

Changyu Wine Culture Museum

——The first professional wine museum in China

The old factory area of Changyu is located on the beautiful Zhifu Bay in Yantai. Nowadays, a Changyu Wine Culture Museum with an area of over 10000 square meters has been built here. It is the first professional wine museum in China and also the first national 4A level tourist attraction of Changyu Company.

The gate of Changyu is set behind the lush wutong of France, and the "Changyu Brewing Company" written by Weng Tonghe, a teacher of the Emperor Guangxu of the Qing Dynasty, is deeply embedded above the gate. In the intricately arranged courtyard, there are landscapes such as Qilin facing the wall, bronze statues of Chang Bishi, ancient wells, and early vaults. Following the blue stone corridor, looking up, there is the purple copper gate with the museum name inscribed by Mr. Ouyang Zhongshi.

In the comprehensive hall of the museum, there are historical reliefs, themed reliefs, and modern reliefs surrounding it. In the History Hall, there are not only a large number of images and historical materials such as imperial edicts, old posters, old newspapers, and books, but also early wine making tools, including rusty distillation pots and wine pumps. The Calligraphy and Painting Hall showcases over 400 precious ink paintings left by domestic and foreign political figures and social elites for Chang Yu. Among them, the most precious collections include the "Taste of Li Quan" inscribed by Sun Yat sen during his visit to Chang Yu in 1912, the sister poem written by Kang Youwei after drinking Chang Yu's wine, and the "Guidun Yimou" inscribed by Zhang Xueliang for Chang Yu.

In 2014, Mr. Zhang Shizhao, the legitimate grandson of Zhang Bishi, came to Yantai, Shandong and donated 17 precious cultural relics related to the early history of Changyu Company to the museum, further enriching the museum's collection.

The most remarkable feature of the museum is an underground wine cellar known as the "Wonder of World Architecture". Climbing down the 39 level spiral stone ladder, a strong aroma of wine fills one's face. Without being immersed in it, one cannot experience the poetic flavor of the waves and the fragrant feeling of brewing.

The wine cellar was demolished in 1894 and collapsed due to water seepage shortly after its completion. Zhang Chengqing, Zhang Bishi's nephew who was then the general manager, decided to use iron beams to build arches and steel bricks to build walls. Unexpectedly, the wet cellar made the steel rust quickly, and the continuous rainstorm made the flood and tide pour in together, and the cellar collapsed again. After two collapses, Zhang Chengqing used local bluestone blocks from Yantai to build walls and lay the bottom, and used Chinese fired bluestone bricks to build the top of the wine cellar. At the same time, he used cement (imported white cement at the time) to tie the wall joints and plaster the walls. Until 1905, the large wine cellar was finally built.

The wine cellar we see now has a total area of 2666 square meters, with a depth of 7 meters underground. Surprisingly, although it is more than 1 meter below sea level and less than a hundred meters away from the sea, it still does not leak and is still in use. There are 8 deep arches crisscrossing the wine cellar, hiding hundreds of oak barrels. Among them, there are also three known as the "Asian Barrel Kings", each 3 meters high and 3.1 meters wide, capable of accommodating 15000 liters of wine. A person starts drinking a bottle of wine (500ml) every day at the age of 18 and can only finish a barrel by the age of 105.

The Changyu Centennial Cellar Dry Red, which is preserved in the 4th arch, is a collection grade wine. Each bottle has a collection number and is limited to 60000 bottles per year. This wine has become a state banquet wine for

foreign leaders such as Obama during their visits to China.

The expert gave this wine very high praise. The first wine master in Asia, Li Zhiyan, said that this wine is capable of representing the highest level of Chinese wine making. If you love wine collection, be sure to treasure a bottle of Changyu Centennial Cellar Dry Red, because even the stock god Buffett and "world's number one CEO" Jack Welch have also cherished this wine.

Another surprise brought by this ancient wine cellar is a DIY brewing workshop located in Cave 7, which seems to bring people back to the brewing site a century ago. They choose their favorite bottles, personally fill, seal, label, sign, and package them, and create a unique bottle of self brewing, allowing modern people to experience the sense of achievement of labor in nostalgia and retro.

Nowadays, the "Citizen DIY Production Center" of the museum has put significant historical moments such as the inscriptions of Sun Yat sen and Zhang Xueliang on the wine label, burying the imprint of the times in fine wine, and pioneering the personalized private collection and customization of Chinese wine. People can passionately design emotional symbols such as growth imprints, filial piety to teachers, commemoration of marriage, remembrance of friendship, and collection of gifts on the wine label.

This has become a beautiful and unique cultural landscape in the wine city of Yantai.