

The Differences of Wine Culture between Chinese and American Business Banquets

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Abstract: The purpose of this paper is to analyze the reasons for the differences of wine culture between Chinese and American business banquets. This will help to avoid unnecessary cultural conflicts and promote business exchanges between China and the United States. It will also contribute to the cultural exchanges between China and the United States and achieve a win-win situation. At the same time, China and America can accept each other's wine culture and bring their own wine culture to the world.

Keywords: business banquet, wine culture, differences

1. Introduction

Wine culture is a heritage that has continued in China for thousands of years. Western countries' understanding and views on wine culture are different from those of China. There are many reasons for this. This article mainly introduces the differences in wine culture between Chinese and American business banquets and analyzes the cultural differences between Chinese and American business banquets.

2. Different origins of wine

There are four sayings about the origin of Chinese wine. The first argument is that it originated before the year 9000. This was proposed by American scientist Patrick McGovern. The research team found ceramics for wine in cultural relics unearthed in Henan Province, China. The second theory is that it started 7,000 years ago. This is a statement about Emperor Yan making wine. According to records, when the Emperor Yan led the people to develop farming industry, they had ceramics of toasted wine. The third theory is that it originated in 5000 years, which refers to the wine made by the Yellow Emperor. The last statement is the wine made by Yi Di and Du Kang. However, there were records of brewing and drinking before these two people, so it is more appropriate to call them the producers of wine. But no matter which statement is true, there is evidence that China has begun making wine very early. On the other hand, ancient poems can also represent China's wine culture and prove that wine culture has a long history. The most famous poet is Li Bai. He is called "wine fair". In the eyes of modern people, Li Bai has three labels: natural and unrestrained, genius and fond of drinking. There is another poet who loves drinking, Bai Juyi. It is said that of the more than 2,800 poems left by Bai Juyi, more than 900 are related to drinking. Some people say that drinking is actually the poet's helplessness to the society. According to historical records, in 138 BC, when Emperor Hanwu sent Zhang Qian to the Western Regions, Zhang Qian discovered that people made wine with grapes. And Zhang Qian asked for some grape seeds. After returning, the people learned to make wine from grapes. This shows that China had wine in the Han dynasty^[1]. All of these examples show that Chinese wine culture has a long history.

Unlike China, America has no long history and no poet like us who can prove a long history of wine culture. In Western countries, people think that wine was invented by gods, and finally brought to the world by humans. In the West, Dionysus is the god of wine in Greek mythology. According to records, under the guidance of Silenas, the god of the forest, he mastered the history of wine. Throughout his life, he taught the techniques of growing grapes and making wine. He not only taught local people how to make wine, but also lifted them out of poverty. Therefore, Dionysus also became synonymous with wine or wine-related carnival. In fact, America has a 300-year history of wine production as an emerging wine producer. Although this is not a long period compared with China. The history of American wine was pioneered by the first European colonists who came to North America. The colonists introduced French grape and gradually established one vineyard after another. This is the origin of American wine.

3. Different types of wine

There are many varieties of Chinese wine, including Chinese spirits, rice wine, fruit wine, and medicinal wine. Among them, the oldest is rice wine, and the most typical and most representative of Chinese wine is Chinese spirits. China's unique liquors have their own characteristics according to the place of origin, such as Shanxi Fen liquor, which is sweet and refreshing, and has a pure taste. Guizhou's Moutai has a long aftertaste.

The varieties of American wine include white wine, beer, American whiskey, vodka and so on. In fact, it's not quite right to say that it's American wine. It should be said that it's western wine. Among them, the more famous American whiskey is brewed by immersing the fine grain in water to germinate, and drying it, fermenting and distilling it. California red wine is also very famous in the United States. It is rich in flavor, smooth and full of fruit and refreshing.

On different occasions, these types of wine have different meanings. For example, at a banquet, people in formal clothes can't drink medicinal wine. They should choose red wine or champagne. The melodious qualities of wine and champagne often melt each other's social atmosphere quickly. The shaking of the wine glass can often ease the atmosphere of tense talks. The consumption of wine as a beverage is an art form whose purpose is to achieve consumption in restaurants and entertainment places, so as to make profits^[2]. Furthermore, to relax at a bar or a stall, the best choice is beer or whiskey, and it is better to have a conversation with partners. In China, people are influenced by Chinese wine culture. Thus, to give gifts to elders during the holidays, people usually choose wine. For elders who are deeply influenced by traditional culture, foreign wine is not very suitable. Therefore, people usually choose to send Chinese spirits. There are many kinds of wine in China and the United States, and people's preferences for wine are different. However, in order to reflect the formality of the banquet, people usually choose wine or champagne at Chinese and American business banquets. These two types of wine are acceptable to both the Chinese and American sides.

