



北京燕京啤酒集团公司

BEIJING YANJING BEER GROUP CORPORATION

Leading Companies of Light Industry in China



Chairman of board of directors and general manager:

Mr. Li Fu Cheng

李福成



Beijing Yanjing Brewery Group Corporation, with its quality beer and first class beverage products has developed itself from the former Yanjing Brewery to the present day group of companies categorized by the state with the honor of Second -grade enterprise. The corporation was started in 1980 and now occupies a total area of 890,000M² with 6800 employees, among whom 800 are engineers or technicians. The total assets of today's YBGC amount to RMB 2500 millions. YBGC had been reformed with share system and Beijing Yanjing Brewery Co., Ltd. had been found in 1997.

YBGC is now the largest brewery in China with an annual capacity of 850,000 tons of beer production. It is as well as one of the 100 biggest beverage producers of the country. It has found its way to become one of the 500 most profitable enterprises of China lining up well among the first 100. YBGC covers 85% of Beijing's beer market and 25% of Tianjin's market. Yanjing beer can be found in almost all parts of the country. Supported by its modern management and excellent quality control, Yanjing beer can be found on most consumer's tables.

YBGC is equipped with the most up-to-date technical process and modern producing systems well as necessary test for quality control. All products are produced in accordance with international standards, engrossing six kinds or more than twenty items such as the Yanjin Special Beer for 11° and 12°, the Refreshing Type Beer of 11°, the Drying Type Beer of 10° and Yanjing Draft Beer; Beverage products are nectar juice, ginseng juice and syrups, mango juice, Cola, mineral water and flavorings; Other products are bottle/can labels, crown corks, yeast

powder and animal feeds. International and domestic advanced techniques are regularly introduced into YBGC's production. YBGC cooperates with Chinese Fermentation Research Institute and as its constant source for new products.

Yanjing beer is famous for its crystal clarity snow-white fine foams with prolonged adhesion to the glass and its refreshing mellow taste, it is one of the first awarded quality certification by the state. It has been nominated specially for the state banquets and food beer of Air China. Yanjing beer won 30 more prizes in domestic and international competitions. "Yanjing Brand" is appointed one of Chinese Well-known Trademarks by the state in April, 1997.



**Recommended
Brand:**

燕京啤酒
YANJING BEER

The subsidiaries of YBGC are: Beijing Yngjing Brewery Co., Ltd., Beijing Yanda Crown Corks Co., Ltd., Beijing Changyi Ginseng Drinks Co., Ltd., Beijing Shuangyan Colour Printing Works and Beijing Hangxing Flavoring Limited Liability Company.

To achieve the best social and economic benefits YBGC will be taking more steps in introducing the most modern management and participating in world and domestic competitions. Our goal is to build YBGC into the most advanced enterprises with comprehensive productability and the best efficiency. YBGC will take more activities for the development of national beer industry.

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