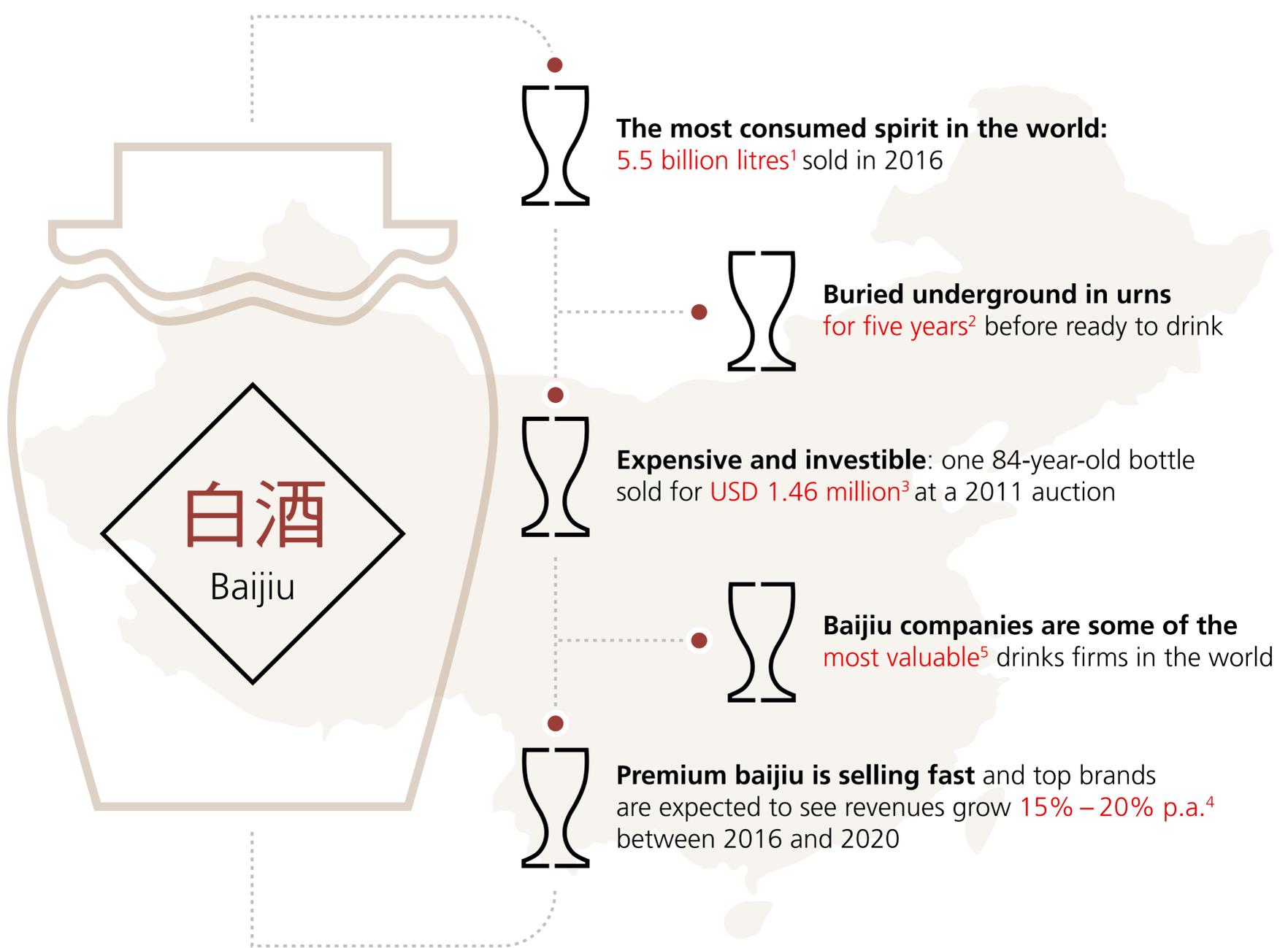


# Baijiu: fiery liquor, cool numbers

Baijiu – pronounced “buy joe”

A staple at state banquets and celebrations all over China, baijiu is one of the most popular but least understood drinks in the world.



We think Baijiu is a modern China success story that has been propelled by fundamental changes in China’s economy, like rising incomes and growing demand for premium goods.

Visit China Foresight to learn more about our views and other exciting industries that we are following.

## UBS Asset Management – Your First Call for China

<sup>1</sup> Source: Euromonitor International, 2016

<sup>2</sup> Source: Bloomberg, January 2018

<sup>3</sup> Source: The Drinks Business, October 2018

<sup>4</sup> Source: UBS Asset Management, March 2019

<sup>5</sup> Source: Drinks International, December 2018

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**Americas**

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