

## **The Birth of KOYA**

KOYA is the abbreviation for Changyu KOYA Brandy, which is a fusion of Chinese and Western cultures. The initial production of brandy by Changyu was made by selecting specific grape ingredients from France and referring to the special craft of French Cognac. What is Cognac? Cognac is a small town in southwestern France, located in the Charente River basin slightly north of Bordeaux, and is part of the Charente department. According to analysis, the soil and climate conditions here are extremely suitable for the growth of brandy grape varieties, and the brandy brewed here has an unparalleled natural flavor. The brandy produced in this area has become recognized as a world-renowned wine. Over time, "Cognac" became synonymous with high-quality brandy.

It is very important to give it a good name as it has produced such a good brandy. Finally, after careful consideration, the relevant personnel gave Changyu Brandy a very beautiful Chinese name based on the pronunciation of "Konek" - KOYA, was born from this. The four characters "Western Craft Brewing" carved above the old gate of Changyu mainly refer to brandy. In the third issue of the Brewing Magazine published in 1939, Sun Wei, the director of the company's laboratory, wrote a detailed analysis of the ingredients in the company's produced Cognac. In July 2014, China's first high-end brandy winery, KOYA Winery, was born in Changyu Industrial Park.