



# 这个小县城如何诞生 1.4亿美元规模的土陶产业?(上)

## How a Small Chinese County Gave Birth to a \$140 Million Pottery Industry?



手工制作土陶酒坛。



全自动制陶设备上的土陶酒坛。



生产出的土陶酒坛。

在四川南部的一座小县城——自贡市荣县,陶土资源储量超12亿吨,依托自然资源禀赋,它所生产的土陶酒坛已经占据全国45%的酒坛市场份额,土陶年产值达1.4亿美元,荣县超3万人吃上“土陶饭”。

Zigong's Rongxian County, located in the southern part of Sichuan Province, China, stores over 1.2 billion tons of pottery resources. Based on the natural endowment, it has produced pottery liquor jars capturing 45% of the national market share. The annual output

of pottery in the county reaches 140 million dollars, with more than 30,000 residents actively involved in the pottery industry.

陶坛在中国是一种历史悠久的盛酒容器,可以理解为东方的“橡木桶”。土陶的烧制温度较低,由于空气的介入,陶坛壁上会布满许多毛细孔,能加速酒体的酯化、氧化反应,生产出醇香四溢的酒。

The pottery liquor jar is a traditional vessel for storing liquor in China, often likened to the Oriental “oak

barrel”. Pottery requires a relatively low firing temperature. As air permeates, the walls of the liquor pottery jar develop numerous fine holes, which facilitates the “micro-oxygen circulation” between the liquor and oxygen. This accelerates the esterification and oxidation reactions of the liquor and produces a mellow and fragrant taste.

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