



Perched on China's eastern seaboard, Shandong shares a latitude with southern France and a coastline kissed by cool ocean breezes. This climate sweet spot: long summers, mineral-rich soils and just the right touch of humidity, makes it China's premier wine-growing region. From the coastal hills of Penglai to the valleys around Qingdao and Weihai, the province has become a new frontier for quality wine, turning global heads with crisp Chardonnays, bold Cabernets and award-winning bottles that rival the best of the West.

**EAST OF BORDEAUX
WEST OF NAPA
MEET CHINA'S WINE
FRONTIER**



WELCOME TO CHINA'S WINE BELT

Shandong's mix of hills, coastlines and diverse soils create ideal growing conditions across its key wine regions. With a balanced climate and four distinct seasons, it's a place where grapes thrive, producing wines with freshness, structure and real character. Here's a look at where it all happens, and what each region brings to the glass:

1 YANTAI | THE HEART OF CHINESE WINE
Varietals: Cabernet Sauvignon, Merlot, Chardonnay, Riesling, Marselan, Petit Manseng
With sea breezes and gravel-rich soil, this coastal city pumps out punchy Cabernets and zingy whites. Chardonnay and Riesling shine, but keep an eye on Marselan. Over in Penglai, the subregion to watch, international winemakers are making serious waves.

2 QINGDAO | OCEAN BREEZE, MOUNTAIN EDGE
Varietals: Chardonnay, Merlot, Cabernet Gernischt, Italian Riesling
Tucked between the coast and Mount Laoshan, this city's microclimates yield crisp, citrusy Chardonnays. Italian Riesling and local stars like Cabernet Gernischt round out the mix.

3 WEIHAI | BOUTIQUE COOL-CLIMATE FINDS
Varietals: Pinot Noir, Riesling, Vidal, Hybrid varietals
Weihai's cooler climate favours aromatic whites and elegant reds. Pinot Noir thrives here, along with hybrids and icewine grapes like Vidal, thanks to crisp air and long, slow ripening seasons.

WINE COAST & CULTURE

A three-day journey across Shandong from Qingdao's coastal charm to Yantai's vineyard heartland and Weihai's breezy views, this wine-themed escape blends tastings, culture, and seafront strolls — all at your pace. Short on time? Do it in two days. Just in the area? You can do it in one. Want to slow it down? Stretch it to five or six with vineyard stays, seafood feasts and scenic detours.

DAY 1 | SIP & STROLL IN QINGDAO
Highlights: *Huadong-Parry Chateau • Qingdao Wine Museum • Laoshan coast • Signal Hill • Badaguan*
Morning: Start at the Qingdao Wine Museum.
Lunch: Dine harbourside at the Qingdao Olympic Sailing Center.
Afternoon: Drive out to Huadong-Parry Chateau.
Evening: Wind down in Badaguan.

DAY 2 | EXPLORING PENGLAI'S WINE COUNTRY
Highlights: *Changyu Wine Culture Museum • Chateau Junding • Treaty Port Vineyards • Vineyard Stay*
Morning: Begin your day in Yantai at the Changyu Wine Culture Museum.
Lunch: Travel to Penglai to visit Chateau Junding.
Afternoon: Visit the Treaty Port Vineyards.
Evening Accommodation: For an immersive end to the day, stay at Longting Vineyard.

DAY 3 | COASTAL CALM IN WEIHAI
Highlights: *Taila Winery • Liugong Island • Seaside stay*
Morning: Kick off with a tasting at Taila Winery.
Lunch: Feast on Weihai's famous seafood.
Afternoon: Hop a ferry to Liugong Island.
Evening Accommodation: Check in to a seaview hotel like Golden Bay International or a boutique stay near Weihai's International Bathing Beach.

WHERE WINE MEETS LEGEND

In Chinese wine, all roads lead to Yantai — especially Penglai, its star subregion where sea mists, sunshine and centuries of myth swirl through the vines to create something truly exceptional. If you want to see the future of Chinese wine, start here — glass in hand, overlooking a coastline lined with vines.

WINE ATTRACTIONS

CHANGYU WINE CULTURE MUSEUM

Delve into the rich history of China's oldest winery at this museum, which showcases over a century of winemaking heritage. Visitors can explore antique wine-making equipment, historical documents and even venture into the original underground cellars.

- 56 Dama Road, Zhifu District, Yantai
- +86 535 663 3860
- Open 8am-5pm daily
- 80RMB

CHANGYU INTERNATIONAL WINE CITY

This expansive complex offers immersive experiences in modern winemaking. Highlights include Chateau Tinlot, designed in a gothic architectural style, and state-of-the-art production facilities.

