



Chinese cuisines
meet
Italian wines
2021
中餐意酒 Zhong Can Yi Jiu

THE ONLINE PORTAL,
THE PRINTED GUIDE,
ROADSHOW AND RESTAURANTS





An unprecedented attempt to marry two great gastronomic cultures

Italian wine maintains its singular place among connoisseurs and **Chinese cuisines** remain among the best in the world. Separate they are wonderful, but, as partners, **it's a whole new world to love and share.**

The Project

Zhong Can Yi Jiu is part of a program that includes the **Italian Wine Bank** and the **Italian Wines World Summit**.

It boldly recognizes that is possible to **embrace evolution** and change **without losing** the authentic cultural identity.





The wine market in China, Hong Kong, Singapore, Taiwan and Macau

The **wine market** in these regions increasingly requires **diversification and innovation** in the marketing strategies.

With its innovative concept Zhong Can Yi Jiu is an unprecedented **powerful marketing tool** to either introduce the **Italian wine culture** to new potential customers or to keep motivating repeat ones.

The mission

Zhong Can Yi Jiu is the only project of its kind. It matches some of the best Italian wines to delicious dishes and recipes of Chinese cuisine both traditional and contemporary.

Zhong Can Yi Jiu mission is:

- Give **interpretive and dynamic tools to consumers of Chinese Cuisines**
- Provide **a point of reference to contemporary Chinese chefs, restaurateurs and sommeliers in China, Hong Kong, Taiwan, Macau, Singapore and** in the world's best Chinese restaurants.
- Provide **a point of reference to the Italian wine industry.**
- Available **in Chinese and English.**





Albert Au
at Lai Sun Dining
(9 Michelin stars)

The Program

- The Zhong Can Yi Jiu web portal, offering smart surfing of wines, recipes and pairings according to many search criteria;
- The annual printed **Guide book**;
- The **Roadshow**, a number of **presentations** in collaboration with some of the most renowned **Chinese restaurants** in **China, Hong Kong and all over the world**.



Jeffrey She
at Intercontinental
Ruijin Shanghai



Felix Xue
at Chynna
Hilton Beijing Wangfujing

The printed Guide

As in the previous editions, the 2021 will contain at least **100 wines paired with 100 recipes plus special sections** (such as the one dedicated to **sparkling wines** in 2020).

In partnership with:

Chinese Culinary Institute



The book was published **under the auspices of:**



The Chefs

ALBERT AU, *Lai Sun Dining, China*

ALLEN REN, *Quanjude & iDen, Vancouver*

CHAI XIN, *Rosewood Beijing*

DUAN YU, *Poetry.Wine Beijing*

DONG BIAO, *Le Méridien Zhengzhou*

FELIX XUE, *Chynna Hilton Beijing Wangfujing*

GU ZHIHUI, *Beijing Kitchen, Beijing*

JACK ZHONG, *Unilever Food Solution, China*

JACKIE FONG, *Celestial Court St. Regis Beijing*

JEFFREY SHE, *Intercontinental Ruijin Shanghai*

JIN WEI, *Intercontinental Ruijin Shanghai*

JUSTIN QUEK, *Chinesoire, Singapore*

KEVIN LI, *Fairmont Nanjing*

LAU ZHEN KUN, *Federal Restaurants Group, China*

LEI HONG, *Hilton Beijing Wangfujing*



Justin Quek
At Chinesoire, Singapore
1 Michelin star



Jackie Fong
At Celestial Court
St. Regis Beijing



Chai Xin
At Rosewood Beijing

The Chefs / 2

LI DONG, *The Opposite House, Beijing*

LIN GUOYU, *Private Chef, Beijing*

PAUL WONG, *Cloudland Chinese Cuisine, Hong Kong*

SAM FENG, *The Garden Chinese Restaurant,
Renaissance Beijing Hotel*

WILL CHAN, *Greater China Club, Hong Kong*

WONG FU KEUNG, *Mandarin Oriental Sanya*

WU CONG, *Hilton Wangfujing, Beijing*

XIA PENG, *Noob Huang, Beijing*

YANG JIE, *Feast, Beijing*

ZHAO GUO, *Yuxiang Renjia Restaurant, Beijing*

ZHANG JINXIONG, *Private Chef*

ZHAO XINYU, *Food stylist, photographer and author*

ZHU HAIFENG, *Wulixiang Restaurant, Beijing*



Paul Wong
At Cloudland
Chinese Cuisine, HK



Will Chan
At Greater
China Club, HK



Edwin Lau
at Federal Restaurants Group



The wines

Some of the participating wineries:

