

Panama Gold Award

The Panama Pacific International Exposition is the predecessor of the World Expo, located in San Francisco, USA. It is a world celebration held by Americans to celebrate the opening of the Panama Canal.

On February 20, 1915, at noon, the Expo grandly opened, with 41 countries from all continents participating. US President Wilson delivered a speech. The grand ceremony was held grandly and lasted for 9 months. The exhibition hall is divided into eight exhibition halls: mining, transportation, food, agriculture, art, horticulture, etc. Chang Yu's products are exhibited in the agricultural hall.

Changyu has four products that have won both the Gold Award and the Best Medal, including Cognac, Red Rose Wine, Qiongyao Syrup (Vermouth), and Riesling White Wine, which have become highly sought after and tasted by people. From then on, the fusion of Chinese and Western culture, Chang Yu, gained international recognition, and Chinese wine products truly entered the world's commercial stage. It gave the world a deeper understanding of ancient China, and the touching moment of Chang Yu and other participating companies bringing glory to the country was also recorded in history. When Zhang Bishi learned that the products of Changyu Brewery Company had won a gold medal, he was very excited. He held the wine bottle wrapped in red silk, kissed it frequently like taking a newborn baby from a swaddle, and his eyes sparkled with tears. He said the following at the celebration banquet: "Thank you all for your kindness, this is nothing. In this grand banquet, at a glance, the magnificent hall is full of proud things: one is the world-renowned Chinese cuisine, one is the world-renowned Chinese porcelain, filling the entire hall, and the other is the newly won international gold medal Chinese famous wine, all of which are unparalleled in the world.". The Tang Dynasty people are amazing. As long as they work hard and catch up, their ancestors' products can become world famous brands! " This heroic speech quickly spread widely among the overseas Chinese community. In order to remember this extraordinary experience, Chang Yu added the word "Gold Award" to his brandy trademark, and the name "Gold Award Brandy" has been used to this day.

During the 110th anniversary celebration of Changyu, Yantai Lvju Theater brought the historical event of Zhang Bishi founding Changyu Company and four products winning gold medals at the Panama Pacific International Exposition to the stage, and the performance in Beijing received praise.