- 56 Beijing Bei Road, Huangbohai New District, Yantai
- +86 535 695 2929/695 2000
- Open 8am-5pm (hours may vary) daily
- 80RMB

DOMAINE DE LONG DAI (LONGDAI WINERY)

Established by the Rothschild family, Domaine de Long Dai, also known as Longdai Winery, represents a fusion of French winemaking expertise with Shandong's unique terroir, producing wines of international acclaim.

- Qiushan Valley, Daxindian Town, Penglai District, Yantai
- +86 535 578 1166
- Open 8am-5pm daily
- Email info@longdai.cn for reservation

MORE VINEYARDS

CHATEAU JUNDING

- 1 Junding Avenue, Penglai District, Yantai
- +86 535 575 9999
- 8am-5pm 80RMB

RUNAWAY COW VINEYARD

- 18 Qiushan Valley, Daxindian Town, Penglai District, Yantai
- +86 535 354 1234
- 9am-6pm 80RMB

CHATEAU ANUO

- 88 Annuo Road, Qiushan Valley, Daxindian Town, Penglai District, Yantai
- +86 535 571 9819
- 9am-6pm Free, tastings charged separately

ESSENTIAL TRAVEL INFORMATION

GETTING TO SHANDONG

Flying in for a vineyard getaway? Shandong is served by five international airports, all offering access to key wine regions:
Qingdao Jiaodong International Airport (TAO) Best for visiting Qingdao, Laoshan, Yantai Penglai International Airport (YNT) Easy access to Changyu, Longdai and Penglai.
Weihai Dashijiao International Airport (WEH) For Taila Winery and other Weihai vineyards.
Jinan Yaoqiang International Airport (TNA) With the most international connections, it is often the starting point of most tours in Shandong.
Linyi Qiyang International Airport (LYI) Good for reaching southern Shandong.

High speed rail from Beijing and Shanghai:

From Beijing	From Shanghai
around 1.5 hours to Jinan	around 3 hours to Jinan
around 3 hours to Qingdao	around 4 hours to Qingdao

GETTING AROUND SHANDONG

The high-speed rail network is king. It's faster, cleaner and more scenic than flying. For local hops, Didi (China's Uber) and public bicycles are widely available in major cities.

Shandong's key high-speed rail hubs

Qingdao Station / Qingdao North Station For coastal vineyards and châteaux in Laoshan Mountain.
Yantai Station / Yantai South Station Access to Changyu, Longdai and Penglai wine estates.
Penglai Station Gateway to Penglai Pavilion and the myth-laced vineyards along the Bohai coast.
Weihai Station / Weihai North Station For boutique tastings at Taila Winery and scenic wine-golf escapes.
Jinan Station / Jinan West Station With the most international connections, it is often the starting point of most tours in Shandong.

Emergency Numbers

Police 110 | Ambulance 120 | Tourist Complaints 12345

Tipping

Not expected. Round up for great service, but locals rarely tip.

Weather Snapshot

Spring (Mar-May) Mild, breezy; great for hiking.
Summer (Jun-Aug) Hot & humid; pack sunscreen.
Autumn (Sep-Nov) Dry, golden and crisp — Shandong's best season for outdoor travel.
Winter (Dec-Feb) Cold, with possible snow inland — dress warm.

Essential Travel Apps Super Apps

WeChat App Alipay App

Alipay and WeChat are China's must-have super apps, combining mobile payments with everyday services like taxi booking, food delivery, bills, and even hotel reservations. Both support Visa, Mastercard and UnionPay international cards, but while WeChat is stronger for messaging and social sharing, Alipay excels in travel and shopping features. Most travellers use both to cover all bases.

Navigation

Baidu Maps Gaode Maps

The two most popular and accurate map apps used by locals to get around by foot or by car.

Travel & Tickets

Trip.com 12306

The go-to English-friendly booking app for flights, trains, hotels, and more within China. The official booking app for China Railway.

KNOW MORE DO MORE

Official Shandong Tourism
Social Media Accounts



Before you go...

All information (including dates, locations, ticket prices and activities) is correct as of 30 April 2025. Please check official websites or social media channels for the latest updates. Details related to venues and attractions are provided by their respective operators; please refer to their official announcements for the most up-to-date information.

WHERE WINE MEETS THE WAVES

Better known for its beer, Qingdao is quietly making waves with cool-climate wines and coastal flair. Nestled between the Yellow Sea and Laoshan Mountain, its breezy, sea-tempered climate and rocky soils are ideal for crisp Chardonnays, steely Rieslings and soft, herbal reds. Since the 1980s, pioneers like Huadong-Parry have led the charge, proving Qingdao has serious wine potential. Today, quality takes centre stage, with boutique wineries offering tastings, tours and sea-view sipping. Think seafood pairings, European charm and sunsets served with a glass in hand.