Acquesi
Allegrini
Argiolas
Arnaldo Caprai
Balan
Baracchi
Bersano
Bibi Graetz
Bisol 1542
Bortolomiol
Bottega
Bove
Bruscia
Cantina Rauscedo
Cantine Sgarzi
Cantine Pellegrino 1880
Cascina Gilli
Cantina di Casorzo
Castello Di Ama
Castello Banfi
Castello Di Volpaia
Ceretto
Cima Del Pomer
Conti Zecca
Cossetti dal 1891
Cuvage
Dellafiore
Do Ville
Donne Fittipaldi
Fasoli Gino
Fattoria Della Aiola
Fattoria Uccelliera
Felsina
Ferrari

Feudi Di San Gregorio
Giuseppe Cortese
La Fortezza
La Montina
La Scolca
Le Vigne Di Alice
Lorieri
Macchie S. Maria
Masciarelli
Mazzei
Mocali
Montechiari
Montelvini
Mossi 1558
Oasi Paradiso
Paltrinieri
Planeta
Plasma
Poderi Arcangelo
Podere Conca
Poderi Luigi Einaudi
Prediomagno
Rubinelli Vajol
Santa Margherita
Sartori di Verona
Scanavino
Tasca
Tenimenti Spinsanti
Tenuta Ripalte
Tenute Sella
Tinazzi (Camponian & Ca'
de' Rocchi)
Villa Sandi
Zonin (Castello del Poggio)

The web portal

www.chinesecuisines-itwines.com

www.zhongcanyijiu.com.cn

Constantly updated with new wines of the participating wineries and new recipes, the **Zhong Can Yi Jiu Web Portal** is built to offer extraordinary services to consumers.

Cross-search and personalized searches including the pairings of dishes and wines, according to the ingredients, the chef, the winery, the wine denominations and many other criteria.

News and information on wineries, partners, restaurants, seminars and **events of Zhong Can Yi Jiu** updated daily.

From February 2021 it will also be available as a **WeChat mini-program**.



The printed Guide Edition 2021

From the 2021 edition the printed guide will be published always just before the **New Chinese Year** (next year on February 12) and will **contain 200 wines paired to the same number of dishes** (and their recipes).

More than 40 **chefs, from some of the most prestigious restaurants in China, contribute with their recipes to the guide.**

Print run: **10.000 copies distributed among restaurants, wine shops, hotels, clubs and wine distributors of partner wineries in China, Hong Kong, Macau, Taiwan, Singapore**



The Roadshow and the restaurants

Official launches and media and B2B presentations of the Project in **Beijing, Shanghai, Guangzhou, Hong Kong** and in other Chinese cities (in the past **collaborations with ITA Beijing and other agencies**).

Tasting dinners organized in important Chinese restaurants

Seminars on the pairing of Italian wines specifically for Chinese cuisines.



