

The significance of Wemiss

During the Xuantong period, Zhang Zizhang, the nephew of Zhang Bishi, came to Changyu to learn brewing techniques under the guidance of Ba Bao. Under the guidance of Zhang Bishi and under the supervision of Mr. Ba Bao, Zhang Zizhang participated in the trial production of Chinese wines such as rose fragrance and Qiongyao wine, and achieved success. Among them, Qiongyao Juice is a traditional Chinese medicine wine that is deeply loved by citizens. It is said that women would drink some during confinement at that time. Wine, as a foreign wine, has not yet been widely recognized and accepted in the Chinese market. Zhang Zhuyan (grandson of Zhang Bishi) has put in a lot of effort to change this situation and make the company's wine popular among the general public. He attempted to start with naming wine, adhering to the principle that the new product name should be easy to understand and have excellent advertising effects. Firstly, he changed the award-winning "Qiongyao Juice" brand at the Panama International Exposition to "Wemiss", which not only considers both Chinese and foreign homophones, but also gives the beautiful meaning of "the taste of wine is beautiful, and after drinking, one still thinks", adding icing on the cake to this flavored wine. In terms of promotion, based on the theory of traditional Chinese medicine, it not only promotes the taste of wine but also its efficacy, which makes it more popular and recognized by consumers.

Wemiss belongs to flavored wines. This flavored wine originated in Europe and has a long history. It is said that ancient Greek nobles and nobles used various aromatic plants to mix appetizers for nourishing health and immortality, which greatly boosted their appetite after drinking. In 1956, in response to a request from the German Democratic Republic (then East Germany) to resume the production of this flavored wine after the war, Chang Yu, in accordance with national instructions, handed over the relevant technical information for this wine production to East Germany without reservation, reflecting a high degree of international communist cooperation spirit.

In 1983, Mrs. Xia Yiqiao, the wife of Liu Haisu, visited Changyu Company and wrote an inscription "Wemiss Si, Si Delicious, Mei Si Wei", providing the most beautiful explanation and interpretation of Wemiss Si liquor. In recent years, wineries built by Chang Yu in various regions have successively established the Wemiss Tasting Center to promote the culture of fine wine and food. The name of the tasting center is using the three words "Wemiss" that perfectly match the artistic conception, expanding the connotation of these three words.