

Drinks giant Diageo to create its first Chinese-origin single malt at new \$75m distillery

[Diageo](#) has revealed it is investing \$75 million (£55 million) into building its first whisky distillery in [China](#) as it targets the [country](#)'s high-end [market](#).

The [FTSE 100](#) drinks giant, behind [brands](#) from [Johnnie Walker](#) to Talisker, said it plans to open a 710,000 sq ft facility producing its first Chinese-origin single malt in Yunnan province.

[Construction](#) on the Diageo Eryuan Malt Whisky Distillery is set to begin early next year and open in 2023.

China has a \$1.7 billion whisky market, according to Euromonitor International. Diageo is targeting premium drinkers, and hopes its offering will rival local favourite baijiu as a go-to for gift-giving.

Diageo's Asia Pacific boss, Sam Fischer, said the distillery aims to woo "the next generation of Chinese whisky consumers".

READ MORE

- [Facebook whistleblower calls for Mark Zuckerberg to step down](#)
- [BP launches new \\$1.25 billion share buyback and promises more to come](#)
- [FTSE 100 Live: BP posts \\$3.3 billion quarterly profit, Tesla shares surge](#)

- SPONSORED

Meet the tech-savvy freelance graphic designer making waves

He said: "China is the world's largest beverage alcohol market and the demand for whisky is growing rapidly among middle-class consumers who are keen to further discover and enjoy fine whiskies."

The facility will be carbon neutral after opening. It will recycle all the water it uses, and be a zero-waste site.

It will also offer a visitor centre.