Roadshow dates*

City	Date
Shanghai	22 October 2020
Beijing	30 October 2020
Hong Kong	6 November 2020
Singapore	10 November 2020
Hong Kong	24 February 2021
Shanghai	March 2021
Beijing	October 2021
Guangzhou	October 2021

*dates subjected to changes

Winery partnership

Among the other tailor made benefits it includes:

- **DEDICATED PAIRING ON THE WEB PORTAL AND IN THE PRINTED GUIDE.** One or more wines of the winery matched with recipe/s by the **Zhong Can Yi Jiu** chef/s.
- **PAIRING NOTE/S IN COLLABORATION WITH AIS** (Italian Sommelier Association) China Club.
- **ASSISTANCE FOR OCM APPLICATIONS** Zhong Can Yi Jiu will provide promptly documents required by the applying winery
- **MARKETING ACTIVATIONS: EVENTS & PROMOTIONS**
 - **Wine/s paired tasted at promotional events** (priority given to wineries with 3 or more paid pairings – winery to provide free sample for the tasting – Free tickets to the event, subject to availability)
 - **10 free copies of the printed Guide**

中餐意酒

Main Course With Italian Wine

方法

- 1.将猪脊水下锅，煮出山珍汤汁。
- 2.将茶叶泡开，其中5克将猪脊肉，其他茶叶和米，煮开捞出成猪脊肉。
- 3.锅内倒油，将猪脊肉下入烹炒水，依次下入其他调料，放入煎骨，并翻炒至入味1个半小时。
- 4.将猪脊肉捞出沥干，重新下锅炒猪脊肉，翻炒至猪脊肉5分后即可取出。
- 5.将煮好的猪脊肉放入煎骨汤汁中收汁，煎干后放入煎骨汤汁中并翻炒至入味即可食用。

Ingredients

1kg pork ribs, cut into 3cm lengths, 1kg cooking tea, 1kg dried southern slices, 2kg tomato sauce, 2kg white rice vinegar, 1kg light soy sauce, 2kg deep-fried ginger slices, 1kg can go, 2kg golden silk sugar, 2kg rice

Method

- 1.Boil the pork ribs in boiling water.
- 2.Brew the tea, remove 5g of leaves and steep fry, then set aside. Combine the rest of the tea with the rice and golden silk sugar.
- 3.Heat some oil in a wok, then add the tomato sauce and some water. Add the pork ribs and the rest of the ingredients and simmer uncovered for 1 hour.
- 4.Remove the pork ribs and place in a bamboo steamer. Place the tea, rice, and golden silk sugar underneath, heat, and simmer for 5 minutes.
- 5.Return the pork ribs to the sauce and then transfer to a hot oven for 3 minutes. Scatter over the deep fried rice leaves to serve.

主理人
JING YAN WANG AT THE OPPOSITE HOUSE



李冬
LI DONG

茶香熏乳排
TEA SMOKED PORK RIBS

配料
猪脊肉 (2根米长) 1公斤, 乌龙茶30克, 山珍茶15克, 番茄酱30克, 白醋20克, 生油30克, 煎骨片20克, 煎骨片20克, 煎骨片20克, 煎骨片20克

介绍

这款酒由100%赤霞珠葡萄制成，经过长时间的陈酿，具有浓郁的果香和复杂的口感。这款酒非常适合搭配肉类菜肴，尤其是红肉和家禽。这款酒在意大利的许多著名酒庄都有销售，是一款非常受欢迎的葡萄酒。

葡萄品种：100%赤霞珠

酿造工艺：这款酒采用传统的酿造工艺，经过长时间的陈酿，具有浓郁的果香和复杂的口感。这款酒非常适合搭配肉类菜肴，尤其是红肉和家禽。这款酒在意大利的许多著名酒庄都有销售，是一款非常受欢迎的葡萄酒。

葡萄品种：100%赤霞珠

酿造工艺：这款酒采用传统的酿造工艺，经过长时间的陈酿，具有浓郁的果香和复杂的口感。这款酒非常适合搭配肉类菜肴，尤其是红肉和家禽。这款酒在意大利的许多著名酒庄都有销售，是一款非常受欢迎的葡萄酒。

描述

Chianti Classico Riserva DOCG of the Castello di Volpaia is extremely fine and satisfying. The Sangiovese grapes are selected and harvested strictly by hand, in 15/20 kg crates, guaranteeing the integrity of the grapes.

陈酿

Chianti Classico Riserva DOCG of the Castello di Volpaia is extremely fine and satisfying. The Sangiovese grapes are selected and harvested strictly by hand, in 15/20 kg crates, guaranteeing the integrity of the grapes.