WINE ATTRACTIONS HUADONG-PARRY CHATEAU

One of China's first boutique wineries, this British-founded estate blends French winemaking traditions with Qingdao's unique terroir. Enjoy tastings on the terrace, with views of vine-covered hills rolling toward the sea.

- Huadong Road, Laoshan District, Qingdao
- 📞 +86 532 8889 7777
- 🕒 Open 9am–4.30pm daily
- 💰 50RMB

QINGDAO WINE MUSEUM

Tucked beneath Signal Hill in a former wine cellar, this museum dives into China's wine history with vintage barrels, Euro-style tunnels and a full timeline of its rise. Don't miss the views from Signal Hill Park — red rooftops, sea breeze and all.

- 68 Yan'an Yi Road, Shibei District, Qingdao
- 📞 +86 532 8271 8388
- 🕒 Open 9am–4.30pm daily
- 💰 50RMB

BEYOND WINE | OTHER LOCAL SIPS

Qingdao isn't just about grapes. It's also home to **Tsingtao Beer** 青岛啤酒, one of China's most iconic brews, founded by German settlers in 1903. **The Tsingtao Beer Museum** 青岛啤酒博物馆 is a lively stop, offering tastings and foamy photo ops. No visit to the city is complete without a cold Tsingtao paired with freshly steamed seafood — it's a Qingdao classic. For something heartier, look out for **Jimo Laojiu** 即墨老酒 — a nutrient-packed, deep-red rice wine made from glutinous millet, known for its rich, mellow flavour. A winter favourite, it's often served warm and sipped slowly. Or try **Laoshan Cola** 崂山可乐, a fizzy herbal soft drink infused with Chinese medicinal ingredients, a nostalgic local favourite with some wellness cred.

TSINGTAO BEER MUSEUM

- 56 Dengzhou Road, Shibei District, Qingdao
- 📞 +86 400 169 1903
- 🕒 Open 8am–5.30pm daily
- 💰 60RMB, includes tastings

WHERE COOL CLIMATE MEETS COASTAL CHARM

Weihai may not be China's biggest wine region, but it's one of the most quietly compelling. Tucked on the eastern tip of the Shandong Peninsula, it shares the sea breeze and mild climate of its neighbours with a cooler edge that favours crisp whites and elegant reds.

WINE ATTRACTIONS TALIA WINERY

This award-winning estate has put Weihai on the wine map. Their Viognier and Chardonnay have picked up international medals for their clean, expressive flavours. The setting? Tranquil coastal hills, just right for a swirl and a sea breeze.

- Qingshan Bei Road, Rushan City, Weihai
- 📞 +86 631 690 6677
- 🕒 Open by appointment



THE ART OF PAIRING: MATCHING SHANDONG'S ICONIC DISHES WITH ITS WINE

Shandong cuisine or Lu cuisine, salty, savoury, full of depth, demands wines that can keep up. Forget the old rules of red with meat and white with fish: this is about balance, contrast, and unlocking even more flavour. Here's how local wines pair with four iconic Lu dishes.

SWEET AND SOUR CARP 糖醋鲤鱼

Pair with: Riesling

Try: Huadong-Parry Riesling, Qingdao.

Why it works: Riesling's citrus zing and touch of residual sugar cuts through the dish's sticky glaze while echoing its tang. The crisp acidity balances the rich fried fish.

BRAISED SEA CUCUMBER WITH SCALLION 葱烧海参

Pair with: Chardonnay (lightly oaked)

Try: Longting Chardonnay, Penglai.

Why it works: The subtle, gelatinous texture of sea cucumber pairs beautifully with a rounded, mineral-forward Chardonnay that enhances the umami without overpowering it.

BRAISED PORK MEATBALLS 四喜丸子

Pair with: Merlot

Try: Talia Merlot, Weihai.

Why it works: This dish is rich and comforting — just like the wine. A soft, medium-bodied Merlot echoes the sweetness of the sauce and smooths out every bite of melt-in-your-mouth meatball.

BRAISED PRAWNS 油焖大虾

Pair with: Petit Manseng

Try: Longting Petit Manseng (Dry), Yantai.

Why it works: This dry white is aromatic yet structured, with tropical fruit and a zesty edge that complements the sweet-savory sauce. Its bold character stands up to braised shellfish — think of it as Chardonnay's more daring cousin.



MORE TO SIP IN SHANDONG

Wine may be the headliner, but Shandong's drinks list runs deep. Here are a few local favourites to try:

BAIJIU 白酒

This strong Chinese spirit (typically 40–60% ABV) is bold and fiery. Shandong's lighter styles are easier to sip. Try regional labels like Baotu Spring 趵突泉 and Confucius Family Liquor 孔府家酒.

FRUIT JUICES 果汁

Straight from the orchard. Look out for peach, snow pear, and jujube juices, all subtly sweet, refreshingly pulpy and often served chilled in traditional restaurants.

