

The Origin of Cabernet

Changyu Cabernet Sauvignon is a dry red wine developed in the 1930s by Italian winemaker L.M. Battistuzzi of Changyu Company, using grapes such as Cabernet Sauvignon as the main ingredient. In the 1980s, Chief Engineer of Changyu, Chen Puxian, led the team of winemakers to further improve its quality. The three characters "Jiebaina" were named by Xu Wangzhi, the general manager of the company at the time and the president of the Yantai Branch of the Bank of China. In response to the business philosophy of the Bank of China taking over Changyu Company, which required the recruitment of talented individuals and working together, the name was derived from the meaning of "bringing the sea to embrace all rivers". This wine was registered as a trademark with the Ministry of Industry and Commerce of the Republic of China in 1937. After the establishment of the People's Republic of China, it was re-registered with the National Trademark Office. Now Cabernet Sauvignon dry red wine has become one of the company's leading products, sold domestically and internationally, with sales exceeding 400 million bottles. Imagine how spectacular it would be to circle the Earth three times if 400 million wine bottles were connected end to end!