陈酿

Chianti Classico Riserva DOCG of the Castello di Volpaia is extremely fine and satisfying. The Sangiovese grapes are selected and harvested strictly by hand, in 15/20 kg crates, guaranteeing the integrity of the grapes.

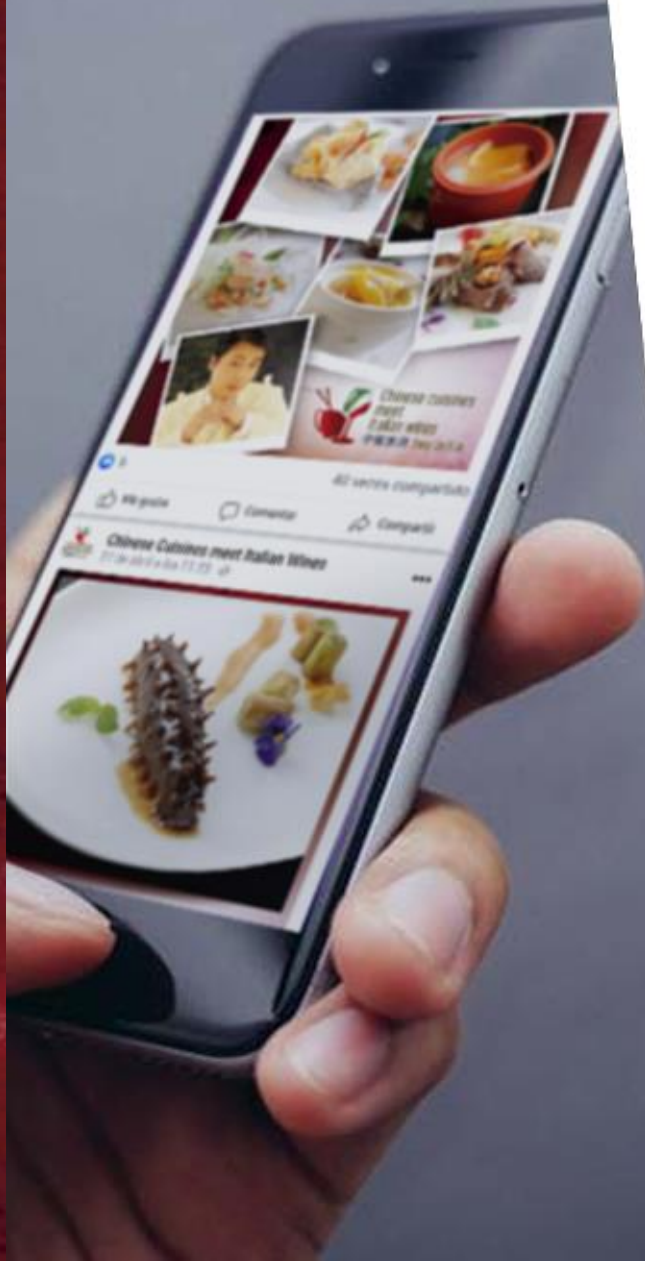
陈酿

Chianti Classico Riserva DOCG of the Castello di Volpaia is extremely fine and satisfying. The Sangiovese grapes are selected and harvested strictly by hand, in 15/20 kg crates, guaranteeing the integrity of the grapes.



**CHIANTI CLASSICO RISERVA
DOCG
2016
CHIANTI CLASSICO RISERVA
DOCG
CASTELLO DI VOLPAIA**

Marketing Activations: Media



- **Social network:** Each pairing posted at least once in **Zhong Can Yi** pages in social media networks (Facebook, Instagram, LinkedIn, WeChat, Weibo, DouYin, in English and/or Chinese with an **average of 7,000 views per single post** per social network
- **WeChat Mini-program** listing in the edition 2021
- **Mention (at the least one) in the Zhong Can Yi Jiu official press releases in Chinese, English and Italian**
- **Mention (at least one) in the Zhong Can Yi Jiu newsletters (in Chinese, English and Italian) to over 10,000 subscribers (including 1,000 distributors) in China, Hong Kong, Macao, Singapore and Taiwan, Italy and other 25 countries**
- **Winery** communication: winery authorized to use the pairing in its communication activities

