

《双语:一瓶5.86万元!315晚会曝光神乎其神的听花酒》

315晚会曝光，卖5万多元的听花酒专利并未被认定。下面请看相关双语报道。



An expensive alcoholic drink named Tinghua has been removed from some major e-commerce platforms, after China's national broadcaster accused the company on Friday of fraudulent advertising.

上周五，中国国家广播电台指责“听花”酒存在广告欺诈行为后，该公司已将其从一些电商平台下架。

The State-run broadcaster China Central Television exposed the brand on the 315 Gala, which is an annual show that focuses on people's livelihoods and consumer's rights, with issues such as food safety and internet scams highlighted. The show is usually held on March 15: World Consumer Rights Day.

中国中央电视台在315晚会上曝光了该品牌，这是一个关注民生和消费者权益的年度节目，突出了食品安全和网络诈骗等问题。晚会通常在3月15日世界消费者权益日举行。

According to the 315 Gala, Tinghua liquor, which is headquartered in the southwestern province of Sichuan, has been available since 2020, at prices that range from 5,860 yuan (\$815) a bottle to as much as 58,600 yuan, depending on the alcohol content and packaging.

据315晚会报道，总部位于四川的听花白酒自2020年起销售，根据酒精含量和包装的不同，价格从每瓶5860元(815美元)到高达58600元不等。

The company claims in advertisements the liquor has anti-aging and anti-cancer properties and can be used to protect the cardiovascular system, improve sexual performance, and relieve anxiety.

该公司在广告中声称，这种酒能够抗衰老和抗癌，可以保护心血管系统，提高性能力，缓解焦虑。

The company also claims in advertisements it has applied for international patents for the alcohol and mint extracts contained in the liquor, to protect its copyright for the claimed healthcare uses.

该公司还在广告中声称，它已经为酒中含有的酒精和薄荷提取物申请了国际专利，以保护其所谓医疗保健用途的版权。

CCTV said the company's claims about the liquor violates the nation's laws on food safety and advertising, with the food safety law requiring food-related products to be marketed without false or fraudulent information related to disease prevention or treatment. The nation's advertising laws also call for liquor and wine-related products to be marketed without any claims that they can relieve anxiety or improve physical strength.

中央电视台表示，该公司关于这种酒的说法违反了国家的食品安全法和广告法，食品安全法要求食品相关产品在市场上不得提供与疾病预防或治疗有关的虚假或欺诈性信息。中国的广告法要求，白酒和与葡萄酒相关的产品在销售时，不得有任何可以缓解焦虑或增强体力的宣传。

Some major e-commerce platforms, including JD and Tabao, stopped allowing sales of Tinghua soon after the exposure.

一些主要的电商平台，包括京东和淘宝，在曝光后不久就停止了听花酒的销售。

Sichuan's market regulation department told several local news outlets, including Jiupai News, it was aware of the issue and will be mounting an investigation.

四川省市场监管部门告诉几家当地新闻媒体，他们已经意识到了这个问题，并将展开调查。

重点词汇

alcoholic drink 酒精饮料

has been 已经

removed from 远离

the company A公司；该公司；合伙人

on Friday 周五；星期五；在星期五；星期几

China Central Television 中国中央电视台

such as 例如；……等；像；像……这样，像……那种；诸如……之类

food safety 食品安全

held on 继续；拉住；坚持下去；不挂断

World Consumer Rights Day 世界消费者权益日；国际消费者权益日；

