

Move Over Tequila, Here Comes Chinese Firewater



Chinese baijiu, a flammable, pungent white liquor averaging a 110-proof wallop, is the world's most consumed form of liquor thanks to its popularity in China, but for the first time distillers are looking to develop export markets.

According to data from International Wine & Spirit Research, Chinese people drank over 11 billion liters of baijiu in 2012; the spirit, distilled from sorghum, wheat or rice, accounted for more than one-third of all spirits consumed in the world.

But as a new generation of Chinese drinkers discovers the imported spirits that were unavailable to their parents, baijiu risks losing that market share unless it creates new markets overseas.