

China's MEIJIAN conquers Canada with Eastern flavours

28 July 2023 | News

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Chinese brand MEIJIAN hosted a plum liqueur-tasting event in Vancouver, British Columbia. Nearly 30 domestic and international liquor experts, mixologists, and industry opinion leaders gathered to raise their glasses to this oriental delight—the Green Plum Liqueur.

At the tasting event, guests sampled the MEIJIAN Green Plum Liqueur and Smoked Plum Liqueur. The products received rave reviews. The unique aroma of Chinese plum liqueur attracted praise from numerous liquor enthusiasts overseas.

"The distinctive fragrance of green plums blossoms in the mouth, and the smoked flavour adapts perfectly to the discerning palates of foreign friends who enjoy peat tastes. From a professional perspective, the liquor body of MEIJIAN is extremely versatile, able to be paired with different meats, seafood and more," said Kyle Gartlan-Close, a professional sommelier. MEIJIAN Green Plum Liqueur has pushed the boundaries of Chinese plum liqueur flavours to the extreme and become a shining symbol of Chinese plum liqueur overseas.

To preserve the unique taste of Chinese plum liqueur, MEIJIAN established four major green plum growing bases in China, conducting physical and chemical research on nearly 200 native green plum varieties and over 1,700 flavour tests.

Today, carrying the essence of Chinese fine liqueur, MEIJIAN has crossed thousands of miles to reach North America, bringing green plums nurtured in misty mountains to the dining tables of overseas friends and the Chinese diaspora.