Presented by
Roger C. Bohmrich MW

"Defying preconceptions"

With the support of
China – the view on high

Isolated by natural barriers
Mountains & deserts = ⅔ of landmass
Only 10% suitable for farming
1.3 billion people

160 cities > 1 million → 220 by 2025

14 cities > 5 million
(Beijing: 20+ million)

20 “clusters” each size of average European country
China’s provinces & regions

23 provinces (including Taiwan)
4 Municipalities (e.g., Beijing)
5 Autonomous regions (e.g., Ningxia)
2 Special Administrative Regions (e.g., Hong Kong)
From poverty to leading economy in a few decades...

Downtown Shenzhen in 1980 (Photo by Leroy W. Demery, Jr.)

Shenzhen today (photo: Chumash Maxim / Shutterstock)

One Hour China Book, J. Towson & J. Woetzel
Many faces & tongues – unexpected ethnic differences

Han = 92% of population
55 officially recognized ethnic minorities
Plus ~ 400 groups of < 5000
Residing in “borderlands” on ⅔ of surface

46% Uighur, 14% other minorities
43% Hui
33% Yi, Bai, Hani & other minorities

46% Uighur, 14% other minorities
So you think you know Chinese food?

Pork is #1 meat: China = 50% of world market
Poultry is #2
Was wine co-invented in China?

138-119 BCE: General ZHANG returns from Asia Minor with grape seeds, planted at Xi’an (Shaanxi)

4th Century BCE: Vineyard plots outside houses... V. Vinifera stem found in tomb – Yanghai (Xinjiang)

6600-7000 BCE: World’s earliest fermented beverage – Jiahu (Henan)
Wild grapes, hawthorn, rice & honey
China – grapevines in abundance

Asian & Chinese Vitis

Asian
- V. amurensis
- V. coignetiae
- V. thunbergii

Chinese
- V. romaneti
- V. piasezkii
- V. armata
- V. wilsonae
+ Another half dozen & many native/wild species

V. vinifera

Red
- Cabernet Sauvignon
- Cabernet Franc
- Cabernet Gernischt
- Merlot
- Marselan
- Syrah
- Gamay
- Grenache

White
- Chardonnay
- Riesling
- Chenin Blanc

Cabernet Sauvignon
- Introduced to China in 1892 (Changyu Winery, Shandong)
- ~ ½ of plantings
- Present in all regions except frigid northeast
- Hybridized with Alicante Bouschet to create Yan 73 & Yan 74
WHERE CHINA FITS ON THE WORLD WINE WEB

Vines flourish in two bands of latitude approximately 30-50 degrees north and 30-45 degrees south of the Equator. Only in these regions are the ideal climatic conditions vital for growing vines to be found: cool winters, warm wet springs, hot summers and dry autumns.
Statistics: China is moving so fast, no one knows for sure!

2 million acres under vine = #2 in world (OIV 2014)
Production: 1.4 + billion liters = #5 & growing rapidly
Consumption: 1.8 + billion liters = #5 & growing rapidly
80% domestic/20% imported
Per capita: <1 liter
Precipitation

Temperature

Precipitation (mm)

PRISM 1961-1990 Mean Annual Precipitation
Mainland China

- < 5 inches
- 50 - 100 inches
- 100 - 150 inches
- 150 - 200 inches
- 200 - 300 inches
- 300 - 400 inches
- 400 - 500 inches
- 500 - 600 inches
- 600 - 800 inches
- 800 - 1,000 inches
- 1,000 - 1,200 inches
- 1,200 - 1,400 inches
- 1,400 - 1,700 inches
- 1,700 - 2,000 inches
- 2,000 - 2,500 inches
- 2,500 - 3,000 inches
- 3,000 - 3,500 inches
- > 3,500 inches

Temperature

- < 6 F
- < 50 F
- < 54 F
- 64 – 75 F
Foreign investment – a driving force

1. Xinjiang
2. Gansu
3. Ningxia
4. Shaanxi
5. Shanxi
6. Hebei
7. Beijing
8. Tianjin
9. Shandong
10. Yunnan

Kir-Yianni/Sunshine Valley

Pernod Ricard/Helan Mtn.
LVMH/Chandon China
Moser/Changyu Moser

Calvet/Changyu Calvet
Château Lafite
ECM Capital/Nine Peaks

Rémy Cointreau/Dynasty

French government/Franco Chinois

LVMH/Shangri-La
Ningxia – Environment

38th parallel = Napa Valley
Desert/arid continental climate: hot summers, very cold & dry winters → vines must be buried
Vineyards on plains east of Helan Mountains @ ~ 3,000 ft.
Alluvial sandy/stony soils near Yellow River – high pH
Irrigated – flood primarily
Best comparison: Mendoza, Argentina (not Bordeaux)

