

13. July 2012 | 07:00 Uhr | [RED.YOOPRESS](#) | [WINE COMPANIES](#)
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CHINA (Yantai) - The Changyu Pioneer Wine Co. company, China's oldest wine company, has announced to build a "city of wine" in the province of Shandong. According to the China Daily newspaper, the project is to be realized in the city of Yantai. The Changyu company is planning to build the wine city on an area of 413 hectares; to achieve this, the company provides an investment sum of 6 billion Yuan (about 767 million euro).

The "city of wine" will include a research institute and a center for wine production. They will be complemented by an international wine trading center for the global wine scene, and a part of the area will be designed like a European village. Moreover, two châteaux will be integrated, one for top wines and one for top brandies; it goes without saying that the largest production plants for wine and brandy in the world.

The company is planning to complete the project as early as in 2016 - a very long time for Chinese standards. The province of Shandong has been chosen because this region is on the tenth rank of wine producing areas in the world, and the company wants to use the potential of the vineyards to achieve an even higher rank. One more considerable point: In 2007, the Changyu company achieved a wine turnover of about 656 million euro.

The Changyu wine company is a stranger in audacious building projects. As early as in 2002, the company, together with the French wine trader and château owner Castel, built the Changyu-Castel château in Shandong, which was then followed by six further independent production plants. Three of them started to produce as early as in the middle of the past decade. Three more plants started during the past two years: the Changyu Baron Balboa château in Xinjiang, the Changyu Moser XV château in Ningxia Hui, and the Changyu Reina château in the province of Shaanxi. The latter is to start its production before the end of the year.

One more superlative: In 2006, the Changyu company built one of the largest production plants for ice wine in the world in the city of Beidianzi, Huanren region, north-eastern province of Liaoning. Concerning climate, altitude, topography and soil, the conditions found there are nearly the same as in ice wine producing regions in Canada. A first success was the silver medal at the Decanter World Wine Award 2011 won by the 2008 Château Changyu Vidal ice wine.

The Changyu company has further partnerships with wine producers from different countries, among them France, Portugal, Italy, New Zealand and Canada. (red.yoopress)