



Sitir Laojiao enjoys a proud history as a reputable drink in China.

主力台灣市場的四特老窖，已有數百年的釀製歷史，是中國名釀之一。

BREWING UP A STORM

巧釀 | 南北美酒 |

Macao company works with mainland breweries to take wines to Asians around the world
新澳酒廠與國內酒廠合作，將醇香美酒帶給世界各地的華人

Thanks to tremendous potential in providing safe and authentic Chinese brews to Asians around the world, Leong Chi-hung, head of the New Macau Wine Factory, says the company decided to work with domestic Chinese breweries in 2012. Wines are manufactured as beverages, health care and for cooking purposes.

Beguiling flavours

Passion for traditional Chinese baijiu is deep-rooted in Chinese culture. Leong says Asian people are particularly fond of Chinese baijiu. "Sitir Laojiao appeals to many Asians with its beguiling flavours that have been refined for more than 300 years," he says. "It is a classic drink in Jiangxi province." Served on many historic occasions, it is believed that then-premier Zhou Enlai once offered the liquor to attendants at the landmark Lushan Conference in 1959, when the Great Leap Forward was the major topic of discussion.

紮根澳門的新澳酒廠負責人之一梁志雄先生，早於2002年看準全球華人市場的潛力，決定與中國內地酒廠合作，研發多種中式酒類產品，並將旗下產品分作飲用酒、保健酒及廚用酒三大類型，成功打穩根基，帶給各地華人安全、醇香的傳統中國酒。

濃香芳醇 帶來三百年的驚喜

中國人愛喝傳統中式白酒，雖然這股風氣已不復當年，但根深蒂固的文化又豈會在頃刻間煙消雲散？梁志雄先生指，華人尤其鍾情於中式白酒。他說：「不少華人特別喜愛四特老窖，這款傳承三百多年歷史的白酒堪稱經典的江西名酒。」據瞭解，當年周恩來總理更以此招待參加廬山會議的嘉賓。

新澳酒廠的四特老窖利用大麥、小麥、粟米、大米、高粱等成分發酵15天後，以真空方法運到澳門，經蒸餾並存放於窖中約一個月，然後再調配勾兌而成。此酒屬濃香型，酒色清亮，酒味香醇濃厚，酒精度為52%，是愛好濃香型酒類人士的最佳選擇。



“We are adamant about ensuring the production of safe and high-quality distilled beverages.

新澳酒廠的合伙人一直堅持以良心作業，絕不為金錢而把安全置諸腦後。”

若四特老窖是「豪氣萬丈」，那屬於清香型的噶瑪蘭則是「清幽古樸」。噶瑪蘭是台灣一個原住族群，新澳酒廠在研發這款中式白酒時，就以此命名。

噶瑪蘭以高粱單一發酵而成，經蒸餾後再作調配，並透過存放、過濾及透氣過程，令酒精中和至58%，亦讓分子自然融合。台灣人特別喜以此加冰飲用，氣味清新柔和，香氣縈繞四周。

如鍾情於花香的話，清新怡人的桂花陳酒就最適合不過了。據梁志雄先生所述，製作桂花陳酒的工序繁多，要收集新鮮之桂花，再以高粱酒浸40天，然後採用壓榨方法粹取當中精華，最後加糖調配。此酒酒精

To brew Sitir Laojiao, barley, wheat, corn, rice and sorghum are fermented for 15 days before being vacuum-packed and transported to Macao. During distillation, the liquor will be aged in a wine cellar for a month before blending. Sitir Laojiao, a clear liquid with a strong aroma and an alcohol content of 52 per cent, is a thick fragrance and a favourite among baijiu lovers, fond of distilled beverages with a strong aroma.

If Sitir Laojiao is on the fiery side, Kavalan is on the tantalising end of light fragrances. The factory settled on Kavalan, an indigenous tribe in Taiwan, as the name of its new baijiu brew. The liquor is made from fermented sorghum distilled and mixed, then aged and filtered with an alcohol content of 58 per cent. Taiwanese enjoy it on the rocks while appreciating the fresh aroma.

For those who love refreshing floral fragrances, aged osmanthus wine is a treat. This is made by first sourcing the fresh osmanthus and immersing it in sorghum liquor for 40 days, then extracting the essence by pressing and finally applying the sweetener. The wine is relatively mild, and popular with women. Japanese like to mix it with soda to make fruity and revitalising cocktail options.

Rose Essence Liquor is a best-seller in the cooking fraternity. Made from a blend of sorghum and extracts of Iranian rose pistils, it is widely used to refine authentic Chinese delicacies. Cantonese rose liquor is often used in tandem with soya chicken and marinated sausages.

Satisfied customers

Health concerns have dogged the food industry in recent years. However, Leong says the managing partners of New Macau are adamant about ensuring the production of safe and high-quality distilled beverages. Cost is never too much of a concern.

“As our products will be exported to Asian communities around the world, we have to adjust the quality to ensure they comply with the regulations in place in different countries. Today, the beverages of New Macau have been certified by SGS Food Grading system, so we are confident that our customers will be satisfied with the quality.” Leong says. He also wants to explore new markets, which will entail customising distilled beverages for targeted audiences. **M**

度適中，女性也對它一試傾心。日本人更喜以此加入蘇打水做成雞尾酒，香甜易入口之餘，亦有開胃怡神之效。

而另一煮食用的花酒玫瑰露酒，亦是新澳酒廠最受歡迎的產品之一。此酒以高粱為主要釀製材料，配合新鮮伊朗玫瑰花蕊壓榨粹取而成。不少中式佳餚也會以此作醃製調味之用，例如屬廣東燒味的玫瑰鼓油雞及臘腸等，均須靠玫瑰露酒，令餸菜更顯芳香。

以良心建立信譽

近年食品安全備受各界重視，梁志雄指新澳酒廠的合伙人一直堅持以良心作業，絕不為金錢而把安全置諸腦後。他說：「由於我們的產品會出口至全球各地華人市場，因此必須因應不同國家品質檢定的要求而調整質量。現時新澳酒廠的產品均符合SGS檢驗中心的合格檢定，相信在品質上能達至客人的要求。」放眼將來，新澳酒廠除了保持自家品牌的酒品外，亦會為客戶製作專屬品牌酒類，以及加強外觀包裝的設計，創造一系列旨在成為旅遊手信的產品，開拓澳門新型市場。 **M**



Opposite, from left: Kavalan, aged osmanthus wine and Rose Essence Liquor. **Left:** Leong Chi-hung, head of the New Macau Wine Factory

對頁，由左起：噶瑪蘭、桂花陳酒及玫瑰露酒。**左：**新澳酒廠負責人之一的梁志雄

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