

# *“Beer was never part of the Chinese alcohol family, it came late, but conquered fast and wildly!”* Today’s alcohol consuming situation of the younger Chinese society

*Following is my opinion - or better say it’s just my impression - on today’s alcohol consuming situation among young people in China based on what I experienced. I will try to explain them in three aspects.*

## Who:

*It’s obvious that more and more young women are joining this alcohol consuming community. I think it’s because of the social development in so many aspects, like the rise of women’s status, i.e. drinking is no longer the priority for men; better living condition, i.e. people have more money to spend; and expanding of entertaining activities, because before karaoke and bars, what we had was tee-houses, but now we are trying not to miss any chance to be our drunken selves.*

## When:

*In my memory, it’s always on meal-time that my father drank, or when there was a gathering of family or friends. But no matter what for, they always consumed alcohol when they ate. It means there was a certain time zone, in which people drank. And what we do now is drinking 24-7. This may be over-exaggerated, but my point is drinking has become more like eating snacks whenever, more casual, and more relaxing.*

## Which kind of alcohol:

*We know beer was never part of the Chinese alcohol family, until it came to china only in the early of 20<sup>th</sup> century, but “conquered” our country fast and wildly. Thanks to its lower alcohol content, it has become increasingly popular not only among men but also among women, and is now playing a bigger role in the daily life. No surprise here, comparing beer with Chinese Baijiu, because beer is much easier on our bodies. Strong alcohol or Chinese liquor is more like our drinking tradition, our ancestors developed the brewing technology thousands of years ago, it’s more manly, emotional, and celebratory, but since many of our social activities are now somehow influenced by the western world, naturally, our choice of what we drink has changed as well. Today, beer wins. The popularity of beer has so much to do with the changes in living, plus beer assists in growing of social interactions and vice versa, more social activities results in killing more beer.*

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