4. Differences in wine culture between Chinese and American business banquets

4.1 Differences in drinking purpose

The first case is in a business banquet in China. Chinese people pay attention to people and etiquette. If one person raises a glass to speak first, the other person must also stand up and raise a glass, and then drink it. During the banquet, this person is usually the company's leader or business partner. This is the Chinese toast culture. The Chinese believe that the glass is full of respect, and toast is a respectful behavior. Etiquette in wine culture has always been the norm for drinking in China. With the passage of time, drinking has gradually formed distinctive drinking ceremony. At the banquet, different roles also have different drinking etiquette. Usually, the host of the banquet needs to toast first, and toast according to age and status. As a guest, you should lower your wine glass when raising a glass, indicating humility. During the banquet, the subordinates need to toast the leader first, or Party B toast to the partner. These are to hope that cooperation can be reached as soon as possible. At the same time, in order to make the atmosphere more intense at the banquet, people usually play some wine games. Noisy banquets are the norm for Chinese business banquets. Therefore, the purpose of Chinese people drinking is more focused on atmosphere than drinking. At the banquet, people will say "one will not return home before getting drunk". The most commonly heard "cheers" is also a Chinese-specific drinking word.

The second case is in a business banquet in America. Americans value the quality of wine more than etiquette and atmosphere. Americans don't have as many etiquettes as the Chinese. The etiquette and purpose of drinking are mainly to show respect for alcohol. Americans pay attention to the sequence of drinking. At a business dinner, there may be several bottles of different wines after a meal. For example, aperitif, main course wine and after-meal drinks. And Americans don't like to finish a drink at a time, they like to taste wine slowly. For wine culture, Americans are more gentlemen. At business banquets, Americans are also quieter. They don't have drinking game like China. They hold their glasses to taste, and nothing else seemed more important than wine tasting at the party.

The last case is a Sino-US business banquet. In this case, both the Chinese and Americans have different drinking cultures. But through friction and integration, and under certain circumstances, the purpose of drinking is extraordinarily simple. The purpose is to consolidate the relationship between the two parties, facilitate the transaction, and establish a long-term cooperative friendship.

4.2 Differences in drinking patterns

Regarding the differences in drinking styles between China and America, there are the following aspects.

First, drinking utensils are different. Chinese people believe that only mellow wine with sophisticated equipment can make people immersed in the joy of drinking. Archeology proves that in the Neolithic pottery products unearthed in modern times, there have been special wine vessels. Since ancient times, Chinese people have had special utensils for drinking, such as Neolithic pottery vessels, bronze vessels from the Shang and Zhou periods, and glass, conch glass, and jade cups in the Han Dynasty. In modern society, there is no longer a wine vessel that distinguishes status. However, people still distinguish the use of wine vessels on different occasions. For example, in business banquets, the Chinese mostly use small cylindrical wine glasses, which are usually used when drinking Chinese spirits or beer. At family dinners, people in the northwest would use large bowls to drink. In ancient Egypt, people made wine with pomegranates, and made wine containers into the shape of pomegranates. Americans do not have as many drinking devices as the Chinese. They drink beer in large glasses with handles, champagne and wine in tall glasses, and cocktails in specialized cocktail glasses. Although there are differences in the equipment used by Chinese and Americans, we usually respect each other's habits at business banquets. At business banquets, people usually choose wines that can be accepted by both parties, such as champagne and wine. The equipment used is a goblet. That avoids discomfort and embarrassment on both sides, and blends with the business atmosphere.

The second difference is the attitude to drinking. The Chinese like to drink alcohol freely, while the Americans like elegant drink. Chinese usually promote relationships with each other by inviting relatives, friends, and colleagues to drink and eat. They expect others to invite themselves in the future, which is also a manifestation of China's "reciprocal" tradition. Chinese people like to show their enthusiasm by saying "don't get drunk tonight, don't go back". They like to gather a group of people to drink together, chat and drink at the same time. They don't care about time until they are drunk and unconscious. Instead, Americans like to enjoy drinking time alone. Unlike the Chinese, who like to drink in a noisy way, Americans prefer to drink alone. They drink alcohol to appreciate it. This is also the manifestation of American individualism.

