estimated 20 billion bottles are drained each year, almost all in China, leaving baijiu little-known elsewhere.

While baijiu is typically consumed as lukewarm shots to the toast of 'ganbei' (bottoms up), World Baijiu Day follows an informal "beyond ganbei" theme. Partner venues have featured everything from baijiu-inspired cocktails, liqueurs and infusions to chocolate, pizza and beer. Some will also have Year of the Dog-themed concoctions this year.

"Like lots of other people, I've suffered heavy ganbei sessions that turned me off baijiu," says Jim Boyce, who founded World Baijiu Day in 2015. "We want people to ease into this spirit and experience its many styles, through tasting flights, cocktails and foods."

Along with veteran partners like Golden Monkey in Melbourne, Peking Tavern in Los Angeles and Demon, Wise & Partners in London, there will be new participants this year in Bangkok, Hong Kong, Singapore, New York and Minsk. A list of venues is available at worldbaijiuday.com and at least a dozen more cities are expected to sign up by August 9.

Non-Chinese baijiu like Taizi from Christchurch and Vinn from Portland, and U.S. brands that source baijiu from China, like Confucius Wisdom and byejoe, also support the event.

"Surprisingly, we get more support from the handful of foreign brands than we do from the 10,000 Chinese producers," says Boyce.

While baijiu's prospects abroad have attracted much media and trade attention during the past few years, on-the-ground results are elusive. The first baijiu bars in the United States and England struggled. After a three-year run, Baijiu Cocktail Week in London was not held in 2018. And despite numerous baijiu cocktail contests and advertising efforts, Chinese producers find overseas sales tough going.

"More teamwork is needed to promote baijiu as a category," says Boyce. "Chinese makers focus on their own brands but most people outside China haven't even heard of baijiu."

The initial list of cities for World Baijiu Day 2018 was published at worldbaijiuday.com on July 8 and will be updated regularly in the lead-up to August 9.

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World Baijiu Day was launched in 2015 by Jim Boyce, who has written China wine blog Grape Wall and nightlife blog Beijing Boyce for a decade. He is based in Beijing, writes about China's wine industry, and regularly organizes tastings. Contact him by phone at 86-13910-278-041, weixin at [beijingboyce](https://www.beijingboyce.com), or email at [spirit \(at\) worldbaijiuday.com](mailto:spirit@worldbaijiuday.com).

