

Baijiu Blues: Chinese Corporate Entertainment Expenditure Plummets - Latest Report From DDMA China

SHANGHAI, CHINA, July 22, 2013 /EINPresswire.com/ -- This report by [DDMA](#), a Shanghai based market research group, shows that over 50% of Chinese companies have reduced expenditure on corporate entertainment in the past three months. High-end restaurants and Premium baijiu sales to be hit hardest in this new wave of austerity.

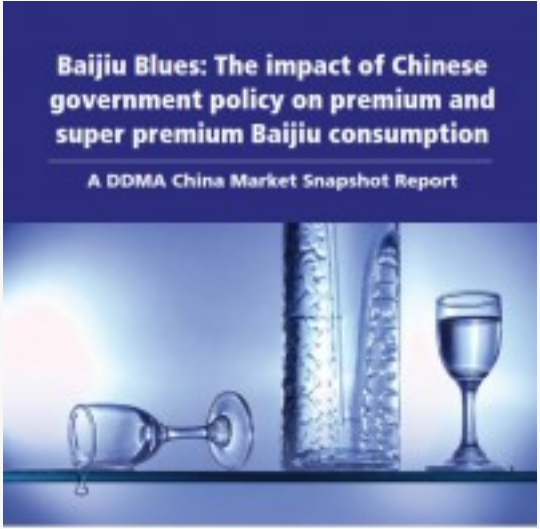
The recently appointed Chinese leadership has placed anti-corruption and tackling excess government spending as a key component of its reform orientated policies. This policy has led to a very steep reduction in the levels of corporate and government entertainment expenditure.

This DDMA snapshot report measures the effect that these new government policies are having on corporate and government entertainment across China and the subsequent impact on the sales of premium and [super premium baijiu brands](#).

This study was conducted in June 2013 with the CEO's and Senior management of over 100 medium to large scale Chinese companies. The report introduces which companies have reduced expenditure on corporate entertainment and how they have reduced expenditure.

This full report is now available for download from the [Data Driven Marketing Asia](#) website.

DDMA has very strong experience in conducting market research on all alcohol categories in China.



Baijiu Blues: The impact of Chinese government policy on premium and super premium Baijiu consumption

A DDMA China Market Snapshot Report

Data Driven Marketing Asia (DDMA) was founded in 2001 and is a full service market research company based in Shanghai China

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The sales of premium baijiu has long been linked to the levels of corporate entertainment expenditure. As corporate expenditure declines, sales of premium baijiu will also suffer in China.

Press release courtesy of Online PR Media: <http://bit.ly/1aE7Svu>

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