

Let's go! Meet at Alishan and explore beautiful spots in the mountains.

## >> Coffee Estate Map

### First meeting Fell in love with the mellow coffee in Alishan

Along the winding road, strolling with a map in the mountains amongst the clouds, exploring the various coffee flavors hidden in the mountains and enjoying the delicious taste of local coffee. Follow our footsteps on the Alishan coffee tour!



### >> Tourist Information Hotline

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	Wenfeng Visitors Center	+886-5-2617212
	Taiping Suspension Bridge Service Center	+886-5-2571215
	Alishan National Forest Recreation Area Tourist Service Center	+886-5-2679917
	Alishan Forest Railway Alishan Station	+886-5-2679833
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Come on over! Explore Alishan coffee together!

## >> Alishan Coffee

Summary / Origin

### Summary Relish the aroma of the coffee, enjoy the sweetness of history.

Alishan coffee is mainly planted in the townships of Alishan, Meishan, Zhuqi, Fanlu and Zhongpu, although in other areas as well. High-quality coffee beans are cultivated here on hundreds of acres, aided by an altitude of 600-1,400 meters, year-round cloud cover and relatively wide temperature differentials. The coffee is clean, smooth, soft, and mellow, with a flavor of oolong tea. The honey processed coffee has the taste of brown sugar and a tad of sucrose. Natural-processed coffee has the scent of wine, liquor, and tropical fruits. A plethora of coffee estates are worth visiting in Alishan, all allowing one to savor the delicious taste of Alishan coffee.

### Origin Get to know Alishan Coffee, and Gain an In-Depth Understanding of Taiwan.

#### >> First meeting with coffee in 1626

Coffee was first introduced into Taiwan during the period of Dutch missionary activity. At that time, an indigenous tribe known as the Tsou lived on the Chiayi-Tainan Plain. They would trade sika deer skin for fabrics and other daily necessities. It was during this time that coffee became a part of Tsou life.

#### >> Alishan encounters coffee in 1661

The Ming Dynasty loyalist Koxinga, also known as Cheng Cheng-gong, defeated the Dutch forces in Taiwan during the Qing Dynasty period and then relocated his forces and followers from mainland China to Taiwan. He occupied the Tsou's territory, forcing them and the Dutch missionaries to move to the mountainous Alishan area, bringing with them coffee seedlings for cultivation.

#### >> Coffee as cash crops in Japanese Taiwan

During the Japanese colonial era in Taiwan, the government established several commercial agricultural sites in central Taiwan. Coffee became a key cash crop, and the output was exported to Japan and elsewhere.

#### >> Global recognition throughout Asia in 2002

After the Retrocession of Taiwan at the end of World War II, coffee cultivation gradually declined and farmers switched to other crops. It was not until 2002 that the rise of Gukeng coffee led to the rebirth of the Alishan coffee industry. Over the past 10 years, Alishan coffee has won numerous awards. After first coming out on top in competition with other successful coffee regions in Taiwan, Alishan coffee then went on to garner the title of Best of Asia in 2018.

## Let's go! Meet at Alishan

TOURING AROUND  
ALISHAN COFFEE



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