The last point is that Chinese people think that drinking alcohol without vegetables is easy to get drunk, which is bad for health. But there is no such preference in Americans drinking. In Sino-US business banquets, the dishes on the dinner table depend on whether the guests are Chinese or American. If you are a Chinese guest, just serve dishes that are convenient for Chinese guests to pair with wine. If you are an American customer, the dishes must be prepared according to the type of wine. Usually, red wine is paired with red meat, and white wine is paired with chicken or seafood

4.3 Differences in drinking habits

Due to historical idea, the Chinese have many customs and habits in drinking.

First of all, Chinese people apply realgar wine on the skin during the Dragon Boat Festival, which means to avoid poison. During the Mid-Autumn Festival, people drink osmanthus wine because August is the season for sweet-scented osmanthus. Drinking chrysanthemum wine during the Double Ninth Festival is a traditional custom that has continued from the Jin Dynasty. The banquet when the child is full moon is called full moon wine. These are China-specific drinking customs.

Second, Chinese people also have the custom of toasting and persuading. Influenced by Confucianism, Chinese people advocate respecting the old and loving the young. The concept of honor and inferiority is also reflected in the toasting culture. On Chinese wine tables, toasting generally has a fixed toasting order. Generally, the order of toasting starts from the host, or the host or distinguished guests can propose a toast together. The order of toasting usually starts with the host toasting in turn. The more the guest drank, the more the host felt he had done his duty. Even if the guests don't want to drink at this time, they should put the glass by their mouths as a courtesy^[3]. This is incomprehensible to Americans. They don't understand the significance of drinking like this. At the wine table in America, everyone drinks his own wine and decides how much to drink. Compared with persuasion, Americans pay more attention to the host's speech before the banquet, which represents the host's welcome to the guests. After the host's opening speech, everyone can enjoy the banquet.

Finally, there is "cheers", which is a unique drinking term for Chinese people. At business banquets, the Chinese like to say "cheers" and then drink it to show their enthusiasm and sincerity. However,

Americans prefer a light sip or a shallow sip. In the eyes of Americans, drinking all the wine in one gulp is not to enjoy the beauty of the wine, nor to experience the taste of the wine. However, at a business banquet, if the conversation is going well and the atmosphere is warm, everyone is more likely to raise a glass to express their joy.

5. Factors affecting the differences in wine culture between Chinese and American business banquets

Geographical environment, thinking mode and psychological factors are underlying reasons for those differences.

5.1 Geographical environment

China is vast and its terrain is complex. The combination of temperature and precipitation is diverse, forming a variety of climates. Because China's terrain and climate are very complex, and the land types are complex and diverse, it provides favorable conditions for agricultural development. China's representative liquor is Chinese spirit, which is made from grains such as sorghum, corn, and sweet potatoes. Under such good planting conditions and the promotion of the country, Chinese spirit has become one of the representative wines in China.

The geographical conditions of the United States are very different from those of China. There is a temperature difference in the American plains. The plain occupies about one-half of the United States. However, it is beneficial to the cultivation of grapes, and the grapes grown have good texture and taste in this environment. And currently the United States is the fourth largest wine producer in the world and the sixth largest grape growing country in the world. These show that the geographical location of the United States is extremely suitable for the development of the wine industry.

Both China and America have developed their liquor and spirits culture and wine culture very well under their respective conditions. However, the different geographical environment of life determines the different varieties of wine and cultural differences. Therefore, at the Sino-US business banquet, both China and America should pay more respect to each other's drinking culture. This is irreversible and is determined by the other's growing environment.

5.2 Thinking mode

The differences of wine culture between China and America are reflected in the way of thinking.

First, the dominant culture of China is the "propriety" emphasized by Confucianism. This is an important part of ancient Chinese philosophy. This idea requires that each member's words and behaviors conform to his own social status. Even in modern times, people still have to abide by the rule of "respect for seniority". Chinese people's thinking emphasizes integrity. Therefore, even after the passage of time and the precipitation of history, the Chinese still have the same attitude towards wine culture.

Western countries, such as America, have free and democratic blood flowing in their mental vessels. Americans emphasize individualism and pursue personal freedom. According to the Bible, wine is a part of life and the embodiment of Jesus' salvation spirit. For Americans, wine is like art, so Americans prefer to appreciate wine as a work of art^[4].

