

# Shui Jing Fang Red Fortune set to travel this lunar New Year

By **Ryan White** on December, 19 2013 | Spirits & Tobacco



As Chinese New Year approaches, Diageo has released the perfect way to celebrate in style with a special edition Baijiu Shui Jing Fang Red Fortune.

This special edition comes from China's first Baijiu distillery, credited for creating the ultimate masterpieces of luxury Baijiu. With an extraordinary 600 years of heritage, Shui Jing Fang Red Fortune

is based on the marrying of four traditional distilling elements—water, temperature, yeast and the distillery itself—to create a delicate, mild and mellow aroma in a perfectly balanced liquid.

The striking red bottle is painted with a delicate gold Chinese design that embodies elegance, prestige and charm that will appeal to today's luxury traveler. The alluring bottle is marked with the Ginkgo sign, which is the symbol of Chengdu, the ancient capital and birthplace of many famous Baijiu. The bespoke bottle and pack display the famous heritage and craftsmanship of ancient Chinese art, and deliver an impressive and impactful presence on shelf.

Steve White, Global Marketing Director of Diageo Global Travel and Middle East, said: "We have recognized a rising demand for luxury Baijiu products among global travelers and businessmen. This provides an ideal opportunity to launch this special edition of the very popular Shui Jing Fang brand in travel retail. We are confident that Shui Jing Fang Red Fortune will resonate with those travelers searching for the perfect gift to celebrate the Chinese New Year. The quality of the product, combined with the growing consumer demand, makes us supremely confident that this exciting development will drive strong sales in travel retail at a key purchasing occasion."

Shui Jing Fang Red Fortune is now available in selected travel retail outlets including Shanghai, Beijing, Seoul, Jeju, Hong Kong, Singapore, Bangkok and Tokyo at a recommended retail price of US\$63.50 for 500ml.