Additional Benefits

Paid add-on (see Rate Card)

Special Social media package:

- Minimum 3 posts of one pairing in **Zhong Can Yi Jiu** pages in social media networks (Facebook, Instagram, LinkedIn, WeChat, Weibo, DouYin, in English and/or Chinese with an **average of 7,000 views per single post**. Posts will include the pairing, a picture of the matched wine's bottle/label and the link to the winery's own website.
- **Posts in Media Partners:** Pairing posted at least once in the pages (on line and/or printed) of Zhong Can Yi Jiu media partners (including cellar.asia with over 100 views per day per pairing and with over 200.000 fans on Facebook)

Points of sale package:

- **Listing of the points of sale and contacts of the matched wine** in china (search also available for cities and regions)



Advertising

Online WEB PORTAL, available spaces:

- Header banner in every section 400x400px
- Header banner in limited number of sections 400x400px
- 1 banner home page and news section 300x70px
- 1 banner recipes section 300x70px

15% cash back from the pairings on ads in the website



Banner Recipes Section
300 x 70 pxl



**Banner Home Page
and News Section**
300 x 70 pxl



**Header Banner in Limited
Number of Sections**
200pxl x 200pxl



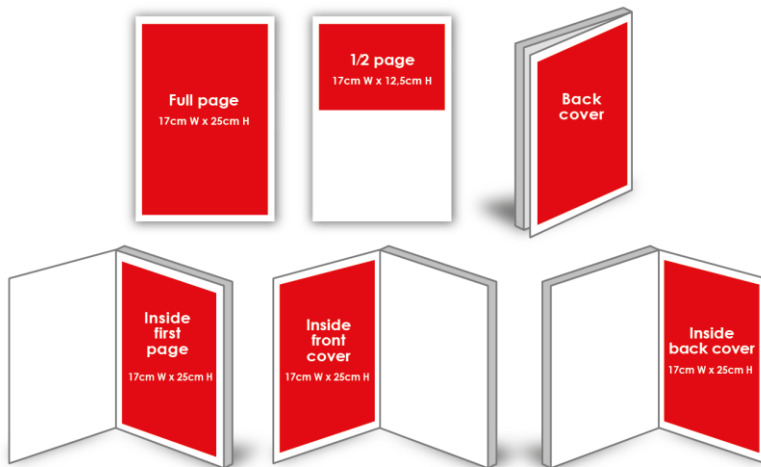
**Header Banner
in Every Section**
200pxl x 200pxl

Advertising

Printed Guide book, available spaces:

- ½ page
- Full page
- Full page preferred position
(first 5 pages after the inside front cover)
- Inside first page
- Inside front cover
- Inside back cover
- Back cover

15% cash back from the pairings on adv in the guidebook



The I Factor

Zhong Can Yi Jiu is a production of **The I Factor**, the company with **over 10 years of experience** in the **event and F&B business**, leader worldwide in the **promotion of Italian Food, Wine and Hospitality**.

Other The I Factor Projects:

Italian Cuisine and Wines World Summit,
12 editions (Hong Kong, Dubai, Beijing, Shanghai, Bangkok).

Italian Wine List Awards, rewarding
restaurants all over the world (New York, Hong Kong, Beijing, Shanghai, Dubai)

Italian Wine Bank, an innovative project
in Asia



THE I FACTOR LIMITED





Chinese cuisines
meet
Italian wines
中餐意酒 Zhong Can Yi Jiu



THE ONLINE PORTAL,
THE PRINTED GUIDE,
ROADSHOW AND RESTAURANTS

CONTACTS

davide@the-i-factor.com

daniele.ricci@the-i-factor.com

www.chinesecuisines-itwines.com

www.zhongcanyijiu.com.cn



THE I FACTOR LIMITED