

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA 4 - 11 January 2026



Beverage industry brews holiday consumption boom in SW China

Data from the municipal commerce bureau shows that Guiyang now boasts over 1,200 craft beer bars -- one of the highest densities in China. Statistics show that the craft beer festival held in Guiyang during the National Day holiday in 2025 attracted nearly 150,000 participants, generating over 208.333 USD in direct revenue for vendors while boosting the revenue of dining and retail businesses by about 20 percent. ([Xinhua news](#))

China's beef industry urges immediate safeguard measure

On December 27, 2024, China's Ministry of Commerce announced a safeguard investigation into beef imports following a petition by the China Animal Agriculture Association and nine provincial animal agriculture associations. Despite the ongoing safeguard investigation into imported beef, volumes continued to rise between January and October 2025, with inventories reaching about 1 million metric tons. ([China Daily](#))

Tariffs on 935 commodities have been reduced from 2026

The State Council Tariff Commission issued an announcement declaring that from January 1, 2026, provisional import tariff rates lower than the most-favored-nation (MFN) rates will be implemented on 935 commodities. Among them, the provisional tariff rate for "small-packaged vermouth and similar wines" will be 30%. ([Wine Business Observer](#))

November wine import data: import volume and value decline by over 40% year-on-year

According to the latest data from the General Administration of Customs, the total volume of wine imported in November was approximately 10.2241 million liters, a year-on-year decrease of 49.29%; the import value was approximately 90.2005 million USD, a year-on-year decrease of 42.43%; and the average import price was approximately 8.82 USD per liter, a year-on-year increase of 13.54%. ([Wine Business Observer](#))

Fresh coconuts from Hainan delivered first shipment to Belarus

According to CCTV News, 19.5 tons of fresh coconuts from Qiongshan District, Haikou City, were recently shipped from Alashankou Port via cross-border road transport under the supervision of Yecheng Customs, a branch of Haikou Customs, to Belarus. Haikou Customs will go on to optimize customs clearance measures for fresh agricultural products, supporting the export of high-quality tropical agricultural products from Hainan. ([Asia Fruit](#))