MOAI

Explore the world, live unique experiences, grow your photography, discover new cultures.



THE HISTORY OF BEER IN CHINA: FROM HARBIN TO QINGDAO

Duration: **11 days / 10 nights** · Physical effort: **Easy**

Up-to-date dates, prices and included services: moai.ch/cina-storia-birra

A journey through China unlike the usual ones, where beer becomes the thread connecting history, cities, and cultural influences. From Beijing to the Russian Manchuria of Harbin and on to German Qingdao, the route crosses three worlds of modern China among European architecture, Taoist temples, industrial museums, and the famous beer festival.

This journey offers an original perspective on contemporary China. Following the history of beer in the country, the itinerary passes through three cities that reveal foreign influences on modern China.

In **Beijing** you will discover the craft beer scene with an introductory evening in a local microbrewery.

From here the journey continues to **Harbin**, a city founded along the railway built by the Russian Empire, where European architecture and wide avenues still recall the Russian presence. One of the first major breweries in China was established here.

The trip then continues to **Qingdao**, a former German colony on the Yellow Sea. The city preserves villas, churches, and European districts perfectly integrated into modern China. Here you will visit the historic Tsingtao brewery and take part in the famous beer festival.

MOAI
travel@moai.ch
moai.ch
moai.ch/cina-storia-birra

The journey, however, is not only gastronomic: it also includes Taoist temples on Mount Laoshan, urban walks, colonial history, and free time to discover the everyday life of Chinese cities.

Note: it is not a trip "to drink", but a cultural journey in which beer becomes an original way to tell the story of some Chinese cities.

The route



1 **Beijing**
1 night · Day 1

2 **Harbin**
4 nights · Days 2–5

3 **Qingdao**
6 nights · Days 6–11

Itinerary

Before the trip

For those who are interested and able to arrive in Beijing earlier, we can organize **2 or 3 days to visit Beijing**: Tian'anmen Square, the Forbidden City, Mao's Mausoleum, the Temple of Heaven, the Great Wall of China, ...

Day 1 – Beijing

Individual arrival in **Beijing**. In the late afternoon meeting with the group at the hotel and a short introduction

to the journey. After the briefing we move to a local craft microbrewery for an informal dinner and a tasting of beers from the Beijing craft scene. In recent years the capital has seen the birth of numerous small breweries that reinterpret Western traditions using local ingredients, offering an interesting starting point to understand how beer culture has evolved in the country.

Overnight: Beijing

Day 2 – Harbin

Transfer by high-speed train from Beijing to **Harbin** (about five hours). This city is famous for the ice festival in winter. The journey crosses part of northern China up to Manchuria. Upon arrival check-in at the hotel and first walk through the city center.

The evening is dedicated to exploring **Zhongyang Street**, an elegant pedestrian avenue built at the beginning of the 20th century and characterized by numerous European-style buildings. The street reflects the international past of Harbin, a city that was born thanks to the railway built by the Russian Empire at the end of the nineteenth century.

Overnight: Harbin

Day 3 – Harbin

Day dedicated to the discovery of historic Harbin. For decades the city was an important international center where Russian, Jewish and European communities lived. During the day we visit **Saint Sophia Cathedral**, one of the most iconic buildings in the city, built in 1907 as a Russian Orthodox church. We continue with a walk through historic districts and some restored areas of the so-called **Chinese Baroque quarter**, which in recent years has undergone significant urban restoration. The day also offers the opportunity to discover the cuisine of northeast China, traditionally rich and hearty and influenced in part by Russian traditions.

Overnight: Harbin

Day 4 – Harbin

The morning is dedicated to visiting the **Harbin Beer Museum**, which tells the story of one of the oldest industrial breweries in China. The brewery was founded at the beginning of the 20th century in a context strongly influenced by the Russian presence in the region.

In the afternoon there is the possibility to visit the **Unit 731 Museum**, dedicated to a dramatic chapter of the history of the Second World War in Asia. The visit is optional; those who prefer can return to the city center and continue exploring the city independently.

Overnight: Harbin

Day 5 – Harbin

Free day to explore Harbin with several possibilities. Among the most interesting options are visiting the **Jile Buddhist Temple**, one of the main religious sites in the city, or an excursion to the **Siberian Tiger Park** located on the outskirts of the city. Alternatively it is possible to walk **along the Songhua River**, an important geographical element of the city and a meeting place for local residents.

Overnight: Harbin

Day 6 – Qingdao

Flight transfer to **Qingdao**, an important port city overlooking the **Yellow Sea**. Founded as a German concession at the end of the nineteenth century, Qingdao still preserves numerous buildings and districts built during the colonial period.

In the afternoon first walk along Fushan Bay and the area of **May Fourth Square**, one of the symbols of the modern city.

Overnight: Qingdao

Day 7 – Qingdao

Visit to the **historic Tsingtao Brewery** and the beer museum. The brewery was founded in 1903 during the period of German presence and later became one of the most well-known brands in the Chinese food industry. After the visit we continue exploring historic Qingdao with the German **Governor's House** and **Signal Hill**, from where there is a wide panorama over the red roofs of the city and the port, ideal for sunset.

Overnight: Qingdao

Day 8 – Qingdao

Excursion to **Mount Laoshan**, one of the most important mountains of Taoism and a place of great spiritual significance in Chinese tradition. Taoist temples are located among mountains and cliffs overlooking the sea, offering particularly striking landscapes. The day allows you to discover a more natural and spiritual side of the Shandong region.

Return to the city in the afternoon.

Overnight: Qingdao

Day 9 – Qingdao

Participation in the **Qingdao International Beer Festival**, one of the largest events dedicated to beer in Asia. The festival brings together local and international breweries, music and numerous food stands, creating a lively and popular atmosphere.

Overnight: Qingdao

Day 10 – Qingdao

Free day to continue discovering the city. Possibility to visit the **sea** and explore other **historic districts**.

In the evening we will discover some **local craft breweries** that have emerged in recent years alongside the industrial tradition of Tsingtao.

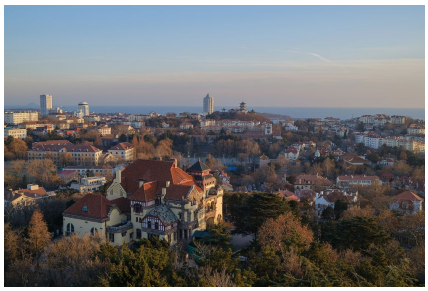
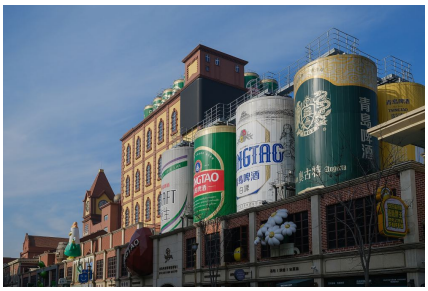
Overnight: Qingdao

Day 11 – End of the trip

Possible return to Beijing by high-speed train or departure by plane from Qingdao.

MOAI

Explore the world, live unique experiences, grow your photography, discover new cultures.





NOTES

Thank you!

To thank you for your interest and for printing or sharing this itinerary, here is a voucher worth **US$ 130** on your next trip. Use the discount code **PDF**.

MOAI
travel@moai.ch
moai.ch
moai.ch/cina-storia-birra