



CHOU SICHUAN LU

CHOU SICHUAN LU

1924  
1956

**MING RIVER**

**SICHUAN BAIJIU**  
SPIRITS DISTILLED FROM GRAIN

紅月

45% ALC/VOL  
750ML

THE ORIGINAL  
JOURNEY OF GRAIN INTO THE SPIRITS OF SICHUAN  
DISCOVER A LAND OF FIRST CLASS  
PURE TRADITION



BAIJIU 白酒 [*pronounced bye-j'yo*]  
MEANS “WHITE SPIRITS” IN CHINESE.  
IT IS A DIVERSE DRINKS CATEGORY  
THAT INCLUDES ALL TRADITIONAL  
CHINESE GRAIN SPIRITS.



# 白 酒 BAIJIU

Baijiu is the world's most popular category of spirits, consumed more than whiskey and vodka combined.

Most baijiu is distilled from **SORGHUM**, but **DIFFERENT STYLES OF BAIJIU** can be as distinct as whiskey is to tequila.

**SICHUAN BAIJIU** – also known as **STRONG-AROMA BAIJIU** – is the most popular style.

Baijiu is **TRADITIONALLY CONSUMED NEAT** alongside food. In cocktails, it opens a world of new tastes and possibilities.

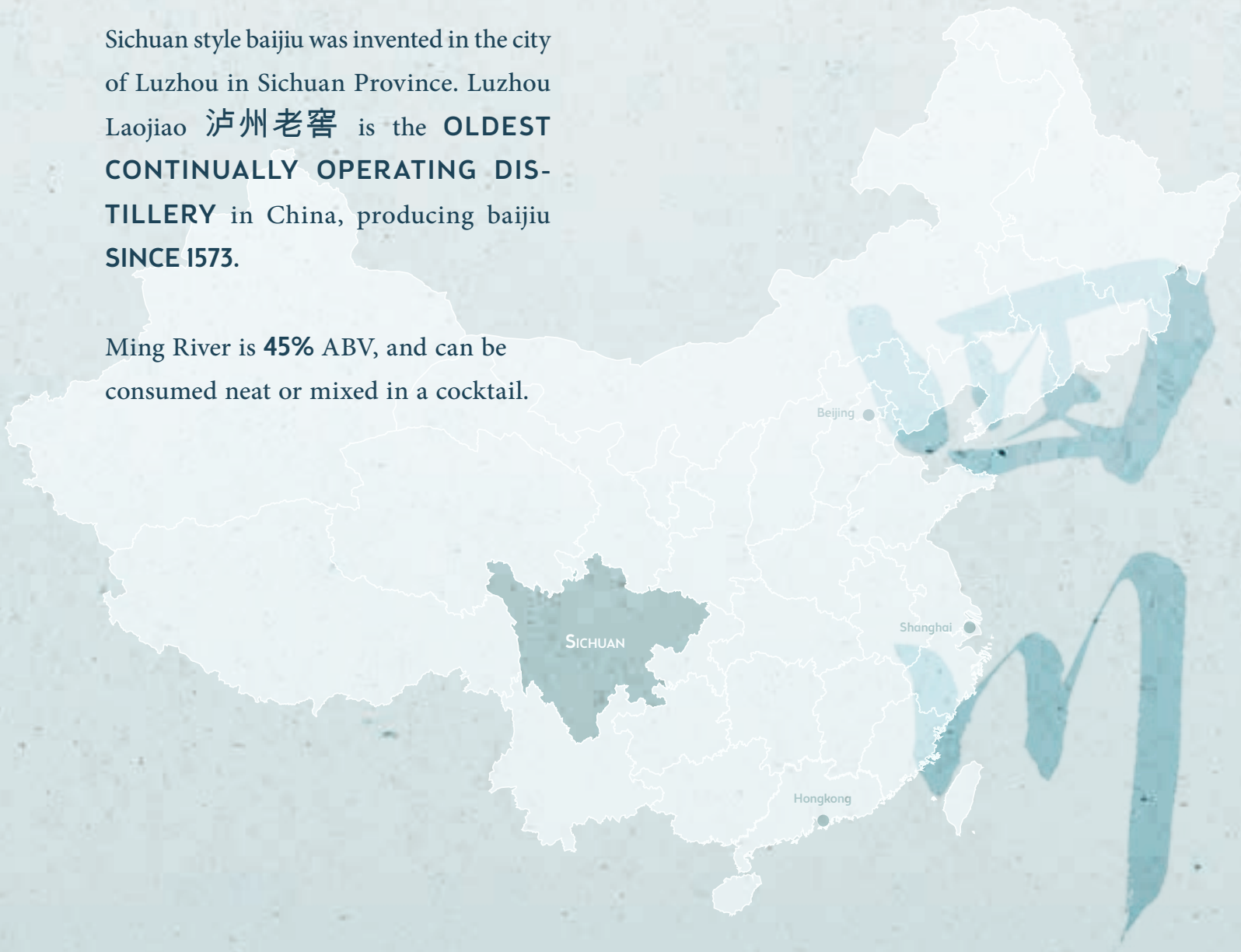
# MING RIVER

## MING RIVER SICHUAN BAIJIU: TASTE TRADITION

The **ORIGINAL SICHUAN BAIJIU** is made using continuous fermentation and distillation techniques that began in 1324. It is produced at the **LUZHOU LAOJIAO DISTILLERY** using only sorghum, water and wild yeast cultures.