Therefore, the difference in thinking mode is reflected in the Chinese and American business banquets. The Chinese people like to drink lively. The overall thinking of Chinese people implies that they should participate and enjoy together. They kept toasting, talking politely, and enjoying the atmosphere that everyone became excited by the role of alcohol. The Chinese believe that as long as everyone enjoys the banquet, the purpose of the banquet will be successful. And the Americans individual think that they seem to stay out of the party. They enjoy wine more than banquets and trades. They are baffled by the culture of Chinese people who like to persuade and toast, because they enjoy the wine tasting alone, and they want to participate in the banquet quietly.

5.3 Psychological factors

Part of the factors that influence wine culture in Sino-US business banquets are psychological factors. Psychological factors restrict drinking behaviors. Drinking is a conscious activity carried out by people, which reflects the sustenance of people's will, taste and spirit. These reactions will appear under the

influence of wine at a suitable time, occasion, and atmosphere. These also constitute drinking psychology. Australian sociologist Margaret Sargent believes that people's attitude to drinking is mainly due to the following psychological reasons: First, drinking is a symbol of communication and social solidarity. The second is to drink for socializing. The third is utilitarian drinking and drowning in sorrow with alcohol^[5].

In fact, the Chinese people rely on a lot of feelings to drink. For example, the ancient Chinese poet mentioned in this article, Li Bai, has been related to wine all his life. Li Bai's poems on wine, whether they are poems about expressing ambitions, or poems showing magnificent style. His poems show his romantic style in the lines. Under the influence of wine, Li Bai's poems become more and more intense, letting us experience the poet's contradictions and romance. This reminds us that, assuming there is no wine, Li Bai's poems would have lost a lot of charm. This is the unique psychology embodied by wine culture, and it can also be said to be the mentality and inspiration inspired by drinking.

On the other hand, Americans consider alcohol to be a substance that soothes the spirit. They believe that drinking is a vent of emotion, a moment of rest, and a comfort to the soul. At the Sino-US business banquet, the Chinese and the Americans have different psychological treatments of wine at this moment. Americans just want to enjoy this banquet, make friends with the Chinese, taste the wine at the banquet, and release themselves physically and mentally. The Chinese people hope that today's banquet will be successful and that everyone will be satisfied. It is best to sign a contract because everyone is satisfied. Or the banquet can establish a good relationship, and there will be long-term partners in the future. The psychology of the two is different, which leads to the difference of wine culture .

6. Conclusion

This article studies the differences in wine culture between Chinese and American business banquets. Starting from the previous research and investigation of wine culture differences, this article first briefly introduces the wine culture of China and the United States, and distinguishes the wine culture of China and the United States from the origin of wine and the variety of wine. The second part analyzes the differences in drinking purpose, drinking style, drinking customs, significance of drinking, and introduces specific situations of business banquets to analyze the differences in wine culture. Finally, it analyzes the factors that influence the cultural differences between Chinese and American business banquets from four aspects: geographic environment, religious beliefs, thinking mode and psychological factors.

The central idea of this article is to compare the differences in wine culture between China and America, analyze the current situation and reasons, and analyze the current cross-cultural communication between China and America from the differences in wine culture. China and America have formed their own style of wine culture based on their respective development characteristics. Drinking alcohol is already a cultural phenomenon in today's social communication activities. Even with the frequent trade exchanges between China and America, cultural differences between Chinese and Americans are still difficult to eliminate. Because they grow up in different environments, they are not familiar with each other's culture. Therefore, the spread of wine culture can help both sides understand the differences, understand each other's culture, help cross-cultural communication, and reduce cultural conflicts. In China and America business banquets, we can better promote relations, deepen the understanding of each other's culture and quickly establish friendly and cooperative relations.

Business negotiations and banquets are essential links in international exchanges. And due to differences in education between countries, cultural conflicts and cultural integration are also inevitable. In order to deepen the exchange of etiquette and culture, it is important to understand the differences between Chinese and American wine cultures. Therefore, this article has certain practical significance for the exchange of wine culture in China and America business banquets.

Future research can specifically analyze the differences between Chinese and American wine culture under different business banquets. For example, at a party or in a restaurant. First of all, the author of this article did not personally participate in Sino-US business banquets, but only collects the information about the differences between Chinese and American wine culture through consulting the data. This article's understanding of business banquets is not complete. Second, there were no interviews to investigate the views of Americans. This article studies this matter only from the perspective of the Chinese, and it does not investigate the views of Americans on the study of the differences between Chinese and American wine cultures. Compared with other papers of the same type, the same point is that the materials of wine culture are similar, and the research direction is also similar. The difference is that this paper complement previous studies. For example, the scope of previous studies is too large. This

paper limits the scope to the specific situation of business banquet in China and the United States.

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