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Central Hisúmer Launches Trio of Distinctive Spirits to Mark Chinese New Year

New whisky, tea cocktail, and coffee liqueur highlight company’s focus on innovation and cultural inspiration in beverage offerings.

Thursday, February 19, 2026



Central Hisúmer is expanding its portfolio this February with several new products, each offering a distinct identity and flavor profile. The timing coincides with the Chinese New Year, a period marked by celebration and renewal in Chinese culture. Among the latest additions is Golong Vigorous, a Single Malt Whisky produced in the Hunan region of China. This area’s humid subtropical climate accelerates the aging process, giving the whisky a more intense character. Golong Vigorous stands out for its maturation in

five different types of casks: Tennessee, bourbon, brandy, wine, and sherry. This combination creates a complex yet fresh profile that sets it apart from other single malts on the market.

Another newcomer is Porcelain High Tea Cocktail, which joins the existing Porcelain Gin family as a ready-to-serve aperitif. This product draws inspiration from Eastern tea rituals and uses Porcelain Mandarin Gin as its base. It is infused with a blend of oolong and black teas sourced from China, complemented by ginger and natural citrus notes. The result is an aromatic and refreshing drink designed to add variety and sophistication to any menu.

KOMO Coffee Liqueur is also making its debut in Central Hisúmer’s lineup. Targeted at coffee enthusiasts who value authenticity and balance, KOMO is crafted from 100% high-altitude Arabica beans. The beans are carefully selected and processed to preserve their natural flavors. Production follows a cold extraction method inspired by traditional Japanese sake-making techniques, resulting in a clean and well-balanced liqueur. KOMO’s branding features the legend of KoBiMo, a mythical coffee monster from Niigata, which appears on the label as a friendly figure.

These new products reflect Central Hisúmer’s ongoing commitment to diversifying its offerings with beverages that combine tradition, innovation, and distinctive character. The company continues to seek out unique spirits and liqueurs that appeal to evolving consumer tastes while maintaining high standards of quality and authenticity.