

Tsingtao Brewery's Global Strategy Puts Focus on Belt and Road regions

NEW YORK, THE UNITED STATES, August 22, 2017 /EINPresswire.com/ -- On August 11, China's well-known [Tsingtao Brewery](#) held a press conference, announcing its products had reached 100 countries and the launch of its Belt and Road market strategy. Tsingtao Brewery boasts a history of 114 years and is one of China's first major exporters in modern times.

Pronounced Ching-dow, it is the only Chinese beer to make waves with drinkers overseas. Every minute, 40,000 bottles of Tsingtao beer are consumed in the world. Every year, people around the world drink enough bottles of Tsingtao to circle the Earth 119 times, or reach from the Earth to the Moon seven times.

Mr. Huang Kexing, President of Tsingtao Brewery Company Limited, said the company's global branding strategy was: quality, value and visibility. He said Tsingtao Beer was priced at 2 to 4 times equivalent products in export markets, making it a high-end brand.

In response to the Belt and Road Initiative, Tsingtao Brewery will create new markets through direct access to local, high-end, mainstream channels. Early in 2016, the company intensified brand promotion by organizing more than 30 marketing campaigns in countries included in the Belt and Road Initiative. In China, it sponsored Belt and Road-related sports and cultural events and launched marketing campaigns via social media, picking up more than 500,000 followers from 46 countries. In contrast to the shrinking global market, Tsingtao Brewery reported a 12% year-on-year increase of overseas sales, and a surprising 45% growth in the Asia-Pacific market.

About Tsingtao Brewery

Founded in 1903, Tsingtao Brewery is China's second largest brewery and now claims about 18% of domestic market share. With a brand value estimated at about 116.9 billion yuan, Tsingtao Brewery ranks first in the Chinese beer industry and among the world's top 500 brands.

At present, Tsingtao beer is exported to 100 countries, including the United States, Canada, Britain, France, Germany, Italy, Australia, South Korea, Japan, Denmark, Russia, etc. According to global beer industry authoritative report Barth Report, Tsingtao Brewery is the world's fifth largest brewery.

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Tsingtao Brewery announced its market development strategy along the Belt&Road.

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