

The Story of San Bian Jiu

Health wine has a history of thousands of years in China, and is recorded in ancient medicinal texts such as the Compendium of Materia Medica and the Shennong Classic of Materia Medica. It is said that San Bian Wan was first born during the Northern Song Dynasty in China, developed by a folk doctor named Hua Hong at that time. The prescription of San Bian Wan was first used within the royal realm and later spread to the people, so the folk also had the "Treasure San Bian Wan". Eight hundred years later, in 1931 AD, Mr. Qu Naiqian from Yantai and seven assistants raised 3000 silver yuan to establish the Central Asia Pharmacy. The pharmacy's front store and back factory carried out large-scale pharmacy and continued to produce more than 20 traditional Chinese patent medicines and simple preparations, including "Zhibao Sanbian Pill". After being appraised by numerous experts, this medicine has good effects in strengthening the waist, nourishing blood, and strengthening the brain and body, making it famous nationwide for a while. Later, "Zhibao San Bian Wan" became the flagship product of Yantai Zhongya Health Wine Company and one of the four famous medicines exported from China. The advertising slogan in Hong Kong is "Tonify your mental, waist, and foot strength, making your whole body strong.". In the 1960s, the formula of Zhibao San Bian Wan was introduced into the brewing of health wine. In 1968, the trial production of Changyu Zhibao Sanbian liquor was successful, all of which were used for export and became popular in Southeast Asia. The export volume accounted for more than 70% of similar products in China, and even countries and regions with a concentration of Chinese in Europe and America made drinking Zhibao Sanbian liquor fashionable.

As the first brand of health wine in China, Zhibao Sanbian liquor was first sold in Hong Kong, known as the "Pearl of the East". After more than 30 years, it has not declined. Among the 6 million population in Hong Kong, it can consume more than 2 million bottles of Zhibao Sanbian liquor per year, which can be said to penetrate every household in Hong Kong. Hong Kong media once sent a message: "Fu Menghu is a legendary hero, and San Bian Jiu is known as the treasure." They praised it and called it a "good flavor, good therapeutic effect, and good stability" product.

In July 1999, a national scientific expedition team consisting of 200 people from China embarked on the first scientific expedition to the Arctic aboard the "Xuelong" research vessel. Chang Yu gifted the "Global Chinese Century Tour Arctic Exploration and Tourism Team" with magical and practical Three Whip Wine and Three Whip Pills for free, supplementing the physical strength of Arctic researchers, helping them resist the harsh cold and various difficulties, challenging the limits of the Arctic, and enabling them to successfully complete scientific research tasks with abundant energy and agile minds. During the inspection period, in order to eliminate boredom, the scientific expedition team members made a homemade Arctic bar where everyone played darts, drank alcohol, and chatted together. Chang Yu Zhi Bao San Bian wine was the protagonist of the wine, with a faint medicinal aroma and a strong alcohol aroma permeating the small bar, bringing the team members a relaxed and joyful physical relaxation and spiritual enjoyment, allowing them, who were far away from their motherland, to be intoxicated with the wine culture.

Chang Yu San Bian liquor has won many honors for its unique mild efficacy and excellent quality. For example, the only national highest award for Chinese health wine - Silver Quality Award, Gold Award for Export Products from the Ministry of Light Industry, Golden Crane Award for High Quality Health Products in China, Gold Award for the First National Food Expo, and China Time honored Brand - has won the "Wildlife Management Special Mark" from the Ministry of Forestry, which is the only two available labels in the country. The more national, the more global. The perfect combination of the cultural connotation of Zhibao Sanbian liquor and the century old brand culture of Changyu has enabled the brand of Zhibao Sanbian liquor to maintain progress in innovative development and be full of vitality. It is deeply loved by consumers and exported to more than 20 countries and regions. The advertising slogan "Boiling lamb and drinking three whips, delicious and healthy" in Yantai, Hong Kong has brought three whips wine from home health to the public dining table, becoming a healthy drink for people's daily meals.

In addition, another health wine produced by Changyu Company, Changyu Lingzhi Wine, was launched in the Malaysian market in the 1970s and quickly became the "national wine" in Malaysia. Chinese people often drink this wine during festivals and daily health care, and even use it when visiting temples to worship Buddha. Lingzhi liquor is often consumed and has a long-lasting effect. According to Malaysian media, "old age is safe, but starting from a young age, Lingzhi liquor is beneficial to you." In the 1970s, Miss Teresa Teng promoted Changyu Lingzhi liquor in Malaysia.