

Brand Learning, On and Off Premise Distribution & Movie Partnership

The **TSINGTAO** Learning Channel

Tsingtao Beer "Script to Higher Tele-Advantage Profits"

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4th Scene:

The **TSINGTAO** Channel

The Tsingtao Beer Tele-Advantage

- The #1 Beer in China and the #1 Chinese Beer in the U.S. means high awareness, strong popularity and solid sales volume opportunities.
- Tsingtao Beer's strong margin consistently delivers higher profits than domestic beers.
- High quality ingredients and pure spring water make Tsingtao the perfect choice of Chinese restaurant patrons... and the perfect complement for any Chinese meal.
- Colorful Tsingtao point-of-sale materials and merchandising elements create additional awareness in your accounts and help generate profitable impulse sales.

Please call your Tsingtao Region Manager if you have any questions or need additional information.



TSINGTAO Commercial Break

Tsingtao Non-Permanent Point-Of-Sale

Put Tsingtao Beer on center stage with eye-catching point-of-sale/merchandising materials. It's the proven way to achieve additional sales and profits.

Always check your warehouse inventory for Tsingtao point-of-sale materials before committing these items to your accounts.

Please contact your Tsingtao Region Manager if out-of-stock conditions exist.



The **TSINGTAO** Discovery Channel

Discover the Strong Product Ratings and Universal Audience Appeal of Tsingtao Beer

- Tsingtao is the #1 beer in China and the #1 Chinese beer in the U.S.
- The Tsingtao Brewery is the largest and most prestigious of the more than 800 Chinese breweries operating today.
- Tsingtao consistently sells approximately one million cases each year in the U.S.
- Tsingtao Beer currently accounts for approximately 27% of the Asian beers sold in the U.S.
- Tsingtao Beer is served in more than 95% of all Chinese restaurants in this country...and is the only Chinese beer available in all 50 states.



JACKIE CHAN

TSINGTAO BEER SUPERCOP SWEEPSTAKES

WIN A TRIP FOR 2 TO MALAYSIA!

For details on the trip to Malaysia, other prizes and for sweepstakes rules, write to "Tsingtao Supercop Sweepstakes*", P.O. Box 326, Lincolnshire, IL 60069.



The **TSINGTAO** Travel Channel

Mandarin Is The Official Language Of China. Use The Following Translations To Build Rapport With Your Accounts.

English	Mandarin Pronounced in English	Written in Mandarin
Tsingtao Beer	Chingchow Peetu	Qingdao Pijiu
How are you?	Nee How! or Nin How!	Ni Hao! or Nin Hao!
How are you (pl)?	Nee Men How! or Nin Men How!	Ni Men Hao! or Nin Men Hao!
Good morning!	Tzow Anhi!	Zao An!
Good afternoon!	Wu Anhi!	Wu An!
I am...	Wol Shi...	Wo Shi...
My name is...	Wol Jiao	Wo Jiao...
This is my business card.	Joah Shih Wo De Ming Pian.	Zhe Shi Wo De Ming Pian.
Wish you prosperous!	Shung Yee Sing Lung!	Shung Yi Xing Long!
(Chinese New Year Greetings)	Sheah Sheah!	Xie Xie!
Good fortune in your business!	Tsai Jiant!	Zai Jiant!
Thank you!	May Yo Wen Yee.	Hai You Wen Ti.
See you again!	Do Sheah Baling Mahng.	Duo Xie Bang Mahng.
Good-bye!		Duo Xie Guan Zhai.
No problem.	Do Sheah Gwan Jow.	
Thank you for your help.		
Thank you for your special attention.		

*The word "Nin" is used when speaking to a respected or a higher positioned person, or is used in a formal situation. When the word "Nee" is used in a non-formal way.

*No purchase necessary. Must be of legal drinking age to enter. Void where prohibited by law. Sweepstakes ends October 31, 1998.