

Kweichow Moutai Vector Logo Free Download

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Description

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Kweichow Moutai Co. Ltd. (Chinese: 贵州茅台酒), commonly referred to as Kweichow Moutai (Chinese: 茅台; pinyin: Guizh?u Máotái), is a Chinese company specializing in the production, sale, and distribution of Maotai liquor, a particular style of jiangxiang (Chinese: 酱香; lit. 'sauce aroma') baijiu.

Since the establishment of the company in its modern form in 1951, Kweichow Moutai has become the most famous brand of baijiu both within China and abroad gaining a notoriety among politicians and businessmen. The spirit is often presented at large diplomatic events with foreign dignitaries such as welcome dinners for US President Nixon's 1972 visit to China, as well as Xi Jinping's and Barack Obama's 2013 bilateral meeting in California. Famously, at a state dinner with Deng Xiaoping, US diplomat Henry Kissinger was quoted as saying, "I think if we drink enough Moutai, we can solve anything."

Kweichow Moutai's position as a cultural icon has granted it broad market successes as well. Sitting at 181 on Fortune 500 China, the distillery is the largest non-technology company in China and the most valuable spirits brand worldwide having surpassed the British multi-national spirits conglomerate Diageo in 2017.

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