

News

For Immediate Release

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Capital Spirits Bar Discovers Winning Mix To Sell Baijiu to Foreigners and Chinese Locals

Beijing, August 2014 – Capital Spirits Bar and Distillery, a recently opened bar in Beijing dedicated to craft liquors, has discovered a highly successful method to sell Baijiu to foreigners and local Chinese. Baijiu, according to a recent McKinsey & Co and UBS research report is the world's biggest-selling spirit category but has had its challenges in gaining in popularity in the West as well as with younger audiences in China due to its strong smell, flavor and extreme alcohol content.

Initially inspired by American Derek Sanhaus's book "Baijiu: The Essential Guide to Chinese Spirits," Capital Spirits Bar and Distillery", the four (2 Americans, 2 Germans) founders of Capital Spirits passionately take their bar customers through a series of Baijiu flights where they can learn, appreciate and discover all the major varieties of Baijiu. For the less daring, the bar also serves a-half dozen Baijiu cocktails created by co-founder Bill Isler, an award winning bartender in Beijing.

"Many walk into the bar swearing they'll never drink baijiu (many have had negative experiences in the past) but after a few flights or cocktails, we get a very high conversion rate (over 90%) of people who change their minds and continue to enjoy drinking the spirit all night long." – Simon Dang, Co-Founder

After having a few flights and/or cocktails many have sworn to continue drinking Baijiu and have taken on a new appreciation of the spirit. The excitement and enthusiasm is not just among foreign expatriates in China but also includes the large number of local Chinese who visit the bar regularly. Chinese locals have expressed with pride their love for Baijiu and their appreciation of the bar where they can taste and try over 40 types of Baijiu at Capital Spirits Bar and Distillery vs being forced by customs (business meetings or wedding banquets) to drink large quantities of just one or two types of Baijiu all evening.

Capital Spirits Bar and Distillery, which produces its own distilled liquors on the premises under the direction of co-founder Matthias Heger who over the past three years has created the award winning WESTKORN vodka from Germany (www.WESTKORN.COM), also plans to produce a Baijiu in the near future.

“Just as China is becoming more and more international, we believe it is time to add a new international spirit to baijiu production too. Produced by foreigners in the traditional quarters of Beijing, we would like to blend the traditional production technique of baijiu with Western refining techniques.”
– Matthias Heger, Co-Founder

“We are excited about helping change the perception of Baijiu around the world and revitalizing an industry. We get about two or three Baijiu distributors per week talking to us about how we can help them sell their liquor here in China and abroad. Chinese media have also been very interested in telling our story to the nation. It’s a point of pride and re-discovery of liquor with over 5,000 years of history.” – Bill Isler, Co-Founder

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About Capital Spirits Bar and Distillery

Capital Spirits Bar and Distillery is the world’s first bar dedicated to Baijiu and craft liquor. Come taste by the glass and discover the distinctive hand-picked stock of Baijiu, craft Chinese beers, lesser known fine spirits from around the world, and specialty cocktails by an award winning Beijing bartender / Mixologist. Capital Spirits also features small batches of house distilled spirits crafted under the expertise of co-founder Matthias Heger who over the past three years has developed the award winning German vodka WESTKORN (available at the bar). Nestled within an historic Hutong in a restored shop house designed by international Greek architect Anna Pipilis, Capital Spirits features period furnishings for a relaxing environment with a taste of Old Beijing. For more information, visit <http://www.capitalspiritsbj.com>