

# Jiao Yu Gin by Laizhou Distillery Wins Silver in A' Packaging Design Awards

*Laizhou Distillery's Jiao Yu Gin receives prestigious Silver A' Design Award for its innovative and culturally-inspired packaging design.*

COMO, CO, ITALY, September 8, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging design](#), has announced [Laizhou Distillery's](#) Jiao Yu Gin as a winner of the Silver A' Design Award in the Packaging Design category. This prestigious recognition highlights the significance of Jiao Yu Gin's packaging design within the packaging industry, positioning it as a notable achievement in design excellence.

Jiao Yu Gin's award-winning packaging design showcases the importance of cultural relevance and environmental sustainability in the packaging industry. By incorporating traditional Sichuan bamboo weaving elements and using eco-friendly materials, Laizhou Distillery demonstrates how packaging design can effectively connect with consumers while prioritizing environmental responsibility. This recognition serves as an inspiration for the packaging industry to explore innovative ways to merge cultural heritage, aesthetic appeal, and sustainable practices.

The packaging design of Jiao Yu Gin stands out for its harmonious fusion of slim, soft lines and bamboo weaving reliefs on the azure blue bottle. This unique combination creates a profound visual appeal, representing the elegant and graceful texture of the Sichuan and Chongqing regions. The design team's research revealed that consumers prefer packaging with distinct local imprints, leading to the innovative incorporation of regional culture and gin flavors in Jiao Yu Gin's packaging.



Jiao Yu Gin

Winning the Silver A' Design Award in the Packaging Design category serves as a motivation for Laizhou Distillery to continue pushing the boundaries of packaging design innovation. This recognition reinforces the brand's commitment to creating memorable and environmentally friendly packaging that resonates with consumers. By setting a high standard in packaging design, Laizhou Distillery aims to inspire other brands to prioritize cultural relevance, sustainability, and aesthetic appeal in their packaging solutions.

Jiao Yu Gin was brought to life through the collaborative efforts of Yan Zhang, Wanting Tang, Sijia Liang, Ming Ke, Rong Chen, and the Laizhou Distillery team. Their expertise and dedication to crafting a packaging design that embodies the essence of Sichuan culture while prioritizing environmental sustainability have been instrumental in achieving this prestigious recognition.

Interested parties may learn more about Jiao Yu Gin's award-winning packaging design at: <https://competition.adesignaward.com/ada-winner-design.php?ID=154181>

#### About Laizhou Distillery

Laizhou Distillery is a Chinese whisky distillery dedicated to "creating more possibilities for whisky". By sourcing ingredients from around the world and employing cutting-edge brewing technology, Laizhou Distillery aims to add layers of flavor while maintaining balance and taste. As a proponent of sustainable practices, Laizhou Distillery adheres to the concept of net zero emissions and continuously focuses on the sustainable development of the environment.

#### About Silver A' Design Award

The Silver A' Design Award recognizes top-tier designs that exemplify excellence and innovation. Recipients of this award are acknowledged for their contributions to raising industry standards and advancing the practice of design through their highly functional and aesthetically pleasing creations. The Silver A' Design Award is granted to designs that demonstrate strong technical characteristics, artistic skill, originality, and creativity in the Packaging Design category, based on criteria such as innovation, sustainability, functionality, aesthetics, user convenience, brand identity, market competitiveness, safety, and cultural relevance.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes outstanding packaging designs from various industries. Entries are blind peer-reviewed and evaluated based on pre-established criteria by an influential jury panel comprising design professionals, packaging industry experts, journalists, and academics. The A' Design Award aims to promote superior products and projects that advance and benefit society, driven by a philanthropic mission to create a better world through the power of good design. By celebrating remarkable achievements and showcasing pioneering designs on a global stage, the A' Design Award inspires and motivates designers and brands to develop innovative solutions that positively impact the global community.

To learn more about the A' [Design Awards](#), explore the jury members, view past laureates, and

participate with your own projects, please visit:

<https://packaging-design-award.com>

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