



# SPIRIT OF THE CITY

## 極品白酒 | 領導者之選 |

Yi Chuan Wine Factory provides Macao with a distinctive blend of traditional Chinese liquor  
澳門宜川酒廠為澳門提供別具一格的中式白酒

Liquor tasting is a practice demanding great expertise, while liquor making is considered a refined art. Shen Xue-gen, director of Macau Yi Chuan Wine Factory, is a liquor aficionado who established the manufacturer in 2000. However, as Macao does not have the climate to nurture his favourite blend of baijiu, Shen collaborated with Da Fu Wine Factory in Maotai, Guizhou province and Yu Quan Wine Manufacturer in Luzhou, Sichuan province to produce a Macao-only version of the sorghum liquor.

### Healthy and hearty spirit

Shen is always looking beyond his present business map to expand into new territories. He launched Yi Chuan Wine Factory with a genuine passion for quality liquors. "Asians share a deep-rooted culture of drinking baijiu. But in recent years, some illegal retailers are selling fake liquors for

品酒，是一門深奧的學問；釀酒，更是一門精煉的藝術。一向鍾情於美酒的澳門宜川酒廠董事長沈雪根，於2000年曾與瀘州合辦此廠，但礙於澳門氣候及環境不適宜釀製其最愛的白酒，因此聯同合作夥伴貴州茅台鎮大福酒廠以及四川瀘州宇泉酒業生產澳門專屬的高粱酒，讓不同地區的人士均能享受到高品質的中國白酒。

### 注重健康 以良心釀製

雖然沈雪根已擁有多項生意，但仍然樂此不疲。十多年前，他成立了澳門宜川酒廠，對開拓一門全新的生意充滿熱忱。這份熱誠除了源於他個人對美酒的愛好外，亦包含為民眾提供優質選擇的期望。他說：「對東方人而言，品中式白酒的文化已根深蒂固，但近年經常有些不法商人，為牟取暴利不惜售賣假酒。假酒對人體健康影響深遠，有一定的危險性。因為我喜愛喝酒，所以希望憑着對白酒的認識，抱持着一顆誠懇的心，釀製純正無害的白酒，讓我和一眾欣賞白酒的朋友也能安心享受」。

**Opposite:** Jiuzhongwang liquor is regarded as an upper-middle-level baijiu.

**對頁：**酒中王屬中高檔次的白酒。



**Above:** Jiuzhongwang liquor is categorised into four grades: ordinary, 10-year, 20-year and 30-year. With prices ranging from 380 patacas to 2,180 patacas.

**上:** 酒中王分為普通、10年、20年及30年四個等級，價格由澳門幣380元至2180元不等。

a windfall. These fake liquors can be detrimental to your health and cause long-term harm. I love drinking spirits and, with my knowledge, I want to make original home-style Macao liquors for aficionados like me, and let them indulge in the elegant flavour worry-free," he says.

### Art of liquor making

Jiuzhongwang, the factory's signature product, has enjoyed excellent ratings worldwide. "Jiuzhongwang liquor isn't an overpriced luxury, but its quality has been widely acclaimed and particularly recognised by Chinese government leaders," Shen says.

Jiuzhongwang is made according to the ancient Laimao liquor recipe from Maotai. During the Double Ninth Festival, ingredients are added to the distiller in two batches and undergo nine-time steaming and eight-time drying. Then jiuqu (fermentation starter) is added, and the new mixture is stacked at a high temperature and later undergoes fermentation.

The distilling process takes a year, then the liquor has to be stored for more than three years to

### 傳統工藝 製出醬香型白酒

雖然成立不過十多年，但澳門宜川酒廠出品的酒中王在國內外均有極高的評價。如沈雪根所言：「酒中王雖然不屬於貴價產品，但其質量早已獲得大眾肯定，而且更得到國內領導人的垂青」。酒中王屬醬香型白酒，遵照貴州省茅台鎮「賴茅酒」的古法釀製，每年重陽分兩次投料，同批原料要經過九次蒸餾、八次攤涼，再加麴，然後以高溫堆積，再入池發酵、七次取酒。單是以上過程已歷時一年，然後須貯藏三年以上，再由專業人士精心勾兌，才能包裝出廠。總的來說，至少需要五年時間才能生產出香氣成分極其馥郁、口感清爽、不燥不辣、容易上口且餘韻幽雅細膩的白酒產品。

被譽為綠色健康酒的酒中王，透過長時間的窖藏令酒內易揮發物質減少，因此對人體刺激相對較少，不會造成所謂「上頭」及「燒心」的效果。它的酸度較其他酒高三至四倍，主要是以乙酸及乳酸為主，蘊含豐富的酚類化合物。此外，酒中王屬於純天然發酵產品，與一般酒精酒及相類的白酒不同，以不一樣的輪次、香型、酒度、酒齡的原酒精心勾兌而成，令酒中王毋須添加任何香氣味物質或調酒液，已能散發出酒的醇香。

blend. In all, it takes more than five years before the final product is ready, carrying a rich and fresh taste, and a gentle yet poised texture. Jiuzhongwang has an elegant finish with an aroma that lingers in the mouth, redefining the beauty of this favoured drink.

Jiuzhongwang contains a minimum amount of volatile substances thanks to its long storage period, so drinkers will not experience excessive burning or a dizzy feeling. The liquor mainly contains acetic acid, lactic acid and phenolic compound, with a level of acidity three to four times that of other liquors.

In addition, Jiuzhongwang is naturally fermented and meticulously blended with pure sorghum liquors of various brewing cycles, fragrance types, alcoholic contents and ages, providing a rich aroma that does not need to be enhanced by any additives.

Jiuzhouwang liquor stands out from other spirits for these unusual qualities and for its natural production process that takes advantage of the geography and seasons. It also testifies to Shen's endeavour to put quality ahead of profit. **M**

“Jiuzhongwang is made according to the ancient Laimao liquor recipe from Maotai.

酒中王屬醬香型白酒，遵照貴州省茅台鎮「賴茅酒」的古法釀製。”

酒中王絕對稱得上是道法自然、遵循傳統釀造工藝、順應四季交替節律、與大自然融為一體的王者之酒，也是沈雪根對「質量為先、利潤其次」的堅持。 **M**



**Left:** Shen Xue-gen is director of Yi Chuan Wine Factory.

**左:** 澳門宜川酒廠董事長沈雪根

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