



Niulanshan Erguotou White Spirits

牛栏山二锅头白酒

As is said in a poem, "The light of mist is reflected in deep clear water,/ Flowing out of the West Mountains up to now./ People talk about the historical site of golden oxen, /Enticing people to search the cave but in vain." With the Chaobai River to the east, Niulanshan is endowed with abundant high-quality groundwater, providing rich high-quality water resources for the making of Niulanshan Erguotou white spirits. Niulanshan Erguotou white spirits refer to those flowing out when cold water is put into the tin cauldron for the second time. It is clear, fragrant, pure, intense and natural, with a unique balanced style.

Niulanshan has a culture of over 3,000 years of spirits and a recorded history of more than 300 years in spirits distillation. During the Kangxi reign in the Qing Dynasty, with a series of policies favorable for economic growth, such as "making the ownerships of unclaimed land official" and "never increasing taxes", the people of Niulanshan became rich and trade prospered, creating a good environment for the development of spirits distillation. Meanwhile, spirits houses sprang up. The number of spirits consumers increased day by day. Carts transporting spirits travelled day and night on the way. Nowadays, Niulanshan Distillery Factory has not only kept the original traditions, but also made great headway in brand building. Niulanshan Distillery Factory has already grown up as an influential enterprise in erguotou spirits industry in China.

(Courtesy of the IP Protection Department of CNIPA)

“岚光倒影落清浔，流出西山直到今。漫说金牛遗古迹，空教人向洞中寻。”牛栏山东临潮白河，地下水丰富，水质优良，为牛栏山二锅头酒的酿制提供了得天独厚的水资源。牛栏山二锅头只取第二次换入锡锅里的凉水冷却流出的酒，酒色清亮透明，清香芳芬，强劲爽冽，自然爽净，风格独特。

牛栏山的酒文化有三千多年历史，有文字记载酿酒的历史距今有三百多年。清康熙年间，随着“更名田”和“永不加赋”等有利于经济发展的政策出台，牛栏山地区的百姓逐渐富庶，贸易日益繁荣，给酿酒业创造了良好的发展空间。酒家大量出现，酒民与日俱增，取酒车辆日夜奔走于途。如今，牛栏山酒厂不仅保持了原来的传统，还在品牌建设方面取得了长足进步，已经成为中国二锅头酒行业内有重要影响力的酿酒企业。

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