

Chang Yu and Shanghai

On May 1, 1914, Chang Yu's advertisement first appeared in the "Declaration", declaring the establishment of a general sales office in Yantai and a distribution office in Shoukangli, Yingda Road, Shanghai, with the brand name "Yuhecheng". According to the recollection of an informed elderly person in Shanghai, the storefront of Chang Yu's distribution office in Shanghai is very exquisite, with exquisite counter furniture and trendy glass mirrors on the inner walls. The attire of the staff is on par with that of decent people in Shanghai, often attracting many passersby to stop and admire. Looking back to this day, I still have a deep impression and am extremely excited.

In a 1918 issue of the Novel Monthly, there was an advertisement by Chang Yu, printed in color and featuring a modern woman holding a cup and smiling. If someone is willing to spend a lot of money on color advertisements in pure literary publications, they must have fallen in love with the "consumer class" of the literary and artistic circle, and the cultural taste of Chang Yu's advertisers can also be seen from this. Such elegant things are difficult to do without a bit of cultural acumen.

In the 1930s, Shanghai's comedy stars Han Langen, Guan Hongda, Wu Yin, and Wang Renmei all made vivid advertising appearances for Changyu's products.

On January 1, 1939, Shanghai Guoguang Press established and published the earliest and authoritative grape wine making publication in modern China, "Brewing Magazine" (Ministry of the Interior Registration Certificate No. 5994). This book publishes academic papers on Changyu Company and wine from both domestic and foreign sources, and is the crystallization of the theory and practice of China's brewing industry.

In the longest and most authoritative publication of "Shen Bao" in old China, Changyu Company has made multiple appearances. In 1915, there was an advertisement about Changyu in the "Declaration" with the title: "Since its launch, Yantai Changyu Wine Company's Gao Yue Brandy has been a source of joy and praise from both Chinese and foreign audiences. However, Gao Yue Brandy was temporarily released and now has arrived, with three stars added as evidence." The "Declaration" once recorded that in addition to setting up distribution offices in China, Changyu Company has also set up its own warehouses or attached a store name in Hong Kong, Singapore, Penang and other places as a place to sell Tun liquor.

In addition, there is an advertisement made by Chang Yu to inform about the change in trademark, which not only indicates that Chang Yu wine has already had a considerable consumer group and consumption history in old Shanghai, but also indicates that there was already a purchasing behavior in the Shanghai consumer group at that time, with the trademark as the main identifier. From this, it can be seen that in the early 20th century, Chang Yu's products had already fully entered the domestic and international markets and established his own brand. Chang Yu's unremitting efforts have won the recognition of the market and also received objective and fair praise from history.