Sichuan style baijiu was invented in the city of Luzhou in Sichuan Province. Luzhou Laojiao 泸州老窖 is the **OLDEST CONTINUALLY OPERATING DISTILLERY** in China, producing baijiu **SINCE 1573**.

Ming River is **45% ABV**, and can be consumed neat or mixed in a cocktail.



# TASTING NOTES

## FLAVOR

Pineapple, anise, spicy pink peppercorn and dried hay.

Has a long, mellow and earthy finish.

## AROMA

Green apple peel and tropical fruit—papaya, guava and melon.



# HOW IT'S MADE

## A GOOD DRINK TAKES TIME.

Our baijiu uses sorghum grain fermented with wild yeast for two to three months in earthen pits. Most mash is recycled into the next batch with fresh grain to develop distinctive flavors over time.

## THE OLDER THE PIT, THE BETTER THE FLAVOR.

Like a seasoned pan, the pit takes on flavor from repeated use. Our oldest pits were created in 1573. And 1,619 of our pits are at least a century old. No other distillery can create baijiu of such complexity.



The secret ingredient in baijiu is **QU** [*chew*], a naturally harvested culture of wild yeasts and other micro-organisms.



The qu is mixed with steamed **RED SORGHUM** grains.

The mash ferments as a solid in **EARTHEN PITS** for up to three months.



The mash is batch-distilled in a traditional **CHINESE POT-STILL**.



Our baijiu is rested for at least two to three years.



Master blender Zeng Na balances flavors to perfection.



# DRINKS

A TOUCH OF THE UNDEFINEABLE



A clear but decidedly **non-neutral spirit**, Ming River has a **bold** aroma and flavor similar to high-ester rums. It's great in **tropical** drinks, **bitter** aperitivos and **refreshing** highballs. It can reinvigorate classic cocktail recipes with a touch of the **undefinable**.

## BAIJIU COLADA

Christian Wu, Vienna

45ml/1.5oz Ming River Baijiu

30ml/1oz Coconut cream

Fresh pineapple, approx. 1/8 of it

*Shake and strain. Garnish with lime wheel.*

## HAI SEAS

Ashley Mac, Baltimore

45ml/1.5oz Ming River Baijiu

15ml/.5oz Rhum agricole

22.5ml/.75oz Lime juice

22.5ml/.75oz Sichuan peppercorn  
simple syrup

*Shake and strain. Garnish with lime wheel.*





### PAPER CRANE

David Putney, New York  
30ml/1oz Ming River Baijiu  
30ml/1oz Aperol  
30ml/1oz Amaro Montenegro  
30ml/1oz Lemon juice

*Stir and strain. Garnish with orange twist.*

### BAIJIU FALLS

Franz Königsberger, Munich  
30ml/1oz Ming River Baijiu  
25ml/.85oz Bourbon whiskey  
30ml/1oz Apple juice  
20ml/.65oz Lemon juice  
15ml/.5oz Simple syrup

*Shake and strain over ice. Garnish with apple fan.*

### TIGER KHING

Andy Thammasathiti, Baltimore  
45ml/1.5oz Ming River Baijiu  
15ml/.5oz Mezcal  
15ml/.5oz Lime juice  
22.5ml/.75oz Ginger syrup  
60ml/2oz Soda water

*Shake and strain over ice. Top with soda and garnish with candied ginger.*

# WHO WE ARE

---

**WE'RE NOT BOOZE PEOPLE. WE'RE BAIJIU PEOPLE.**

Our team wrote the first English-language book about baijiu and we opened the world's first baijiu bar. What brought us together was the belief that Chinese spirits could transform the way the world thinks about alcohol.

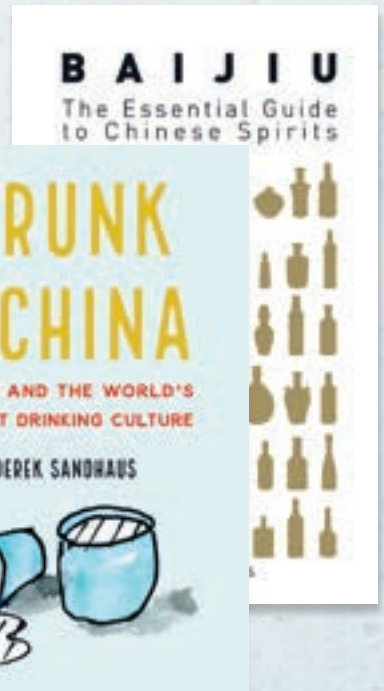
To realize this dream, we needed the right partner. The Luzhou Laojiao Distillery has an unmatched history, and a long-standing commitment to innovation and quality. It was a match made in China.

We created **MING RIVER** to share something unmistakably Sichuanese with new audiences. It is a current that flows from the Ming Dynasty to the present, from China to the world. It reflects over twenty generations of technical ingenuity and a strong sense of place.

In Sichuan they don't say, "Goodbye." They say, "Go slowly." Take your time. Ming River has taken centuries to arrive, but it couldn't come any sooner.

Ming River founders Bill Isler, Derek Sandhaus, and Matthias Heger.

Titles by Ming River's Derek Sandhaus, a leading international voice on Chinese spirits.



Capital Spirits in Beijing, the world's first baijiu cocktail bar and tasting room.



[www.mingriver.com](http://www.mingriver.com)  
[info@mingriver.com](mailto:info@mingriver.com)



@mingriverbaijiu  
@mingriver\_eu



MING RIVER, INC  
150 N SANTA ANITA AVE  
STE 220  
ARCADIA, CA 91006  
USA