

News

For Immediate Release

Contact: Simon Dang
Company: Capital Spirits Bar and Distillery 首都酒坊
Phone: +86 186 11509831
Email: simon@capitalspiritsbj.com
Twitter: @capitalspirits
Address: 3 DaJuHutong Beijing 大菊胡同 3 号 北京
Website: www.capitalspiritsbj.com
Photos & Media: <https://www.flickr.com/photos/capitalspirits>

Visiting Beijing? Be sure to get a taste of China's true spirit!

Beijing, June 2015 – Tourists seeking famous cultural experiences in Beijing will no doubt have Tiananmen Square, the Forbidden City, the Great Wall, and/or the Summer Palace at the top of their lists. And while no trip would be complete without a plate of Peking Duck 烤鸭 and Beijing dumplings 饺子 now for the first time, tourists can also taste and learn all about Baijiu, China's national liquor, in a recently opened specialist baijiu bar in Beijing aptly named Capital Spirits. Touted as the world's first bar dedicated to Baijiu, Capital Spirits Bar & Distillery is quickly becoming a de-facto cultural institution for enjoying China's most popular homegrown liquor.

What is Baijiu?

Roughly translated as “white spirit”, many scholars believe Baijiu (白酒) origins date back to the Xia Dynasty between 2100 BC and 1600 BC. Today Baijiu is the most commonly consumed spirit in the world according to recent reports from the International Wine & Spirit Research and among the over 11,000 distilleries nationwide its taste can vary greatly in flavor and alcohol content depending on choice of grain and production methods.

As the national spirit of China, Baijiu has become more popular to foreigners as a cultural icon to sample while visiting China.

“Just like you wouldn't think twice about sampling local tequila in Mexico, beer in Germany, scotch in Scotland or wine in France, tourists who visit Beijing should come taste and experience Baijiu, China's national spirit” – Simon Dang, Co-Founder Capital Spirits Bar & Distillery.

Baijiu with a personal touch

Unlike in restaurants where Baijiu is normally served by the bottle, Capital Spirits Bar has created a tasting room atmosphere where patrons can sit back and sip, sample, and enjoy by the glass over 50 types of Baijiu in stock. Confused by where to start? Just ask one of the staff to passionately take you through a tasting flight and discern the different nuances in flavor as well as learn about the heritage and history behind the distilling techniques of each baijiu brand.

Those not ready for the fiery high alcohol (110 proof average) can also opt to try one of the many Baijiu cocktails or specialist infusions created by co-founder award winning mixologist Bill Isler.

“I’ve created a unique menu of baijiu based cocktails with familiar references such as the Long Island Ice Tea, the Zombie, and the Greyhound for those who aren’t yet ready to drink baijiu straight up but still want a special experience tasting the flavor of baijiu.” - Co-Founder Bill Isler

With a focus on specialist spirits, Capital Spirits Bar & Distillery also stocks a large selection of craft spirits from around the world and distills its own vodka and brandy on the premises, which are offered as free samples at the bar. The distilled spirits are 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).

“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

The winning hometown flavor

Nestled in an historic alley *Hutong* in a restored shop house and decorated with period antique furnishings, Capital Spirits Bar & Distillery is a favorite among expats and Beijing locals. Last year the bar was voted *Beijing’s Best Specialist Spirits Bar* and *Best Hutong Bar (Editor’s Choice)* by Time Out Beijing. Recently featured in The New York Times’ *36 Hours in Beijing* and Condé Nast Traveler’s *A Guide to Beijing Hutongs*, Capital Spirits Bar & Distillery is a unique cultural experience not to be missed by anyone traveling to Beijing.

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About Capital Spirits Bar and Distillery

Voted Best Specialist Spirits Bar and Best Newcomer Bar 2014 by Time Out Beijing, 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. 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 and a taste of Old Beijing. For more information, visit <http://www.capitalspiritsbj.com>