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Can baijiu, China's sorghum firewater, go global?

白酒——中国的高粱烈性酒，能走向世界吗？

sorghum/'sɔːr.gəm/: n. 高粱

相关词汇：sorgo['sɔːgəʊ]: n. 甜高粱，芦粟

firewater/'faɪərwɔːtər/: n. 烈酒

Baijiu—a broad family of grain-based **spirits** selling for anything between a few dollars and a few thousand dollars per bottle—is the most-drunk spirit on earth. But this is only by dint of its popularity in China.

白酒是以谷物为主要原料的一大类烈酒的统称，每瓶售价在几美元到几千美元之间不等，它是世界上被喝得最多的烈酒品类，但这只能归功于中国人对它的青睐。

spirit/'spɪrɪt/: n. 精神，心灵；烈酒

英文释义：a strong alcoholic drink

同义词：firewater

by dint of：凭借，通过

同义词：by means of

例句：He succeeded by dint of hard work. = He succeeded by dint of working hard.

Over the years Europeans and Americans have grown to love vodka, a once-obscure Russian gut-rot, and tequila, a Mexican drink made from **spiky** plants. But Chinese **liquor** firms have made few inroads globally.

这些年来，欧美人逐渐喜欢上伏特加和龙舌兰酒，前者是一种曾经很不起眼的俄罗斯廉价烈酒，后者则是由带刺的植物制成的一种墨西哥酒，但是中国的酒企在全球范围内几乎没有取得什么进展。

once-obscure：曾不起眼的

obscure /əb'skjʊr/: adj. 默默无闻的，鲜为人知的

例句：For some obscure reason, the song became very popular.

gut-rot/'gʌt,rɒt/: n. 廉价劣质酒；伤胃酒

英文释义：strong cheap low-quality alcohol

相关词汇：gut (n. 肠道，消化道)

相关词汇：rot (v. 腐烂)

同义词：rotgut

spiky/'spaɪki/: adj. 有尖刺的

词性拓展：spike (n. 尖刺)

liquor /'lɪkə/: 酒；烈性酒

make inroads：取得进展；产生效果；开拓市场

英文释义：to start to have a direct and noticeable effect

例句：Xiaomi has made significant inroads in Indian mobile market.

For a long time China's big baijiu-makers were not that interested in foreign sales. Since China began opening its economy to the outside world in the late 1970s, the **distillers** have mostly been preoccupied with meeting domestic demand. Only recently have China's thousands of baijiu-makers begun stepping up efforts to develop foreign markets. 在很长的一段时间里，中国大型的白酒酿造商无意于在海外销售。自从中国在 1970 年代后期开始对外开放经济，烈酒生产商们主要忙于满足国内需求。直到最近，中国的数千家白酒酿造商才开始加大努力开发国外市场。

distiller/dɪ'stɪlə/: n. 烈酒生产者，烈酒生产商

词性拓展：distill (v. 蒸馏)

be preoccupied with sth.：对某事物专心致志

preoccupied: adj. 全神贯注的

相关词汇：preoccupy: v. 使全神贯注

相关词汇：occupy: v. 居住；使用；占用；使...忙碌

搭配短语：Is this place occupied? 这位置有人吗？

搭配短语：be occupied territory: 被占领土

meeting domestic demand: 满足内需

step up: 增加强度

近义词：increase

搭配短语：step up one's pace 加快步伐

搭配短语：step up the pressure on sth. 加大压力

In addition to exporting their best-known brands, baijiu-makers have been creating new drinks specifically to be sold abroad. In 2016 Red Star, the maker of Erguotou, a cheap baijiu **ubiquitous** in Beijing, launched a spirit in Europe called Nuwa. Last year Luzhou Laojiao, a **storied** distiller in Sichuan, a south-western province, released a baijiu in America named Ming River.

白酒酿造商除了出口他们最知名的白酒品牌之外，也研制了专门在国外销售的新酒种。北京随处可见的一款平价白酒——二锅头的酿造商红星股份有限公司于 2016 年在欧洲推出了一种名叫女娲的烈酒。位于中国西南四川省的家喻户晓的蒸馏酒公司泸州老窖，去年在美国推出了一款叫明江的白酒。

ubiquitous/ju:'bɪkwɪtəs/: adj. 普遍存在的，似乎无处不在的

搭配短语：ubiquitous Wi-Fi signals 无处不在的Wi-Fi信号

例句：Plastics are ubiquitous even in the deep ocean. 即使在深海中，塑料也无处不在。

storied/'stɔ:rid/: adj. 经常提及的；有名的

英文释义：celebrated or famous in history or story

搭配短语：a storied institution 一个传奇的机构

近义词：famous

词义辨析：storied, famous

storied 的近义词是 famous，但它与 famous 的不同之处在于：storied 隐含着出名是需要一定时间沉淀的，而不是一夜成名或一时风尚。用 storied 来形容泸州老窖，体现了这个品牌的历史感。

Baijiu companies are aware that they **increasingly** have to compete in their home market with Western drinks such as gin, whisky and wine. Many have **concluded**, perhaps correctly, that making their brands look and feel international to Chinese drinkers will help them hold their own against these fashionable foreign **tipples**.

白酒公司意识到它们在国内市场越发激烈地和洋酒进行竞争，例如金酒、威士忌和葡萄酒。许多白酒公司得出的结论也许是正确的：在中国消费者看来，让自己的品牌显得国际化，将有助于它们在这些新潮的国外洋酒面前保持竞争力。

increasingly: 越来越...

Many have concluded: 许多人得出了结论

hold one's own (against): (与...) 同样成功, (与...) 相匹敌

英文释义: to be as successful as other people or things in a situation

例句: She can hold her own in any argument. 她可以在任何争论中坚守自己。

tipple/'tɪpl/: n. 常喝的酒

英文释义: an alcoholic drink that you drink regularly

例句: James Bond's favorite tipple is dry martini. 詹姆斯邦德最喜欢的酒是干马提尼酒。

原文:

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