Average temp: 9 C/48 F
Annual precipitation: 194 mm/8”
Annual sunshine: 3,000 hours
Huai Lai Amethyst – from summer to winter

Twin challenges: winter freeze & dehydration of stems
- Requires lower densities, ample soil, younger vines
- Adds substantially to vineyard costs
Shandong – Environment

Average temp: 12°C/54°F
Annual precipitation: 720 mm/28”
Annual sunshine: 2,500 hours

36th parallel
Early origins of Chinese winegrowing/close to half of current output
Warm/temperate continental climate
Heat & precipitation both peak in summer → pests & diseases
Cold but not extreme winters → vines do not have to be buried

1. Xinjiang
2. Gansu
3. Ningxia
4. Shaanxi
5. Shanxi
6. Hebei
7. Beijing
8. Tianjin
9. Shandong
10. Yunnan

Qingdao, China Climate Graph (Altitude: 77 m)

ClimaTemps

Precipitation (mm) Min Temp (°C) Max Temp (°C)

Average Temp (°C) Daylength (Hours)
### Ningxia, China compared to Bordeaux, Napa & Mendoza

<table>
<thead>
<tr>
<th></th>
<th>Ningxia (Yinchuan)</th>
<th>Bordeaux (Bordeaux)</th>
<th>Napa Valley (Yountville)</th>
<th>Mendoza (Mendoza)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Latitude</strong></td>
<td>38° 47' N</td>
<td>44° 49' N</td>
<td>38° 40’ N</td>
<td>32° 88’ S</td>
</tr>
<tr>
<td><strong>Altitude</strong></td>
<td>1,112 m/3,648 ft.</td>
<td>54 m/177 ft.</td>
<td>6-61 m/20-200 ft.</td>
<td>827 m/2,713 ft.</td>
</tr>
<tr>
<td><strong>Average annual temperature</strong></td>
<td>8.7 C/48 F</td>
<td>12.5 C/55 F</td>
<td>13.5 C/57 F</td>
<td>16 C/60 F</td>
</tr>
<tr>
<td><strong>Max/Min temperature</strong></td>
<td>29 C/85 F, 14 C/6 F</td>
<td>25 C/77 F, 2 C/36 F</td>
<td>28 C/83 F, 3 C/37 F</td>
<td>30 C/86 F, 3 C/37 F</td>
</tr>
<tr>
<td><strong>Average annual precipitation</strong></td>
<td>194 mm/7.6”</td>
<td>923 mm/36.3”</td>
<td>599 mm/24”</td>
<td>231 mm/9”</td>
</tr>
<tr>
<td><strong>Max precipitation period</strong></td>
<td>Jul &amp; Aug, 40-50 mm/month</td>
<td>Nov, Dec &amp; Jan, 90-100 mm/month</td>
<td>Dec, Jan &amp; Feb, 85-130mm/month</td>
<td>Dec, Jan, Feb &amp; Mar, 22-35 mm/month</td>
</tr>
<tr>
<td><strong>Min precipitation period</strong></td>
<td>Dec, Jan &amp; Feb, &lt;2 mm/month</td>
<td>Jul &amp; Aug, 45-55 mm/month</td>
<td>Jun, Jul, Aug &amp; Sep, &lt;6 mm/month</td>
<td>May, Jun, Jul &amp; Aug, &lt;8 mm/month</td>
</tr>
<tr>
<td><strong>Annual sun hours</strong></td>
<td>3,000</td>
<td>2,000</td>
<td>3,000 est.</td>
<td>2,900</td>
</tr>
<tr>
<td><strong>Irrigation</strong></td>
<td>Flood &amp; drip</td>
<td>no</td>
<td>Drip</td>
<td>Flood &amp; drip</td>
</tr>
</tbody>
</table>

Note: Figures have been selected from multiple sources for a principal town in each region and are intended for comparative purposes.
CHINESE WINE TODAY
Defying preconceptions

FINAL QUESTIONS?

WINE in CHINA

Roger C. Bohmrich MW
roger@vintrinsic.com

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