

A Trash 150

[Chapter 150 - 150 Sky-high Ancient Wine! Ten Billion in Profits! Moutai and Wuliangye Engages in a Fierce Battle! \(1\)](#)

150 Sky-high Ancient Wine! Ten Billion in Profits! Moutai and Wuliangye Engages in a Fierce Battle! (1)

“As for the ancient wine of the Ming dynasty, not only has it has been preserved well until now, but it has even completely dried out yet! This is the first time I’ve ever seen such a well-preserved wine specimen!”

“Therefore, without an existing auction price as a reference, I can’t give anyone a valuation!”

Qin Rubing shrugged helplessly.

In terms of rarity.

The ancient Ming dynasty wine was even rarer than the chicken cup.

However, in terms of cultural relic value, the chicken cup was of a different class altogether.

After all, how could something like wine still have any appreciation in value?

Moreover, who would dare to drink it?

No matter how strong the white wine was, its taste was bound to sour after more than 100 years have passed.

Therefore, even though the wine was definitely very rare, its value was only mediocre at best.

“Hello, Mr. Luo. I’m He Wanshan from Jiang Xiaobai Group! I hope to buy your Ming Dynasty ancient wine at the price of 1 million per jar!”

Since no one had made an appraisal, He Wanshan saw no reason not to place a starting bid himself.

However, the system had evaluated the wine jars at 3 million per jar.

It was clear that he was trying to take advantage of Luo Feng, but it was to be expected, as they were a small business, after all.

When Li Zaixing saw this, he chuckled and said, “Mr. Luo, Moutai is offering you a price of 2 million per jar!”

“Wuliangye offers 3 million yuan per jar! ”

Another representative stood up.

“Jian Nanchun bids 5 million. ”

Now that prices have already gone to 5 million, it meant that the 12 jars of ancient wine was worth 60 million.

Even though Li Zaixing was the chairman of Moutai, in the end, he was still a manager to the organization, and had to report his activities to the stakeholders, who held the real power.

Despite being the boss, as a state-owned enterprise, he had no shares in the company.

As such, in order to secure more funding for the bids, he made a call to the higher ups and informed them of the latest turn of events.

He indicated that there were a few more white wine companies competing to purchase the Ming dynasty wine.

After all, the ancient wine was a goldmine that could churn out huge profits for whichever company that manages to obtain it.

This was because they could study how the wine of the Ming dynasty was brewed.

Once they knew the technique, they could brew it by themselves.

Even if it did not taste nice, they could still market it as wine brewed via ancient techniques. Such a promotional act was bound to garner much attention.

Anyway...

White wine companies that managed to get a hand of the 12 jars would be able to launch a brand new line of white wine.

This wine, coupled with the popularity of the ancient tomb's discovery...

Would guarantee high profits.

It was very likely that they could see more than 10 billion in profits...

"Alright! Got it!"

After hanging up the phone, Li Zaixing immediately returned to the crowd. Although the price had already increased to 5 million yuan, since the officials above Li Zaixing wanted him to continue bidding, he was now able to offer 10 million yuan per jar.

"Moutai offers 10 million per jar!"

Li Zaixing shouted.

He refused to partake in the skirmish any longer and had offered a price that he was confident would wipe out all of his competition.

F*ck!

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The moment Li Zaixing made the offer, the representatives of the other liquor companies all shot a deep frown at him.

They had been wondering why the chairman of the Moutai company had been silent for this many bids.

Turns out that he was hiding this ultimate move all along!

Li Zaixing maintained his smile and looked at these representatives with the attitude of a victor.

Of course.

The price of 10 million was enough to sweep away most of the competitors.

However, companies such as Wuliangye and Luzhou Laojiao were not out of the picture yet.

These two companies were the nation's second-ranked and third-ranked white wine companies.

They were powerful organizations...

However, Maotai was still a little stronger.

The representative of Wuliangye immediately called up his superiors.

Upon returning, he smiled and said, "Mr. Luo, out of the 12 jars of wine, we of Wuliangye wish to purchase 6 of them! We're also willing to offer 10 million per jar!"

"What do you mean?"

"???????"

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Everyone was confused.

The 12 jars of wine had been assumed to be a single set thus far, but this guy was suddenly claiming that he only wanted 6 of them?

"Mr. Li Zaixing, don't be surprised. I'm sure you'll receive a call soon, and once it arrives, I'm sure you'll hand over 6 of these jars to Wuliangye too!"

Simply put, the top brass of Mautai and Wuliangye had come to an agreement to purchase the 12 jars of wine together.

Then, they would collaborate to develop and innovate on a new type of "ancient" wine.

When the time came, their sales would depend solely on each company's marketing efforts.

With the matter already decided internally, all other companies should just stand aside.

As expected, Li Zaixing soon received a call.

The two organizations split the 12 jars of wine in Luo Feng's hands equally.

"Luzhou Laojiao bids 11 million per jar!"

Seeing as two of their greatest rivals were about to split the loot, the representative of Luzhou Laojiao was a little unhappy.

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"12 million!"

Li Zaixing spoke again.

Of course, now that Maotai and Wuliang Ye were in the same boat.

Li Zaixing's attack was equivalent to Wuliangye's attack.

"13 million!"

Luzhou Laojiao shouted again.

"15 million!"

Li Zaixing added calmly.

"Alright, you win!"

If that's how you two want to play it, so be it then.

Since both of you are splitting the bills, I'll make sure that you'll pay a good premium for the goods.

Although the trio were all state-owned enterprises, they had been competing with each other for many years, and thus, it was normal for animosity to develop between them.

"F*ck! 15 million yuan per jar! What the hell is this?"

"You can't even drink it! Why are they paying this much for?"

"Could it be the wine jar itself be very valuable? Aren't they just some standard clay jars?"