Moutai, NBA's Warriors team up on court

2018-02-26

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 China Daily USA |  
 Updated: 2018-02-26 13:55

Moutai, China's favorite brand of grain liquor, has partnered with the 2017 NBA champion Golden State Warriors to sponsor the team's Chinese Heritage celebrations this season.  
During Saturday night's game against the Oklahoma City Thunder, the Warriors wore special Chinese heritage uniforms, which featured a chest logo combining the Golden Gate Bridge and traditional Chinese symbolism and the Chinese character for prosperity on the waistband of the shorts.  
The team celebrated the Chinese New Year with a variety of activities throughout the event, including a lion dance during halftime, a red envelope parachute drop and Warriors Year of the Dog plush doll giveaways and a Chinese New Year-themed mini-ball toss.  
Moutai branding and activities will be integrated into two other Chinese Heritage nights at Oracle Arena this season when the Warriors, in their Chinese heritage jerseys, will play the San Antonio Spurs on March 8 and the Milwaukee Bucks on March 29.  
"We always strive to find a partner that fits our increasingly global brand, and in Moutai we have discovered a natural choice," said Warriors president Rick Welts.  
"Moutai and its leaders think big, as evidenced by their influence in China and around the world, and together we have crafted a relationship where we can both continue to grow while celebrating our successes and impact in the United States, China and beyond," said Welts.  
Moutai, which originated during the Qing Dynasty (1644-1912), is distilled from fermented sorghum, and distilled multiple times before it is aged. It's the world's most valuable liquor company.  
The partnership between the Warriors and Moutai also includes a video series featuring Golden State assistant coaches Ron Adams and Mike Brown on a tour of San Francisco's Chinatown.  
The pair learn about Chinese culture, like the zodiac animals and red envelopes, experience a traditional tea ceremony, and taste Chinese cuisine and beverages, including Moutai, during their Chinatown adventure.  
The Chinese Heritage initiative is a nod to the strong Chinese culture in the Bay Area, the team said in a statement.  
The Golden State Warriors is the first NBA team to wear the Chinese New Year-themed uniforms. This is their fourth season wearing the heritage jerseys since their 2015 debut.  
The team has also emerged as one of China's favorite NBA basketball teams.

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